



## **EICHER MOTORS LIMITED**

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### **For immediate release:**

## **Eicher Motors revs up global stride; New acquisition fortifies representation in USA while anchoring presence in China**

### **New Delhi, April 25, 2007:**

Today, Eicher Motors Limited (EML), announced the acquisition of 100% equity shares of Hoff and Associates, Plymouth, Michigan (USA) along with Hoff's two, 100% owned subsidiaries in Beijing and Shanghai (China). The value of this transaction is US\$ 3.5 million.

In USA – the biggest market for engineering services – the 100% buy-out of Hoff and Associates marks the second international acquisition for Eicher Motors, endowing its' engineering design services business unit – Eicher Engineering Solutions (EES) - with significant strategic value. Earlier, in July 2005, Eicher Motors' had acquired the Detroit-based 'Design Intent Engineering'.

Hoff and Associates' complement EES's computer-aided engineering capabilities with computational fluid dynamics (CFD) and plastic process simulation – all applications based on softwares such as ABAQUS, LS-DYNA, Madymo and Moldflow. Hoff is also well-recognized as an industry leader in High Performance Computing (HPC).

From now onwards, Hoff and Associates will operate as a wholly-owned subsidiary of EML. The acquisition of Hoff brings the total employee base of EES to 205 and positions EES across five locations worldwide including the offshoring and development centers of Beijing and Shanghai, respectively.

Excited on becoming a part of the Eicher Motors family, **Curtis Hoff, President, Hoff and Associates**, had this to say, "Hoff and Associates' and EES's combined capabilities and resources will provide superior value to customers and enhance EES's position of being a leading global engineering service provider".

Echoing similar sentiments, **Siddhartha Lal, CEO & MD of Eicher Motors Ltd.**, added "It is EES's ongoing endeavour to provide end-to-end engineering solutions to customers. With the acquisition of Hoff and Associates, we add very strong capabilities in the areas of CAE, which will help us offer a more complete solution to our expanded customer base. Moreover, with a strong dual-shoring model already established between US and China and access to the fast growing Chinese market - which has some of the leading auto OEM's as customers – Hoff and Associates also provides us with strong China platform. In addition, the analytically driven product-design methodology mastered by Hoff will complement the efficacies of the product-development teams currently engaged in growing our portfolio of commercial vehicles."

### **About Eicher Motors**

**Eicher Motors Limited** is one of India's large automotive groups. Its business interests include the design, manufacturing and marketing of trucks and buses, motorcycles, automotive gears and components. The Group has also set up Eicher Engineering Solutions (EES) to support the opportunities in the Engineering Services Sector.  
<http://www.eicherworld.com>

### **About Eicher Engineering Solutions (EES)**

**Eicher Engineering Solutions (EES)** is the engineering design services business unit of Eicher Motors Limited (EML). Eicher Engineering Solutions executes engineering projects and is capable of delivering solutions to automotive, aerospace, heavy engineering, consumer durables, power generation and other segments. The strong blend of knowledge and skills of its engineers enables it to offer a wide spectrum of services in the area of CAD, CAM, CAE, PDM and customization.  
<Http://ees.eicherworld.com>

### **About Hoff and Associates**

A professional services organization founded in 1990, **Hoff and Associates** delivers comprehensive engineering solutions. Utilizing sophisticated computerized design, modeling, and analysis tools, Hoff and Associates has achieved significant success addressing the needs of aerospace, automotive, semiconductor, medical, marine and plastics industries. Hoff & Associates reported a consolidated turnover of US\$ 5.2 million in the year ended December 31, 2006  
<http://www.hoff.com>

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