

**VE COMMERCIAL VEHICLES LAUNCHES EICHER PRO SERIES TRUCKS IN TRUCKX EXPO (KYLAMI)**  
**Showcases global technology and demonstrates fuel efficiency of the Pro Series**

**July 12, 2017, Johannesburg:** VE Commercial Vehicles (VECV), the joint venture of Volvo Group & Eicher Motors Ltd launched Eicher trucks (pronounced 'eye-sher') at mega event in TruckX Expo, Kyalami Grand Prix Circuit. **Eicher showcased its Pro series in the event.** Globally, Eicher trucks are known for their fuel efficiency. This attribute of the trucks was experienced by visitors and fleet company CEOs at the event through live tracking of fuel consumption in collaboration with Ctrack, at the Dynamic Handling track of the circuit.

The VECV joint venture has already set up its base in the country in form of a 100% wholly owned subsidiary known as VECV South Africa (PTY) Ltd with the vision of **'Integrating global technology with local commercial transportation ecosystems.'**

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. This approach has resulted in the development of Eicher Pro series, a range of next generation trucks, which together with a growing service network in South Africa, is ushering in a Pro League of Trucking.

Eicher Pro Series has been designed and developed in a modern, high-tech, multi-facility manufacturing plant which also houses a next-generation engine plant - built in collaboration with the Volvo Group. The facility not only manufactures heavy duty engines, but also supplies Euro VI compliant automotive engines internationally to the Volvo Group. On the Pro Series assembly line, the state-of-the-art production processes include a robotic cab weld shop, a CED paint shop and a 100% hot test facility, all of which are aimed at achieving quality and reliability in line with top international standards.

The massive product development initiative for the entire Pro series range involved an investment of 3 million hours of engineering effort, 7.7 million kilometres of testing and 50,000 hours of engine development. The new trucks will meet the needs of discerning customers, who demand vehicles with higher fuel efficiency, durability, greater comfort & safety, as well as intelligent features. These new generation Eicher trucks are designed to improve transportation efficiency through superior uptime, thereby reducing logistics costs leading to better profitability for the operators.

The trucks have been tested for more than 500,000 kilometres across Africa and Asia, and subjected to rigorous endurance & performance testing for over 200,000 kilometres in South Africa. This truck has been put into actual applications of few well renowned fleet operators in all applications and operations. Testing results turned out extremely positive especially in terms of fuel efficiency and the durability of the trucks.

Eicher Pro series is a completely new generation range of trucks that is set to deliver non-stop performance. The engines are infused with Volvo Group Engine Management system 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 higher fuel efficiency, superior uptime and lower maintenance. The Eicher Pro series cabins are fitted with AC and heater, meeting AIS 029 safety standards for cabin safety. The trucks are equipped with Airbrakes, ABS and exhaust brakes to ensure driver safety.

Eicher trucks will be available across the country at 14 strategic locations in South Africa, which are expanding rapidly, ensuring a high level of Sales and aftersales support for best uptime of the vehicle. VECV has joined hands with country's well-established dealership groups such as AAD Group, BB Motor group, Billson Trucks, CMH Group, Fleet Dynamics, Imperial Group & Premier Truck and Bus.

**At the launch, Mr. Surender Singh Rajpurohit (Vice President and Country Head at VECV South Africa (Pty) Ltd) said** "Its indeed is a proud moment for us to launch Eicher trucks in South Africa. This is a strategic market & it will play a critical role in Eicher Trucks & Buses international business. The company plans to continuously invest in introduction of country specific products and aftermarket infrastructure."

Further commenting on the aftersales he said "The local team has been proactively busy ensuring parts availability & technical training to technicians before start of sales as its primary focus area. To further enhance a high level of professionalism & quality of support for Eicher trucks, we have joined hands with Bidvest Panalpina Logistics (BPL) as its 3PL partner. A huge investment has already been made to take care of the parts availability. Currently the warehouse has a parts availability of over 2600 line items."

Eicher is present in more than 30 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.

#### **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 L/MD 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.

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