

Eicher to revamp truck, bus line-up

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Despite the recent slump in demand for commercial vehicles, Eicher Motors Ltd is revamping its entire truck and bus line-up to strengthen its portfolio and boost market share.

The company, which has a joint venture with Sweden's Volvo, said developing new products in the commercial vehicle segment and upgrading existing ones will take place between 2013 and 2015. Eicher will spend ₹1,200 crore towards research and development, a new bus body plant and new products over 2013-14.

"We have about 15 trucks and six-to-eight products in the bus segment. We will have a fully renewed line-up with fully new generation products, which will hit the market in 2013 and continue to the end of 2015," said Siddhartha Lal, managing director and chief executive.