



Allison Transmission, Inc.
Corporate Communications
Indianapolis, Indiana, U.S.A.

Allison Transmission opens Customer Experience Center and Drive Track in Hungary

Guests had the unique opportunity to learn about Allison products through informative demonstrations and personal driving experiences.

Szentgotthárd, HUNGARY – Current and prospective customers joined representatives from the Municipality of Szentgotthárd, local businesses and key suppliers at the newly completed Allison Customer Experience (ACE) Center and Drive Track. On June 5, 2012, Allison management accompanied the distinguished guests to the 15-acre (6-hectare) campus, to take part in the opening ceremony.

Joel Andersson, Manager of Ragn-Sells' 1,400 vehicle fleet from Sweden, was no stranger to Allison products. "I have always known that Allison transmissions are very high quality products," he said. "After visiting the new factory and the ACE Center in Szentgotthárd, I understand why. I was very impressed." His comments underscored the importance of visiting a facility of this caliber, which can be a meaningful part of the buying decision.

"Opening the ACE Center and Drive Track adjacent to our European transmission manufacturing facility gives guests an opportunity to meet our people and learn about Allison - our company, our products and technology - while personally experiencing the features of our fully automatic transmissions," stated Lawrence Love, Allison Transmission's Executive Director of International Marketing. "Szentgotthárd is a centralized location, where both on- and off-highway vehicles can now be driven and demonstrated, allowing customers from around the world to evaluate the benefits of an Allison automatic in varying conditions and right from the driver's seat."

"Allison Transmission is a global company, and through its investment, industry here is flourishing," said Gábor Huszár, the Mayor of Szentgotthárd. "Every effort is made to provide the highest level of service, and we happily anticipate hosting new visitors from all over the world."

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Allison also operates a demonstration and drive center at its headquarters in the United States, where thousands have chosen to test drive a wide assortment of vehicles from an inventory that typically includes construction dump trucks, concrete mixers, distribution vehicles, heavy-haulers, fire trucks and buses.

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About Allison Transmission

Allison Transmission is the world's largest manufacturer of fully automatic transmissions for medium- and heavy-duty commercial vehicles, medium- and heavy-tactical U.S. military vehicles and hybrid-propulsion systems for transit buses. Allison transmissions are used in a variety of applications including on-highway trucks (distribution, refuse, construction, fire and emergency), buses (primarily school and transit), motor homes, off-highway vehicles and equipment (primarily energy and mining) and military vehicles (wheeled and tracked). Founded in 1915, the Allison business is headquartered in Indianapolis, Indiana, U.S.A. and employs approximately 2,800 people. Allison has manufacturing facilities and customization centers located in China, The Netherlands, Brazil, India and Hungary, with a global presence serving customers in North American, Europe, Australia, South America and Africa. Allison also has more than 1,500 independent distributor and dealer locations worldwide. More information about Allison is available at www.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; 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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Photos

 A portrait of Joel Andersson, a middle-aged man with a shaved head and a goatee, wearing a dark suit jacket over a blue and white patterned shirt. He is smiling slightly and looking towards the camera. The background shows an outdoor setting with a green field and a blue sky with light clouds.	<p>Joel Andersson, Manager of Ragn-Sells' 1,400 vehicle fleet from Sweden, said, "I have always known that Allison transmissions are very high quality products. After visiting the new factory and the ACE Center in Szentgotthárd, I understand why. I was very impressed."</p>
 A photograph showing Lawrence Love, a man in a dark suit, standing at a podium and addressing a group of people. The group consists of men and women in business attire, standing in a line and listening. The setting is a modern, brightly lit interior space with large windows in the background.	<p>Lawrence Love, Allison Transmission's Executive Director of International Marketing, addresses current and prospective customers, media, representatives from the Municipality of Szentgotthárd, local businesses and key suppliers at the newly completed Allison Customer Experience (ACE) Center and Drive Track.</p>



The Mayor of Szentgotthárd, Gábor Huszár, joins Lawrence Love, Allison Transmission's Executive Director of International Marketing, at the podium to thank Allison's European and Global management teams.



(Left to Right)

Manlio Alvaro, Allison Transmission Marketing Manager for Europe, the Middle East and African operations; **Lawrence Love**, Allison Transmission Executive Director of International Marketing; **Gábor Huszár**, Mayor of Szentgotthárd, Hungary; **Peter Rezsnyak**, Allison Transmission Hungary Plant Manager; and **Peter van Cuijk**, Allison Transmission Manager of International Marketing Programs conclude the opening ceremony with a traditional ribbon cutting.



ACE Center visitors were invited to view the Drive Track activity aerially, from the roof-top terrace designed specifically for that purpose.



For those hoping to enjoy something more visceral than a birds-eye-view, attendees were invited to personally experience the features of an Allison fully automatic transmission, from behind the wheel.



On and off-road vehicles at the Allison Demonstration and Drive Track.