

Allison Transmission hires John Coll as senior vice president of global marketing, sales and service

Industry veteran brings more than 30 years of sales and marketing experience

INDIANAPOLIS – Sept. 30, 2016 – Allison Transmission Holdings Inc. (NYSE: ALSN) today announced that John M. Coll will join the company as senior vice president of global marketing, sales and service, starting Oct. 7.

Coll brings to Allison more than three decades of sales and marketing expertise, with significant executive and senior-level leadership experience at a number of leading industrial and commercial vehicle companies. He joins Allison from Gerdau Ameristeel U.S. where he served as vice president of sales and marketing. Previously, Coll served for 14 years at Eaton Corp. in various executive positions, most recently as vice president of global marketing for the vehicle group.

“We are pleased to add a leader of John’s caliber to the Allison team and are confident that his significant global leadership experience in sales and marketing will help us drive growth and enhance customer relationships,” said Chairman and CEO Lawrence E. Dewey of Allison Transmission. “John is a seasoned veteran with a reputation for taking an expansive approach to operations that we believe will energize our team and help us enhance our customer service and support. Looking ahead, we expect John’s appointment will allow us to establish stronger processes within our organization, better support customers and create value for shareholders.”

Coll said, “I’m excited to join Allison and look forward to leveraging my knowledge of the commercial vehicle industry and engineered products sector to support our performance and growth. This is a great company with over 100 years of history and a substantial opportunity to evolve and accelerate the company’s marketing and sales objectives. I look forward to building on these plans and working closely with both the leadership team and our sales and marketing team to help Allison deliver results.”

About John Coll

Coll joins Allison Transmission from Gerdau Ameristeel U.S. where he was vice president of sales and marketing. Previously, he served for 14 years at Eaton Corp., most recently as vice president of global marketing for the vehicle group. He held a number of other roles at Eaton including director of global channel marketing for Eaton Electrical, general manager of aftermarket and vehicle solutions for truck components, and vice president of sales and marketing for truck components. Prior to joining Eaton, Coll served for 13 years at Philips Electronics/Philips Lighting Co. in a variety of sales and distributor relations roles. He began his career in sales with Pennsylvania and West Virginia Supply Corp., a division of Quaker State. Coll earned a bachelor’s degree in business administration from West Virginia University, and an MBA from the University of Pittsburgh.

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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