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Spartan Chassis Asks Class 'A' Motorhome Makers: 'What Would You Do With Your Me2'

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CHARLOTTE, Mich., Dec. 2 /PRNewswire-FirstCall/ -- Spartan Motors Chassis is launching a new marketing campaign at this year's Recreation Vehicle Industry Association (RVIA) show that dares motorhome makers to dream.

The Charlotte, Mich.-based manufacturer of motorhome chassis, and subsidiary of Spartan Motors, Inc. (Nasdaq: SPAR), is using the RVIA show in Louisville, which runs December 2-4, to promote its patented mid-engine chassis -- the Me2. The new marketing campaign uses billboards, advertising and other marketing promotions to ask motorhome manufacturers the question: "What would you do with your Me2?"

Designed to give RV owners more living space, storage and improved ride-and-handling, the Me2 made its commercial debut last year on a luxury coach built by Travel Supreme. That motorhome -- the first commercial application of the Me2 -- featured a double-slideout and a 12-foot deep storage garage, measuring 95.5 inches wide by 56 inches high, with a hydraulic lift in the rear of the coach.

"The Me2 chassis provides maximum flexibility for a motorhome OEM who wants to create a unique living environment," said Richard Schalter, president of Spartan Chassis. "By placing the engine in the middle of the coach and below the floor, we've opened up more room for OEMs to add slideouts, vary room designs or add high-end amenities like sunken tubs, king sized beds or a one-car garage for carrying toys. With the Me2, the only limitation for OEMs -- and their customers -- is their own imagination."

In addition to moving the engine to the middle of the chassis, Spartan's engineers also lowered the engine below the frame rails in the Me2's platform, enabling motorhome manufacturers to build with lower floors and increased headroom. With the Me2, OEMs can equip their coaches with as many as six slideouts, potentially increasing the average living space by up to 40 percent.

The new chassis design also opens up space in the rear of the coach for up to 30 percent more storage space, which can be used to haul a small boat, car, snowmobiles, ATVs, motorcycles, up to six bicycles or other leisure items that are increasingly being used by RVers.

Because Spartan's new Me2 places the heaviest object on the chassis frame -- the engine -- in the middle of the vehicle, the balance of the coach is much easier to maintain. The placement also positively impacts engine maintenance and cooling by moving the engine and radiator ahead of the rear wheels, which can kick up a great deal of dirt into the drive train components on rear-engine platforms.

"We believe the Me2 could be the next revolution in RVs, much like the slideout was in the early 1990s and basement storage was in the 1980s," Schalter said.

Spartan said its focus on bringing to the marketplace innovative products and features that are difficult to replicate, such as the Me2, is the foundation for the Company's strategy to become the most-desired brand in each of the markets Spartan serves.

About Spartan Motors, Inc.

Spartan Motors, Inc. (theshyftgroup.com) designs, engineers and manufactures custom chassis and vehicles for the recreational vehicle, fire truck, ambulance and emergency-rescue markets. The company's brand names -- Spartan(R), Crimson Fire(R) and Road Rescue(R) -- are known in their market niches for quality, value, service and being the first to market with innovative products. Spartan Motors employs approximately 700 at facilities in Michigan, South Dakota, Alabama, Minnesota and South Carolina and is publicly traded on The NASDAQ Stock Market under the ticker symbol SPAR.

The statements contained in this news release include certain predictions and projections that may be considered "forward-looking statements" by the securities laws. These forward-looking statements are identifiable by words or phrases indicating that the Company or management "expects" that a particular result may occur, or that its "guidance" or "initial guidance" is that a particular event may occur. These statements involve many risks and uncertainties that could cause actual results to differ materially, including but not limited to economic, competitive, governmental and technological factors affecting the Company's operations, markets, products, services and prices. Additional information about these and other factors that may adversely affect these forward-looking statements are contained in the Company's reports and filings with the Securities and Exchange Commission. The Company undertakes no obligation to update or revise any forward-looking statements to reflect developments or information obtained after the date of this news release.

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