

The Fast Lane Overview

Now's your chance to experience life in the Allison Dealer Fast Lane, with the dealer rewards portal from Allison Transmission. The Fast Lane is where to be for your chance to earn cash and prizes. You'll also get important information and tips on how you can best service your customers with fully automatic transmission solutions from Allison.

Signing up for the Allison Dealer Fast Lane takes just a few minutes.

Opportunities on the website change throughout the year, with incentives closing once limits are met. But, new ones will open up, so check back often and be sure to take advantage of them as soon as possible!

Cash can be earned by:

Selling Trucks

Allison sales programs reward dealers for selling new trucks equipped with Allison transmissions to new Allison customers. (New customers are defined below in Program Terms.) Programs vary throughout the year and often also include incentives for the purchasing fleet. Visit allisontransmission.com/fastlane for more details on Allison's current program!

Providing Customer Leads

Dealers can earn incentives for providing verifiable contact information for three (3) leads who aren't currently using Allison. It's quick and easy to provide and puts customers in touch with an Allison representative who can help them learn more about Allison products.

Learning

Dealers who learn about Allison products by watching a quick 90-second video and answering a few questions can earn an additional incentive. Understanding the latest in Allison transmission technology means dealers can provide the best guidance to their customers. Opportunities to provide insights to Allison on market trends will also be available.

Program Terms:

New Customer Definition

- A new customer is one who meets one of the following criteria:
 - Has never purchased a vehicle with an Allison transmission and currently purchases vehicles with non-Allison transmissions.
 - Has never purchased vehicles with Allison products in select segments of their fleet (e.g., currently purchases dock spotters with Allison transmissions, but has not previously used Allison transmissions in construction trucks).
 - At one time purchased vehicles with Allison transmissions in a particular segment of their fleet, but for more than one year has purchased only non-Allison transmissions in that same one year/purchase.



Quiz Criteria

- Dealers will only be incented once per session.
- Dealers must answer all questions correctly to qualify for incentive.

Customer Leads Criteria

- Leads will be focused on specific types of end users at different periods throughout the year. For example, at one point construction leads will be eligible. At another point, over the road Class 8 tractors will be eligible, etc.
- Determination as to whether customer leads are eligible for incentives shall be made by Allison Area Sales Managers at their sole discretion.
- Participants will only be incented for a maximum of 3 leads per session.

Registration

- Dealer salespeople who wish to participate in Allison Dealer Fast Lane must register, establish a profile and obtain a password at allisontransmission.com/fastlane.

Participation Rules and Procedures

- Those receiving incentives are responsible for all taxes associated with gifts/incentives and for reporting their earnings on their tax returns. Allison will provide any tax documentation that is required by law but will not be responsible for paying any taxes. By registering and participating in Allison Dealer Fast Lane, all registrants acknowledge that they are responsible for their own taxes on any gifts/incentives they receive and agree to complete a W-9/W-8 form, if required.
- Allison Dealer Fast Lane is only available for commercial vehicle truck dealers in the United States and Canada.
- It is the responsibility of each participant in the program to understand and comply with the Allison Dealer Fast Lane rules. Any violation may result in disqualification.
- Subject to applicable laws and regulations. Program rules and decisions will be interpreted and administered by Allison at its sole discretion. Decisions by Allison will be final.
- Any questions on how to participate in Allison Dealer Fast Lane should be directed to your Allison sales representative.
- There are limited reward opportunities per promotional session.