



Eicher Trucks and Buses now to be assembled in Bangladesh

Dhaka, August 28th 2017: [Eicher Trucks & Buses](#), a business unit of [VE Commercial Vehicles Limited](#), and one of the largest commercial vehicle manufacturers in India, has announced the plans to start the CKD assembly operations in Bangladesh. The new state of the art facility being set-up with Runner Motors, is in line with Eicher's vision to drive modernization in the commercial transportation in Bangladesh.

With a capacity to roll out up to 500 units each month, the plant will be equipped with new generation technology, assembly lines and testing facilities. The state of the art plant spread across an area of 35 acres will be operational next year.

Eicher Trucks and Buses has been present in Bangladesh since 1993 and in the last few years has significantly expanded the distribution network through partnership with Rangs Motors and Runner Motors. Sales and Service support is available through 25 touch points across the country to focus on sustainable growth & market share. 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.

Speaking on the occasion, Vinod Aggarwal, MD & CEO, VE Commercial Vehicles Ltd. said, *"Bangladesh has always been an important market for Eicher and we were the first player to introduce BS III vehicles in the country. We bring together, the Volvo Group's global expertise and world class technology along with the innovative engineering and proven DNA of fuel efficiency from Eicher. We are also the only player to introduce advanced technologies in Bangladesh, such as Fuel coaching and Cruise control. We have launched more than 25 new models in Bangladesh in the past 3 years to cater to specific needs of various segments. With the new assembly line, we will be able to further strengthen our business in this fast growing economy."*

Present at the occasion, Hafizur Rahman Khan, Chairman, Runner Motors Ltd. commented, *"We are glad to partner with Eicher Trucks and Buses and start the work on new CKD assembly facility. We have invested in a training school for Eicher trucks and buses where we are able to effectively train technicians within Bangladesh, thus continuously upgrading their skills. Bangladesh is a fast developing nation and with Eicher's capability to provide vehicles with best in class fuel efficiency and higher productivity, we look forward towards continued synergy to modernize Bangladesh's commercial vehicle industry.."*

Also present at the occasion, Ms. Sohana Rouf Chowdhury, Managing Director, Rangs Motors Ltd. said, *"Continuing the glory of our association with Eicher for over 2 decades, the sales volumes have grown four-fold in the last 5 years. We have always maintained the position of market leader in mini buses segment, with Eicher being the preferred brand. We are committed to further enhance post-sales service support in the country, and we were the first to start "Door-step Eicher service". We also shall soon be starting work for CKD assembly line for Eicher trucks & buses shortly in Bangladesh."*

Further speaking on the occasion, Vinod Aggarwal, said, *"Eicher has pioneered several initiatives for providing Lifetime Support Solutions in Bangladesh, partnering with Rangs Motors & Runner Motors. These solutions offer innovative and customized service solutions to meet specific customer needs, including "24X7 Eicher On Road Service" and "Doorstep Service" as one more step towards promising superior uptime for the vehicles. Through regular training programs, drivers are trained for better fuel efficiency and vehicle maintenance. With our vision to lead modernization of the trucking industry, we*

are taking our partners, ecosystem to a whole new level. offers superior value across all trucks and buses, and we are committed to ensure highest level of fuel efficiency and superior productivity for our Bangladesh customers, leading to better profitability and prosperity for them.



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About Eicher Trucks and 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 4T-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

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

www.vecv.in<http://www.eicher.in/etb/>

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