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## **BUILD STRONGER CUSTOMER RELATIONSHIPS ONE CHANGE AT A TIME**

Would you like to provide the best routine maintenance service for your customers? If the answer is yes, then you need to seriously consider joining the new Allison Express Lube Dealer Program.

When your Allison customers know they can come back to your dealership when their transmissions are due for fluid and filter changes, it gives you the opportunity to strengthen your relationship with them.

After all, developing a stronger long-term relationship with customers is more than satisfying their needs at the time of the sale. It's satisfying all of their needs down the road when they need routine service.



## JOINING IS JUST A FEW CLICKS AWAY

First, contact your Allison Distributor, your Allison Account Representative or your OEM to get an 'Invitation Code'.

Then, go to [WWW.ALLISONADVANTAGE.COM](http://WWW.ALLISONADVANTAGE.COM), click on the 'New Member Registration' link and follow the directions.

The entire registration and application process is online to make it quick and convenient for you.

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### QUALITY PRODUCTS, COMPETITIVE PRICES

Allison customers want to protect their investment by using filters and fluid specifically engineered for their Allison Automatic. Genuine Allison filters are designed and tested to offer the best combination of filtration and duration. Independent tests have shown Genuine Allison Filters have up to 4 times the capacity and twice the life over some competitors. And, TranSynd™ heavy-duty synthetic transmission fluid can extend drain intervals up to 600% for most applications.

As an authorized Allison Express Lube Dealer, you will have access to generous discounts on Genuine Allison filters and TranSynd™ fluid through your Allison Distributor.

This means your dealership can provide very attractive prices on Genuine Allison filters, TranSynd™ as well as comprehensive Transmission Fluid Analysis services.

### SIMPLE TRAINING REQUIREMENTS

Allison has made the training process simple and convenient for you and your service personnel. Soon after the registration and application process has been completed, you will receive a Welcome Package that includes all the necessary training materials. Your technicians can get up to speed quickly without any time-consuming and costly off-site training required.

### ALL-INCLUSIVE PACKAGE

Besides all the necessary training materials, your Allison Express Lube Dealer Welcome Package also includes a variety of Genuine Allison filter and TranSynd™ fluid point-of-sale marketing materials. A Genuine Allison parts list to assist you when ordering from your distributor is included too.

### LOW START UP COST

As an authorized Allison Express Lube Dealer, your inventory stocking requirements will be focused on performing routine fluid and filter changes for Allison on-highway products. This includes both current electronic-controlled transmissions as well as older hydraulic-controlled transmission models. The stocking list is exclusive to part numbers that will be made available to Allison Express Lube Dealers and comprises all anticipated needs. Additional support is available from your local Allison Transmission Distributor for these stocking decisions.

### SIGN UP TODAY

Becoming an authorized Allison Express Lube Dealer is a great way to develop a stronger relationship with your customers and to help create more repeat sales for you.

