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**TRUCKS AND BUSES**

## Eicher launches new generation of light and medium duty trucks in Hyderabad

**May 12, 2014:** Post the unveiling of “The future of Indian Trucking” -the full new range of the Eicher Pro series of Trucks and Buses in December, VECV launched the Eicher Pro1000 and Eicher Pro 3000 series of light and medium duty trucks in Hyderabad, Andhra Pradesh today. The new trucks will meet the needs of the emerging mid-premium market segment, which demands vehicles of higher power and durability, greater comfort and value-added enhanced features at economical cost. In addition it will continue to address the mass-market segment, which demands trucks with value features at low cost of ownership. The next generation of Eicher trucks and buses aims to continuously improve transportation efficiency in India and the developing markets via relevant modernization, thereby reducing logistics costs for goods and people leading to economic growth and productivity.

Eicher Pro 1000 Series is a new and enhanced range of light and medium duty trucks in the 5-14T segment, specially designed for the value segment with best in class rated payload. They have a trusted and proven E-483 engine with low maintenance and best in class fuel efficiency. The 2 m wide aerodynamic cabin with new modern styling and value added features delivers better driving comfort and convenience to its users.

Eicher Pro 3000 Series is a completely new generation range of medium duty trucks (9-14T) that is set to change the trucking experience altogether. It is specially designed for emerging premium segment that requires high power and torque combination as well as a greater degree of refinement and sophistication. It has a 4 Cylinder 4 Valve E-494 CRS technology engine with Volvo group Engine Management system (EMS) 3.0, which has high processing capability, optimum balance between load demands, fuel efficiency and emissions control with added advantage of quick and guided diagnostics-all leading to high performance, higher uptime and lower maintenance. The Eicher Pro 3000 vehicles come with 2.1 m wide new generation cab with a sleeper option and also a rest kit in day cabin. Meeting ECR 27 safety test norms, it has a host of features for driver comfort including 6 way adjustable seat and a first time introduction of cruise control.

The Eicher Pro range, representing the future of Indian trucking, has been developed and manufactured as a result of the synergistic working between the Volvo Group and Eicher. With the launch today, the Eicher brand enters a new phase of growth and consolidation in the commercial vehicle market. The Volvo Group has global expertise in understanding the needs of truck customers and has been working with the VECV teams for more than five years now to develop new solutions for India. In the Indian CV industry, fuel-efficiency is a major cost driver, and in this area, the Volvo Group’s technology and Eicher’s competence in frugal engineering have been very complementary. The new Pro series of trucks and buses will retain and even increase the well-known Eicher leadership in this domain

The mammoth product development initiative for the entire Pro series range from 5-49 tonne gross vehicle weight involved an investment of 3 million hours of engineering effort, 7.7 million kms of testing and 50,000 hours of engine development. The new range will deliver higher profitability over vehicles



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life cycle, leading to real productivity improvements through best-in-class fuel efficiency, good driver comfort, better drivability and higher up-time.

The Eicher Pro series range has undergone very stringent and gruelling test protocols to ensure superior up-time. Extensive testing has been done not only in the labs and on the Volvo Group's torture track, but also with some of the customers in real world conditions. The Eicher Pro series trucks launched today will meet the exacting needs of most market segments across haulage, distribution, construction, industrial loads, courier and perishables.

**About VE Commercial Vehicles Limited (VECV):** VE Commercial Vehicles Limited (VECV) is a 50-50 joint venture between the Volvo Group and Eicher Motors Limited. In operation since July 2008, the company includes the complete range of Eicher branded trucks and buses, VE Powertrain, Eicher's components and engineering design services businesses, the sales and distribution business of Volvo Trucks as well as aftermarket support to Volvo Buses in India. VECV's vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.

**Disclaimer:** All statements included or incorporated by reference in this media release, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates and projections about our industry, management's beliefs and certain assumptions made by us. Although VE Commercial Vehicles believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Any forward-looking statement speaks only as of the date on which such statement was made, and VE Commercial Vehicles undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. No assurance can be given that actual results, performance or achievement expressed in, or implied by, forward-looking statements within this disclosure will occur, or if they do, that any benefits may be derived from them.