



Eicher 11.14 launched

A game changer with unique positioning and features

April 20, 2012: Eicher has launched **Eicher 11.14** a highly fuel efficient 14.5T GVW truck. The new product will redefine and change the image of the 9- 9.5 ton payload segment with its unmatched features and benefits. This 14.5T Gross Vehicle Weight (GVW) truck will carry forward the legacy of Eicher branded Light & Medium Duty Trucks. It will provide enhanced benefit to the 9-9.5 ton payload customers with its modern look, style and a host of value features.

Speaking on the launch, **Mr. Vinod Aggarwal, CEO VE Commercial vehicles Limited** said: "The highly fuel efficient Eicher 11.14 with its value delivery at relatively lower cost is all set to bring about a profitable change in the way the 9-9.5 Ton payload capacity trucks operate in India" Eicher 11.14 is the result of extensive research done by the company and is likely to be a "Game Changer" with its unique positioning and features. It will bridge the gap between the 12/13 T & 16 T segments, he added.

It will create & establish a new segment which will attract customers of the 16T market by providing them the benefit of a Heavy duty truck in addition to the savings of a medium duty truck. Eicher 11.14 with its best in class fuel efficiency and other operating parameters will be the right fit product for applications and segments which are currently being catered by the 12/13 T -16T Heavy duty trucks, specifically- Market Load, Milk /Water Tanker, Parcel Service, Machinery Transport, Pharma, Gas Cylinders and Courier segments

The salient features of Eicher 11.14 are:

- Best in class fuel efficiency-leading to higher savings and profits with low operating cost
- High Pickup & acceleration – faster trips
- Heavy duty truck benefits at almost medium duty pricing meaning low initial investment
- Fuel efficient Engine: 114 H.P (E-483-Diesel 4 Cylinder)
- High Pulling Power
- Heavy duty Transmission: ET40S5 Gear Box

- Big Tyres: 9.00 x 20 -16 PR
- Power Steering as standard

Besides these hard-core product attributes, Eicher 11.14 is also backed by the well spread Eicher service network which would maximize uptime and thereby better the operating economics. There are over 200 authorized service centres and over 10000 private mechanics trained by Eicher, ensuring that the vehicles are maintained as per recommended service protocols. In addition, each of the dealerships is equipped with mobile service vans and 24x7 helpline numbers to ensure quick response.

About VE Commercial Vehicles Ltd (VECV):

VE Commercial Vehicles Limited (VECV) is a 50-50 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 and engineering design services businesses as well as the sales and distribution business of Volvo trucks within India. VECV aims to become a full-range commercial vehicle company whose products will drive modernization in commercial transportation in India and other emerging world markets.

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