



EICHER LAUNCHES BS IV RANGE IN SRI LANKA

Showcases Future Ready Technology at BMICH

September 7, 2018, New Delhi/Colombo:

[VE Commercial Vehicles Limited](#) (VECV), a Volvo Group and Eicher Motors joint venture, has launched all new range of trucks and buses, complying environment friendly BSIV emission norms in Sri Lanka. The Next Generation vehicles, incorporating future ready technology and augmented by VOLVO group processes & systems taking the Eicher, **Miles Ahead** in terms of technology delivering higher productivity and Prosperity to all its stakeholders.

VECV brings together, the Volvo Group's global expertise and world-class technology along with the innovative engineering and proven DNA of fuel efficiency from Eicher. Eicher Pro series, range of next generation trucks, is a result of synergy between Volvo and Eicher.

The VECV joint venture has its base in the country since last 5 years in form of a 100% wholly owned subsidiary known as VECV Sri Lanka Pvt Limited. Eicher branded trucks and buses have witnessed significant growth in a very short span of time in Sri Lanka with strong brand equity in the commercial vehicle space. In fact, Eicher was the first CV player to introduce BSIII (Euro III equivalent) vehicles to the country, in line with the Brand statement of relevant modernization

With the launch of this advanced technology trucks & bus range, Eicher Trucks and Buses plans to strengthen its presence across the segment in Sri Lanka and thus reinforce our vision of driving modernization in the commercial transportation.

Speaking on the occasion of the launch, **Senior Vice President and Head, International Business, VE Commercial Vehicles, Mr. S.S. Gill said** "The Eicher Pro BSIV series is a newly developed range of future ready, durable vehicles capable of delivering unmatched efficiency, reliability, superior uptime and safety. The vehicles are equipped with Next Generation engines, coupled with the intelligent i3 EGR/SCR technology & driven by the latest Engine management System EMS 3.0 from Volvo Group. The range boasts of tough and robust aggregates, multimode technologies like M Booster, M Booster+ and Intelligent Driver Information Systems for best-in-class fuel efficiency and optimized operational cost, leading to quick returns on investment. Further, the vehicles are designed & tested with high standards of safety to meet the crash test requirements for the cabin, roll over requirements for the buses and fitted with Anti-lock braking system (ABS), thereby ensuring safety to its users across the island".

The retail partner of Eicher in Sri Lanka is Senok group, a renowned corporate house with years of business history. The group is headed by Mr. Gerard Fernando, Managing Director, Senok Group. The group is a well-diversified with presence across business sectors like Tours and Travels, Cars, Construction equipment, Power, Ports and Aviation. "Senok has handled and built powerful brands in the Island like JCB,

Eicher Pro BSIV Range – "Miles Ahead"

- *All new range of trucks, tippers, prime movers from **4.9 – 49T GVW** & buses from **18s-54s** capacity*
- *Equipped with **VOLVO group technology** producing durable & reliable **products with superior uptime***
- *Intelligent Driver Information Systems with Fuel Coaching and Cruise Control delivering **Best in class fuel efficiency**.*
- ***Engine range** equipped with VOLVO group Engine management system (**EMS**) **3.0**, latest **i3 EGR and SCR** technology offering widest power range from **95HP- 330HP***
- *Equipped with features like engine protection system, ABS across the range, Crash test & roll over compliance for **Enhanced Safety***
- ***Reinforced by Lifetime Support Solutions (LSS)***
- ***Truck platform** - Pro 1000 (4.9T-16TGVW), Pro 3000 (8.5T- 16GVW), Pro 5000 (16.2T-40TGVW), Pro 6000 (25T- 49TGVW) & Pro 8000 (25T-49TGVW)*
- ***Bus platforms-** Starline, Skyline & Skyline Pro ranging from 18s-54s*



Kobelco, Audi, Volkswagen etc, as a result of their customer centric approach. Together with Senok, we have a formidable network of 3S (Sales + Service + Parts) outlets in Colombo, Kurunegala, Kandy, Anuradhapura and Matara” – said Mr Gill.

Mr Gill went on to say that Sri Lanka is an important market for Eicher as the country’s infrastructure demands have been consistently on the rise. *“With this launch, we have strengthened our offering in the region to cater to these demands through superior value vehicles that suit needs across all applications. These BSIV compliant trucks and buses are innovative, contemporary and efficient. The engine range offers many industry-first features like fuel coaching and cruise control, for class leading fuel efficiency & enhanced driver comfort. We aim to strengthen our market position with the new range and contribute to the prosperity of our valued consumers in Sri Lanka.”*

Eicher currently has an overall market share of 10% in Sri Lanka. The Company has seen outstanding results in segments like small buses where they achieved over 25% market share within a short span of time. Going forward, the company will focus on the growing construction segment which forms 25% of the industry. The Construction range of Eicher is engineered to deliver the best in class productivity, especially in the tipper segment where we have introduced heavy duty products up to body capacity of 800 CFT, with a clear aim is to hit 25% market share in this segment.

As for the special USPs, fuel efficiency is the core of all products that are built by Eicher. *“Although we have had a JV with Volvo for the past 10 years, our original engine design elements can be traced back to our collaboration with Mitsubishi, Japan in the mid 80s which had given us an edge in fuel efficiency and continues to be so in all the markets that we operate. In the case of trucks our core strength also has been offering a wide range of cargo body length which suits every kind of segment in the market be it vegetables, fish, poultry, tankers, or container, while in buses we have the customized solutions for Staff, School & city segment, with seating capacities ranging from 18-54 seater. Hence, Eicher is an overall package and a one-stop-shop for all your transport needs”,* said **Mr SS Gill**.

With regards to Aftermarket and Customer Support Solutions- Eicher offers innovative and customized service solutions to individual customer’s needs throughout the vehicle life cycle from purchase to maintenance to resale. “Our unique offerings like Dial-a-Part, Customized Service packages, customer driving training programs & mobile service vans ensure quick response and maximum uptime for Eicher vehicles. Eicher also has a wide spread coverage across the island for service & parts support to ensure customer convenience & service at door step. Our workshops are equipped with latest tools and equipment, coupled with regular mechanic trainings ensure highest level of productivity for our customers, leading to better profitability and prosperity for them”, **said Mr Gill**.

About Eicher Trucks & Buses

Eicher Trucks and Buses has the lineage of three decades of operations in India. Eicher Trucks and Buses (ETB) is present in the LMD segment with a strong presence in the 4.9T-15T truck segment and an ever increasing market share in 16T-49T heavy duty trucks segment. Eicher has unveiled its entire new range of future generation trucks and buses, named the “Eicher Pro” series. Adopting the most professional and holistic approach to modernize the Indian trucking industry, the new brand philosophy is to “Go Pro”. Eicher’s new Pro series trucks and buses promise to deliver best-in-class fuel efficiency, higher loading capacity, superior uptime and overall vehicle life time profitability. Eicher is present in more than 33 countries, including key regions such as South East Asia, Africa and the Middle East with on road population of 500,000 trucks and buses. Eicher is growing its presence internationally at a rapid pace.

About VE Commercial Vehicles Limited (VECV):

VE Commercial Vehicles Limited (VECV) is a joint venture between Eicher Motors Limited and the Volvo Group. In operation since July 2008, the company includes the complete range of Eicher branded trucks and buses, VE



Powertrain, Eicher's components and the sales and distribution business of Volvo Trucks as well as aftermarket support to Volvo Buses in India. VECV vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world

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