



Eicher Trucks and Buses Inaugurates New Authorised Dealership at Chennai.

- **Nationally has 240 Touch points**

Feb 10, 2012, Chennai: Eicher Trucks and Buses - inaugurated the new Authorised Dealership, M/s Yashaswini Motors Pvt Ltd, at Chennai. The total number of touch points for Eicher branded trucks and buses in TN now stands at 24. Nationally Eicher Trucks and Buses have 240 touch points with 91 located in South India.

The new setup is a 3S facility (Sales Service & Spares) comprising of 14 bays & spanning over 30,000 sq. Feet. The facility has state of the art fully equipped set up, with contemporary tools and equipment. It is located at 245, GST Road, Urapakkam Village, Kanchipuram district (T.N.) The professionally trained team of M/s Yashaswini Motors Pvt Ltd. has also undergone training at the Eicher Training School in Mysore, Karnataka.

Opening of the new dealership will further strengthen Eicher's resolve and commitment to provide sales and after sales support to the rapidly growing customer base in T.N. and specifically Chennai command area. The new 3S facility with its state of the art equipment and best in class operating standards will help us enhance customer experience and ensure that our customers are able to get their products serviced faster and with much ease. Some of the modern facilities at this dealership are – Effluent treatment plant, Dedicated express service bays for HD and LMD vehicles, Wi-Fi connectivity across the dealership and Electronic and Bio-metric attendance system.

The dealership inauguration was attended by large no. of customers, financiers and other invitees. M/S. Yashaswini Motors Pvt Ltd, Chennai, belongs to Lathangi group, one of the key automobiles and construction equipment dealership groups in south India. The group has been known for setting benchmarks in customer service. Large no. of customers were handed over the Eicher Trucks and Buses keys during the inauguration.

Eicher is making steady progress in the Heavy Duty trucks segment of 16T-40T with "VE" series of Fuel Efficient heavy duty trucks and has more than 12,000 VE series trucks on the roads today. Market share of Eicher's heavy duty trucks' in TN is increasing and with this new state of the art facility, it will further keep the momentum going.

The Eicher range of commercial vehicles are known in the market for their low overall cost of ownership and the reason for this can be found in the 'Eicher advantage'. At the core of the 'Eicher advantage' is the vehicle's highly rated fuel-efficiency. In addition to that, all

Eicher CV's are also known for their right cargo body sizes, good ability to take the gradients as well as for low maintenance and longer life.

These are well supported by an ever increasing network of dealers. Service coverage is being enhanced by the following measures:

- Wide network of over 200 dealers across the country
- Higher availability of Parts
- Mobile service vans available at all dealerships

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 trucks and buses, 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.

www.vecv.in

Media contact: Ashim Gupta: agupta7@vecv.in

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