



VE COMMERCIAL VEHICLES OPENS NEW 3S DEALERSHIP (M/S VINAYAK MOTORS) IN BIKANER

Bikaner, May 17, 2018: Eicher Trucks & Buses, a business unit of VE Commercial Vehicles today inaugurated M/S Vinayak Motors, new vehicle Sales, Service and Spare Parts (3S) dealership in Bikaner. The state-of-the-art integrated sales and service facility was inaugurated by **Mr Vinod Aggarwal, MD & CEO, VE Commercial Vehicles**. The new facility is aimed at further strengthening the long standing trust and relationship between Eicher and its customers.

The facility spread across 40,500 sq. feet, will be the 18th setup in Rajasthan for Eicher Trucks and Buses. The outlet has total 4 fully equipped bays to serve medium and heavy commercial vehicles and light commercial vehicles. Eicher will also deliver aftermarket support to boost customer experience and ensure quick deliveries of their trucks.

Speaking at the event, **Mr. Vinod Aggarwal, MD & CEO, VE Commercial Vehicles** said, *"Rajasthan has always been a critical market for commercial vehicles. At 35,000 units, the region has witnessed highest TIV growth at 24% between 2017 and 2018. Moreover, Rajasthan is key hub for heavy duty trucks and tippers. With reforms such as overloading ban on tippers, implementation of GST and push for infrastructure by the Government, Rajasthan continues to be a priority for us.*

On Eicher's performance in Rajasthan he added, "In the last few years, Eicher Trucks and Buses has emerged as one of the fastest growing brands in the region, growing at a CAGR of 25%. The Eicher Pro Series of trucks and buses have seen a steady demand in the region. Our range of HD trucks is the widest in the industry and at various price points to cater to the basic, premium and value segments. Additionally, Eicher Pro Buses are leaders in providing enhanced passenger safety and comfort, efficient and cost-effective transport. Our latest touchpoint in Rajasthan will take us another step closer to supply our range and cater to the region's growing requirements."

Coupled with the Eicher products, initiatives like Eicher Freedom, Eicher Financial solutions, Eicher Secure Insurance, Eicher Sure, Eicher Live Telematics are comprehensive service offerings that take productivity and aftermarket service to the next level. To support this, competence development programs for customer drivers & technicians complete the range of flagship initiatives to provide a differentiated and premium customer experience.

About Eicher Trucks & Buses

Eicher Trucks and Buses has the lineage of three decades of operations in India. Adopting the most professional and holistic approach to modernize the Indian trucking industry, their brand philosophy, "Go Pro", promises to deliver best-in-class fuel efficiency, higher loading capacity, superior uptime and overall vehicle life time profitability. Eicher Trucks and Buses (ETB) is present in the LMD range with a strong presence in the 4.9T-16T truck segment and an ever increasing market share in 16T-49T heavy duty trucks segment. Eicher Pro Series buses also have a strong presence in the Light and Medium segment along with a leadership in the school bus segment.

About VE Commercial Vehicles Limited (VECV):

VE Commercial Vehicles Limited (VECV) is a 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 businesses as well as the sales and distribution business of Volvo trucks within



India. VECV's vision is to be recognized as the industry leader driving modernization in commercial transportation in India and the developing world.

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