

## Allison Transmission to celebrate 100th anniversary throughout 2015

January 20, 2015

INDIANAPOLIS, Jan. 20, 2015 /PRNewswire/ -- Allison Transmission Holdings Inc. (NYSE: ALSN) today announced that it will celebrate its centennial throughout 2015 with a variety of special events and activities.



"Both our company and its founder have incredibly rich, storied histories," said Lawrence E. Dewey, chairman, president and CEO of Allison Transmission. "We look forward to sharing our heritage on a global scale this year with employees, business partners and the communities in which we conduct business."

Allison traces its corporate lineage back to the founding of the Indianapolis Speedway Team Co. on Sept. 14, 1915. As a co-founder of the Indianapolis Motor Speedway and part owner of several racing teams, James A. Allison, a prominent entrepreneur, innovator and businessman, established a precision machine shop and experimental firm on Main Street in Speedway called the Allison Experimental Co. to support his racing endeavors.

"Our company was founded on the values of innovation, quality and reliability," said Dewey. "Although 100 years have passed, I'm very proud to say those remain our driving values today. With our products and services, we are improving the way the world works."

Allison Transmission recently began its year-long celebration as the recipient of a Centennial Business Award from the Indiana Historical Society. Additionally, Allison created and is sponsoring two new digital "journeys" for the organization's Destination Indiana exhibit. Debuting in March, they feature the life of James Allison and the history of Allison Transmission.

To further share its corporate history, Allison also partnered with the Indiana University-Purdue University Indianapolis (IUPUI) Center for Digital Scholarship to create an online collection with items dating back to the 1920s, including employee newsletters, company and product brochures, advertisements, press releases and photos.

Additional planned centennial events include the installation of an Indiana State Historical Marker at James Allison's original facility on Main Street in Speedway, and a special celebration event for employees. Allison will also honor the company's legacy by sponsoring a variety of community activities, including the building of a house for a family in need, sponsoring an essay contest for students at James A. Allison Elementary School in Speedway, and awarding 100 scholarships for local college students.

Today, Allison Transmission is the world's largest manufacturer of fully automatic commercial-duty transmissions and a leader in hybrid-propulsion systems. With approximately 2,700 employees and a market presence in more than 80 countries, including manufacturing facilities in the U.S., Hungary and India, the company has annual revenue of approximately \$2 billion.

"The company that grew out of the humble machine shop has served as an economic and community anchor for the Town of Speedway and greater Indianapolis," said Dewey. "By celebrating our centennial, we're honoring generations of Hoosiers who have devoted their careers to manufacturing excellence under the Allison name."

### **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](http://allisontransmission.com).



Logo - <http://photos.prnewswire.com/prnh/20120702/DE33547LOGO>

Logo - <http://photos.prnewswire.com/prnh/20150115/169479LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/allison-transmission-to-celebrate-100th-anniversary-throughout-2015-300021840.html>

SOURCE Allison Transmission Holdings Inc.

Craig M. Koven, Allison Transmission, [craig.koven@allisontransmission.com](mailto:craig.koven@allisontransmission.com), 317-242-3432