



DRIVING TRANSMISSION TECHNOLOGY®

2005 / 223,000 mi
Allison Automatic!!!

SOLD

**NOTHING HOLDS
ITS VALUE
LIKE AN ALLISON**



**SURVEY
SAYS:**

"ALLISON AUTOMATICS INCREASE RESALE VALUE OF USED TRUCKS."

Stax Inc. provides in-depth user experience-based market research, analysis and consulting to Fortune 500 companies and brand leaders across a broad array of markets and industries.

A RECENT STAX SURVEY SHOWED USED-TRUCK BUYERS will pay more for a vehicle equipped with an Allison automatic transmission.

► **95%** of dealers who indicated that certain types of transmissions have a higher resale value said an *automatic* transmission carries a higher resale value.

"Resale value does change when the truck is an automatic. Allison's will recover half their value after use. And on manuals, there would be deducts."

- International Truck Sales Manager

"Resale value is important. We have people waiting in line to buy our old [Allison Automatic-equipped Mack] trucks."

- Construction Fleet Manager

► Dealers assign a **12% premium resale value to trucks equipped with Allison fully automatic transmissions** versus trucks with automated manual transmissions.

USED TRUCKS

CERTIFIED QUALITY
PRE-OWNED
VEHICLES

ALLISON AUTOMATIC

"Allison is reliable, they stand behind their product, we trust them, and they have a good resale value."

- Leasing Sales Manager

FEW TRUCK COMPONENTS HOLD THEIR VALUE OVER TIME LIKE AN ALLISON AUTOMATIC

Allison Automatics are one of the most predictable returns on investment in the trucking industry. They provide the best combination of productivity, reliability, fuel efficiency, driver preference and driveline protection throughout the life cycle of your vehicle. And when it's trade-in time, Allison Automatic-equipped vehicles typically have higher residual value.

DRIVING TRANSMISSION TECHNOLOGY®





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