



Improving The Way
The World Works





The Allison Vision

Be the global leader in commercial-duty propulsion solutions that improve the way the world works.

"There is a spirit of innovation built into everything we do. Whether it's a fully automatic transmission that rolls off the line or a better way to meet the needs of our customers, our goal is to provide innovative, reliable solutions when and where you need them most."

 **Lawrence E. Dewey**
Chairman, President and CEO



The Allison Promise

Provide the most reliable and valued propulsion solutions in the world to enable our customers to work more efficiently.



Quality
Customer Focus
Integrity
Innovation
Teamwork

What You Can Expect When You Work With Allison

For 100 years, we've built our business on these values, and they will continue to serve as the foundation for Allison as we move into the next century.



Quality

Proven **Performance**

The world is our proving ground. There are no specific coordinates, crossroads or a singular location. From a bus on the streets of Taipei to a natural gas field in Texas, wherever there is work to be done, people to transport or goods to be delivered, we are there.

No matter where work takes you, from loading docks to bus stops to the defense of your country, Allison plays a crucial role in making a difference, changing the landscape and growing economies. And we do it all with a total commitment to deliver the most innovative, highest quality solutions.

"Whatever leaves this shop over my name
must be of the finest work possible."

\ **James A. Allison**



"Having an Allison transmission in our truck makes it easier for me to focus on my job, which is getting my men prepared to go fight a fire."

Chris Ziobeo *Captain, Manville Fire Department*

Customer Focus

The **Working Relationship**

Allison works with you to develop better usage and applications of our fully automatic transmissions. Whether you need improved fuel economy, increased productivity, hybrid applications or unique Power Take-Off (PTO) capabilities, we will work together to create solutions that meet your needs.

When it works for you, it works for us.





Integrity

The People **Behind The Product**

Quality solutions come from quality people. To that end, integrity is a crucial element in everything we do. We value your trust and know that you rely on us to produce the fully automatic transmissions that help get work accomplished. Your reputation is on the line with every job you accept. Our goal is to provide you with the most reliable products and solutions needed to accomplish each job efficiently and professionally.

From the assembly line to the boardroom, your trust is something we never take for granted. We will not let you down, and in the times when challenges arise, we will do everything possible to keep you up and running.

We earn your trust when and where it matters most...on the job.



Innovation

Engineering **Applied**

How can we make your work more efficient, safer, easier and less costly? These are the questions that lead us to develop products and processes that are customer-focused. Questions that Allison answers with engineering, science and real-world experience.

The spirit of James A. Allison lives on today. Even 100 years after he founded Allison, we are still developing the innovative technology and hardware that stretches fuel budgets, eases operation, reduces downtime and puts you in position to succeed. This spirit has earned us over 900 patents and helps us bring new products to markets around the globe.

We're giving more businesses and more people the opportunity to change their world.



Teamwork

"Allison fully automatic transmissions were the natural choice. We value the advantages and benefits that are linked with the reduction in maintenance costs."

▮ **Diego Gabriel Abelleira** *Head of Machinery
for Transportes Olivos, Buenos Aires, Argentina*

Working Together

Ideas are refined until they emerge and take shape in the real world. Solving problems as a team makes us increasingly adept at meeting the challenges of the marketplace.

This same commitment to teamwork has put Allison inside the vehicles of more than 300 OEMs worldwide. No matter where your work takes you, an Allison transmission is ready to provide the smooth, continuous power that only a fully automatic transmission can deliver.

Each day around the globe, Allison is at work to help get the job done.



Where We're Headed

Continued advances in technology have positioned Allison for the next 100 years. Innovative ideas like the TC10™ transmission deliver increased fuel efficiency across all duty cycles. Our patented torque converter is uniquely able to improve driving performance in CNG/LNG vehicles and hybrids, making Allison the logical choice in an era where greener operations are preferred. Today, our engineers are researching the applications and options that will allow our customers to accomplish more while making less of an impact on your fuel budget and the environment.

We are helping our customers accomplish more with less downtime while providing greater value over the life of the transmission and the machine it powers. To us, it's about more than building the world's leading fully automatic transmission; it's about the ability to meet your needs...here and around the world. Together we are raising the bar, moving mountains, pushing boundaries and remaking the landscape.

Today, and everyday, this vision is taking shape.

A World Of Support

From our headquarters in Indianapolis, Indiana to our manufacturing plants in Hungary and India, to approximately 1,400 Allison Authorized Distributors and Dealers around the globe, you are never far from the products, training, service and support you demand.

Our support starts from the moment an Allison transmission is specified. We work with you to ensure that the model and ratings fit your engine to create a tailored package of powerful performance and reliable efficiency. And when you need parts or service, you can count on global access to factory-trained specialists and genuine Allison replacement parts.



*Manufacturing Facility
Chennai, India*

*Allison Customer Experience Center
Szentgotthárd, Hungary*



 Allison Transmission Authorized Service Coverage



Allison employees out in their community for a volunteer home build.

A World Of Difference

As a global leader, Allison is making the world a better place. Whether we are involved in the refurbishment of an elementary school in Chennai, India or supporting disaster relief efforts in Haiti or the Philippines, we strive to positively impact the communities where we work and live.

Our core philanthropic efforts benefit children, education and self-reliance, with a goal of providing assistance and support that exponentially benefit those who receive it. What makes the real difference is the involvement of our employees, whether they are participating in a volunteer home build or supporting wounded veterans. This personal touch and commitment reflects our desire to make the world a better place.

An Environment **Of Sustainability**

Allison Transmission continues to upgrade facilities around the world to better conserve and utilize the world's natural resources. By conserving water, recycling and reducing waste, lowering energy consumption and relying on renewable power sources like wind and solar, where applicable, Allison is working to ensure a healthier planet.

And by improving product efficiency and creating automatic transmissions that allow customers to use clean-burning alternative fuels such as natural gas, or to operate more efficiently with traditional fuels, Allison is helping customers reduce carbon footprints and the environmental impact of day-to-day operations. These inspired product innovations are not only good for the environment, but also allow Allison to further impact change for the better.



Excellence **Evolves**

A lot can happen in 100 years—especially at Allison Transmission where excellence, innovation and hard work drive everything we do. From our start in 1915 as a racing company to delivering our 6 millionth transmission, Allison continues to satisfy customer goals by constantly creating and refining solutions.



James A. Allison



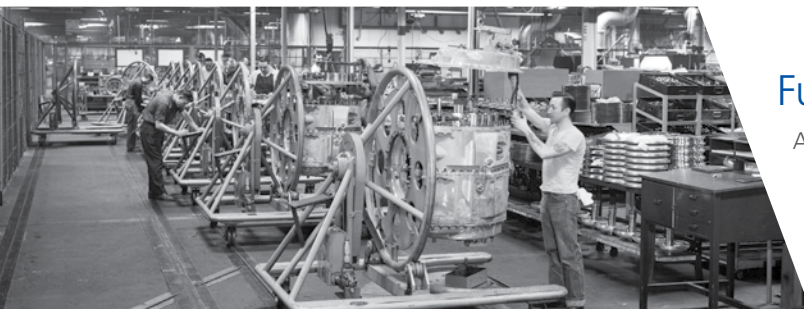
500 Miles

Superior engineering, a love of racing and an address just across the street from the Indianapolis Motor Speedway propelled James A. Allison's team to victory at the historic Indianapolis 500 just four years after the company was founded.



V1710 Takes Flight

During World War II, the liquid-cooled Allison V1710 engine powered high-performance Allied aircraft—including the Lockheed P-38 Lightning, Curtiss P-40 Warhawk and North American P-51 Mustang.



Fully Automatic

Allison revolutionized the commercial and military vehicle industry by introducing automatic transmission technology, employing a four-element torque converter and planetary gearing.



Over 900 Patents

As our customers' needs have evolved, so have our products. Over the last 100 years, Allison has patented over 900 innovative, performance-driven products and features.

Values Drive Success

While our products have evolved, our values have remained the same. Over the last hundred years, Allison Transmission has shown an unwavering commitment to quality, durability and reliability. Some things never change.



6 Million Transmissions

We have delivered more than 6 million Allison transmissions—all ready to deliver the goods, transport people, shape the landscape and change the way the world gets things done.



1,400 Distributors Worldwide

Since 1915, Allison has grown into a global company with approximately 1,400 Allison Authorized Distributors and Dealers across six continents.



2,700 Employees

At Allison Transmission, we employ over 2,700 people dedicated to a shared goal—develop smarter solutions for our customers.



300 OEMs

Allison understands the needs of customers and is constantly analyzing, refining and improving their products and features. That's why over 300 of the world's leading commercial and military manufacturers specify Allison products.



100 Years

What does 100 years of experience mean? Ask someone who operates an Allison. They've experienced the performance and know what it's like to have continuous power when and where they need it.

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SA7596EN (2015/04)
ISO/QS 9000 and ISO 14001 Certified

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