



FuelSense® - Allison Transmission introduces fuel consumption reductions of up to 20%

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Freightliner to be the first OEM in North America to release FuelSense in medium-duty trucks, providing its customers with the best in fleet-wide fuel savings and productivity

INDIANAPOLIS, March 5, 2014 /PRNewswire/ -- Allison Transmission (NYSE: ALSN) announced the launch of a new fuel-efficiency package that can deliver up to 20 percent fuel savings at the NTEA 'Work Truck' conference today in Indianapolis. **FuelSense®** features automatically adapt shift schedules and torque, maximizing transmission efficiency based on load, grade and duty cycle, without sacrificing Allison advantages fleets already depend on – superior performance and Continuous Power Technology™.



"Fuel prices have nearly doubled since the mid-2000s, and fleet owners need solutions," said Michael Headly, senior vice president, global marketing, sales and service for Allison Transmission. "They want straightforward fuel economy, without compromising overall fleet performance and productivity. With FuelSense, Allison delivers the best of both worlds."

FuelSense features include:

- 5th Generation smart controls, acceleration management, and a precision inclinometer
- EcoCal shift technology to keep engine speed at the most efficient level
- Dynamic Shift Sensing to automatically sense when low-engine speed shifts can be made
- Neutral at Stop to save fuel and reduce emissions when the vehicle is stationary

Cutting fuel consumption by up to 20 percent during both testing and simulations, FuelSense features have already been integrated into Allison's TC10™ for tractors. At the joint announcement Wednesday, Freightliner executives revealed that it will be the first OEM to offer this fuel-saving solution in the North American medium-duty market, available in late 2014 in M2 chassis equipped with Allison 2000 and 3000 series transmissions.

"We are proud to be the first to offer this innovative solution to customers," said Mary Aufdemberg, director of product marketing for Freightliner. "Our customers demand a lot from our trucks, so we set our standards high. We value our relationship with Allison and have a common commitment to maximizing the performance of work trucks and the profits of the businesses that depend on them," she said.

According to Lou Gilbert, Allison Transmission's director of North American marketing and global brand development, "Allison automatic transmissions are already extremely productive. FuelSense takes that efficiency to a whole new level with fuel saving technology that really delivers by adapting to driving conditions using features that have a proven impact on fuel economy."

About Allison Transmission

Allison Transmission (NYSE: ALSN) is the world's largest manufacturer of fully automatic transmissions for medium- and heavy-duty commercial vehicles and is a leader in hybrid-propulsion systems for city buses. Allison transmissions are used in a variety of applications including refuse, construction, fire, distribution, bus, motorhomes, defense and energy. Founded in 1915, the company is headquartered in Indianapolis, Indiana, USA and employs approximately 2,700 people worldwide. With a market presence in more than 80 countries, Allison has regional headquarters in the Netherlands, China and Brazil with manufacturing facilities in the U.S., Hungary and India. Allison also has approximately 1,400 independent distributor and dealer locations worldwide. For more information, visit allisontransmission.com.

This press release may contain forward-looking statements. All statements other than statements of historical fact contained in this press release are forward-looking statements. In some cases, you can identify forward-looking statements by terminology such as "may," "will," "should," "expect," "plans," "project," "anticipate," "believe," "estimate," "predict," "intend," "forecast," "could," "potential," "continue" or the negative of these terms or other similar terms or phrases. Forward-looking statements are not guarantees of future performance and involve known and unknown risks. Factors which may cause the actual results to differ materially from those anticipated at the time the forward-looking statements are made include, but are not limited to: risks related to our substantial indebtedness; our participation in markets that are competitive; general economic and industry conditions; our ability to prepare for, respond to and successfully achieve our objectives relating to technological and market developments and changing customer needs; the failure of markets outside North America to increase adoption of fully-automatic transmissions; the discovery of defects in our products, resulting in delays in new model launches, recall campaigns and/or increased warranty costs and reduction in future sales or damage to our brand and reputation; the concentration of our net sales in our top five customers and the loss of any one of these; risks associated with our international operations; brand

and reputational risks; our intention to pay dividends; and labor strikes, work stoppages or similar labor disputes, which could significantly disrupt our operations or those of our principal customers. Although we believe the expectations reflected in such forward-looking statements are based upon reasonable assumptions, we can give no assurance that the expectations will be attained or that any deviation will not be material. All information is as of the date of this press release, and we undertake no obligation to update any forward-looking statement to conform the statement to actual results or changes in expectations.

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