



EICHER TRUCKS & BUSES STRENGTHENS PRESENCE IN PATNA; INAUGURATES NEW 3S DEALERSHIP

Patna, April 25, 2019: [Eicher Trucks & Buses](#), part of [VE Commercial Vehicles Limited](#), and the manufacturer of high-performance light, medium and heavy commercial vehicles, inaugurated its new 3S (Sales, Service & Spares) dealership facility in Patna, Bihar. The state of the art facility has been set up in association with Sara Automobiles Pvt. Ltd. to provide world class service and support to Eicher customers. In an effort to foster a long term relationship with the customers, the new facility will cater to the availability and after-sales services for Eicher's Heavy Duty, Light & Medium Duty and Bus range in the region; located on the National Highway 31, it will strengthen Eicher's Sales, Service & Spare Parts network in the Bihar West Bengal route.

The facility was inaugurated by **Mr Rama Rao, Executive Vice President, Marketing, Sales and Aftermarket, Heavy Duty Trucks, VE Commercial Vehicles**. With the introduction of the new dealership in Patna, Eicher now has three 3S facilities in the state, two service facilities and three containers setups in this region.

The dealership inauguration was attended by large no. of customers, financiers and other invitees from all over Patna.

Commenting on the occasion, Mr. Rama Rao, Executive Vice President, Marketing, Sales and Aftermarket, Heavy Duty Trucks, VE Commercial Vehicles said, "This is a moment of great pride for us to inaugurate state-of-the-art dealership in Patna as the region is a key market for the sale of all our Heavy Duty, Light & Medium Duty and Bus range. With the introduction of this modern facility, we bring our entire range of Eicher Trucks and Buses and advanced aftermarket support much closer to all our customers in and around Patna which is a major economic hub for in the eastern region. This all equipped facility with its well-trained staff is ready to delight customers of this area with high quality and timely service."

Further commenting on the aftermarket support solutions to the customers, he added, "Eicher Trucks and Buses offers innovative and customized service solutions to meet specific customer needs. Our warranty offerings are among the best in the industry; where customers can opt for extended warranty programs as well. Apart from on-site services, we offer additional after sales programs like "Eicher Freedom" and "Eicher Promise" for maximum uptime and higher level of productivity. These programs are in line with our "Pro Customer" philosophy where we strive to ensure maximum profitability and prosperity for them. With our vision to lead modernization of the Indian trucking industry, we are taking our partners, customers and the Indian trucking ecosystem to a whole new level."

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 engineering design services businesses, 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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