



1541 Reynolds Rd. Charlotte, MI 48813

P: 517.543.6400

**SPARTANMOTORS.COM**

## **Spartan Chassis Demonstrates Continued Product Leadership and Industry's Best Ownership Experience at Florida RV SuperShow**

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CHARLOTTE, Mich., Jan. 14, 2015 (GLOBE NEWSWIRE) -- [Spartan Chassis, Inc.](#) ("Spartan"), a subsidiary of [Spartan Motors, Inc.](#) (Nasdaq:SPAR), will present its continued product leadership and unmatched after-the-sale ownership experience during the 2015 Florida RV SuperShow in Tampa, Florida January 14-18 at booth #560 – East Midway.

### **PRODUCT / INNOVATION LEADERSHIP**

Established over 30 years ago as the premium brand of Class A motorhome chassis, Spartan Chassis has earned a reputation for product and innovation leadership. Two innovations will be featured at the Florida RV SuperShow.

#### **Spartan Passive Steerable Tag Axle:**

Spartan Chassis was first to launch a Rear Passive Steer Tag Axle that was designed from the ground up. This Spartan solution accommodates the broadest group of floor plans. Offering a best-in-class 7% improvement in curb-to-curb turning radius, this Spartan innovation remains at the head of the class.

Other Steerable Tag Axle Systems claim a "tighter turning radius". Based on known body dimensions and a lesser cramp angle of only 53° (Spartan Chassis maintains a higher 55° cramp angle), the competition's claimed turning radius reduction would require a wheelbase length of only 66.58 in.\* which is 32% shorter than a 2015 model year BMW Mini Cooper Hardtop.

\* Based on standards outlined in SAE J 695.

Spartan Chassis remains best-in-class in providing purpose-built products that improve turning radius, excellent ride quality and handling.

#### **Spartan Mobile Gateway**

The company will provide free internet access to attendees of the Florida RV SuperShow who visit booth #560 as it demonstrates the new Spartan Mobile Gateway® system, which delivers 100% connectivity\*\*. Inspired by the challenges created in 2012 by Hurricane Sandy; which disabled key communications infrastructures, including cell tower systems, the Spartan Mobile Gateway® offers Spartan Chassis owners 100% connectivity\*\* with the option to maintain redundant cell network connections or satellite connectivity. Spartan Chassis will demonstrate the Gateway in Tampa in an effort to validate use cases and end-user interest in the Class A RV market. The Spartan Mobile Gateway was introduced in December 2014 to the emergency response market.

- 5x greater cellular range\*\*
- 3x greater Wi-Fi range
- Increased bandwidth
- 100% connectivity\*\* due to multiple carriers and satellite providers

\*\* 100% continuous connectivity requires optional equipment

### **SPARTAN OWNERSHIP EXPERIENCE**

PremierCare Maintenance Plan

Debuted today at the 2015 Florida RV SuperShow in Tampa, Florida, Spartan Chassis announced the introduction of PremierCare – a free maintenance plan for motorhome chassis – beginning in 2015. PremierCare will initially be available exclusively at [Motor Home Specialists](#) in Alvarado, Texas, prior to the program's expansion at a later date. Spartan Chassis associates will be available January 13-18 in booth #560 for additional information.

*Spartan Chassis RV Owner Training Academy: Free One-Day, Abbreviated Program at the Florida RV SuperShow*

On Wednesday, January 14, up to 40 owners of motorhomes riding on the *The Premier Foundation*® – a Spartan Chassis – will participate in an abbreviated version of Spartan's popular RV Owner Training Academy with Technical Trainer Mike O'Neil. The seminar will take place 10 minutes east of the Florida State Fairgrounds at Lazy Days Crown Club and is guaranteed to enhance the knowledge of both the new and long-time Spartan Chassis owners.

Normally offered from the company's headquarters in Charlotte, Michigan, the five-day RV Owner Training Academy is a paid service. This training academy includes multiple modules including hands-on maintenance and driving instruction. Interested parties should visit <http://goo.gl/uvDLQg> to sign up in advance. Any remaining positions in the one-day abbreviated training academy will be filled on a first-come, first-serve basis at the Spartan Chassis booth #560 in Tampa.

**Spartan Chassis Ride and Drive Experience**

The company will again offer those customers considering a Spartan Chassis – *The Premier Foundation*® – the opportunity to participate in a Ride and Drive tour and experience the quietest, best ride and handling chassis, along with impressive maneuverability during show hours at the Florida RV SuperShow. Interested parties should visit <http://goo.gl/duyk0J> to sign up in advance. Individuals can also visit the Spartan Chassis booth #560 to sign up and schedule a no-pressure Ride and Drive on a Spartan Chassis-equipped motorhome.

**Customer Service**

Spartan Chassis Customer Product and Support (CPS) teams provide superior after-the-sale support. Delivering on its "Customer First" mantra, Spartan Chassis CPS teams track their customer satisfaction performance hour-to-hour and maintain an industry-leading 90% plus immediate answer rate and a 4% call abandonment rate†.

†This metric defines the rate at which the customer chooses to disengage the call to Spartan Chassis.

Spartan Chassis achieves excellent Customer Service performance through a combination of practices including:

- Spartan Chassis customer service phone system immediately funnels customers to a company representative (employees of Spartan Chassis located in Michigan).
  - Spartan Chassis owners can avoid listening to recordings and reacting to interactive voice response (IVR) prompts
    - Competitors require their chassis owners to wade through multiple IVR prompts before reaching a company representative
- Over 100 years of combined customer service experience
  - Majority of Spartan Chassis CPS associates have production line experience building Spartan custom chassis or relevant service experience at locations such as the Spartan Chassis Factory Service Center in Charlotte, Michigan.

With the industry's largest service network offering over 550 authorized service centers, a Spartan Chassis owner is never far from the service and support they need day or night.

Spartan chassis also offers lower maintenance costs, greater durability and best-in-class resale value.

Spartan Chassis come with††:

- A best-in-class 3 year / 50,000 mile transferable warranty with no deductibles
- An industry first, lifetime warranty on the frame and cross members
- Roadside assistance provided by Coach-Net
  - Offering service/towing through 40,000 service and repair facilities in the U.S. and Canada

†† PremierCare – a free maintenance plan for your motorhome chassis – beginning in 2015 through [Motor Home Specialists](#) prior to the program's expansion at a later date.

**Florida RV SuperShow Specials**

Spartan Chassis will be offering specials on both Aftermarket Parts as well as its Charlotte, Michigan-based Service Garage until February 15, 2015. All Florida RV SuperShow attendees can receive a special offer through the Spartan Service Garage for one free chassis inspection on their motorhome. Attendees can also receive special wholesale discounts on all parts purchased via Spartan Chassis.

- Products include: Engine, Air System, Hydraulics & Transmission Filters, Belts, Brakes, Cooling Components, Suspension Components, Generator and Aqua-Hot Filtration

To schedule a service appointment with Spartan Chassis, visit <http://goo.gl/6KGYcz>. For parts, visit <http://goo.gl/6y21ua>, or contact Dewayne Miller at [dewayne.miller@spartanchassis.com](mailto:dewayne.miller@spartanchassis.com) to order. Mention **FLS2015** at the time of ordering or when scheduling your inspection.

#### Enhanced Show Experience

Spartan Chassis has increased investments in the quality and frequency of tradeshow support. The company will debut its new show experience and display at the Florida RV SuperShow. The enhanced show experience provides Spartan Chassis owners / shoppers:

- A hands-on opportunity to experience what differentiates a Spartan Chassis
- Ride and Drive Tours (see above)
- RV Owner Training Academy (see above)
- Option to discuss maintenance needs, design / engineering and customer service with company representatives
- The option to enjoy a professional massage within the booth (see posted schedule in booth)

Spartan's attendance at the Florida RV SuperShow is a component of the company's D.R.I.V.E. initiative, with it building excited customers and brand loyalists. Spartan prides itself on providing attendees with superior customer service unattainable elsewhere.

D.R.I.V.E. is Spartan's operating strategy based on five tenets:

- **Diversified Growth**
- **Redefining Technology and Innovation**
- **Integrated Operational Excellence**
- **Vibrant Culture**
- **Excited Consumers/Brand Loyalists**

#### About Spartan Chassis, Inc.

Spartan Chassis, Inc. is a world-class leader in the engineering, manufacturing and marketing of chassis and aftermarket parts for emergency response, recreational vehicle (RV), defense and specialty vehicles. End users recognize and request the Spartan Chassis brand, which consistently delivers superior performance, exceptional safety ratings and innovations that distinguish us from the competition. Visit Spartan Chassis at [www.spartanchassis.com](http://www.spartanchassis.com).

#### About Spartan Motors

Spartan Motors, Inc. designs, engineers and manufactures specialty chassis, specialty vehicles, truck bodies and aftermarket parts for the recreational vehicle (RV,) emergency-response, defense, government services, delivery and service markets. The Company's brand names – Spartan™, Spartan Chassis™, Spartan ERV™ and Utilimaster® - are known for quality, performance, service and first-to-market innovation. The Company employs approximately 1,700 at facilities in Michigan, Pennsylvania, South Dakota and Indiana. Spartan reported sales of \$470 million in 2013 and is focused on becoming a global leader in the design, engineering and manufacturing of specialty vehicles and chassis. Visit Spartan Motors at [theshyftgroup.com](http://theshyftgroup.com).

CONTACT: Russell T. Chick  
Corporate Director of Marketing  
Spartan Motors, Inc.  
517.997.3852

Spartan Motors, Inc.