# Allison Transmission FuelSense® selected as Top 20 product by Heavy Duty Trucking magazine

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INDIANAPOLIS, Feb. 17, 2015 /PRNewswire/ -- Allison Transmission Holdings Inc. (NYSE: ALSN) today announced that its FuelSense® fuel-saving technology has been selected by Heavy Duty Trucking magazine as one of its Top 20 new products in the industry. The Top 20 is featured in the February issue.

"We are honored for Allison Transmission and FuelSense to receive this recognition," said Lou Gilbert, director of North American marketing and global brand development for Allison Transmission. "With FuelSense, we expanded, packaged and rebranded our fuel-focused software features in order to provide more value to our customers and reinforce Allison's commitment to reducing fuel consumption across the commercial vehicle industry."

Launched in March 2014, FuelSense utilizes technology that adapts to driving conditions to improve fuel economy up to 20 percent. Automatically selected shift schedules and acceleration management maximize transmission fuel economy based on load, grade and duty cycle, without sacrificing performance. FuelSense is offered in three unique packages (FuelSense®, FuelSense® Plus™, FuelSense® Max™) of software and electronic controls for a variety of Allison fully automatic transmissions.

FuelSense features include:

- 5th Generation Controls – Acceleration management and a precision inclinometer
- EcoCal – Shift technology keeps engine speed at the most efficient level
- Dynamic Shift Sensing – Automatically senses when low-engine speed shifts can be made
- Neutral at Stop – Saves fuel and reduces emissions when the vehicle is stationary

"On behalf of Heavy Duty Trucking, we congratulate Allison and FuelSense for winning one of our Top 20 product awards for 2015," said Deborah Lockridge, editor in chief of Heavy Duty Trucking magazine. "This year's 'best of the best' were selected from hundreds of products and services by our editors with the help of a panel of selected Heavy Duty Trucking Truck Fleet Innovators and veteran fleet maintenance professionals from the American Trucking Associations' Technology & Maintenance Council."

Top 20 product selections are judged on innovation, the ability to address top industry issues, their potential to improve a fleet's bottom line through maintenance savings and other improvements like safety and fleet efficiency.

"By packaging these software features in this manner, we are striving to make them easier for end users to specify at their dealer, thereby increasing their use across a wide range of applications," said Gilbert. "FuelSense packages deliver real savings and provide fleet operators with straightforward fuel-saving options, without compromising overall performance and productivity."

**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.

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SOURCE Allison Transmission Holdings Inc.

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