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Spartan Chassis Launches Campaign to Reach Out to Prospective RVers

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LOUISVILLE, Ky., Nov. 30 /PRNewswire-FirstCall/ -- Spartan Chassis, a subsidiary of Spartan Motors, Inc. (Nasdaq: SPAR), hopes to educate RV shoppers on the importance of their chassis as part of a new marketing campaign launched in conjunction with the 42nd Annual National RV Trade Show in Louisville, Kentucky (Booth #6013).

"We are reaching out to all our customers with a strong, dynamic message supported by a creative marketing campaign," said Richard Schalter, president of Spartan Chassis. "Our RV customers understand the importance of the chassis now more than ever before, and they are finding that Spartan's premium ride and handling outperforms the competition."

Spartan is mastering the challenge of creating a direct connection to RV buyers through a multidimensional strategy. This includes focusing on expanding RV dealer training, working side-by-side with OEM customers on product development and innovation, and elevating the level of understanding among RVers about the importance of the chassis in Class A motorhomes.

Spartan Chassis is preparing dealers to meet an increased consumer interest about the chassis with expanded training services and multi-media resources. Dealer tools include a chassis walk-around DVD, a pocket guide with technical information and selling tips, banners, a brochure and promotional gifts.

Spartan engineers and customer service representatives also are continuing to collaborate with OEM customers by working through the RV building process together.

RVers will be exposed to the Spartan message at dealerships, through industry publications and on a personal level at RV rallies nationwide. The result is that RV owners and potential owners will be skilled buyers, understanding why a custom-designed, integrated chassis impacts everything from the floor plan to RV performance and handling.

All of Spartan's customers will hear the message -- Everything's Riding On It.(TM) -- starting with the campaign kick-off at RVIA and intensifying throughout the year in various media.

About Spartan Motors

Spartan Motors, Inc. (<https://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(TM), Crimson Fire(TM), Crimson Fire Aerials(TM), and Road Rescue(TM) -- are known in their market niches for quality, value, service and being the first to market with innovative products. The Company employs

approximately 700 at facilities in Michigan, Alabama, Pennsylvania, South Carolina, and South Dakota. Spartan Motors 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" under the securities laws. These forward-looking statements are identifiable by words or phrases indicating that the Company or management "expects," "believes" or is "confident" that a particular result "may" or "should" occur, that a particular item "bodes well," that the Company "looks forward" to a particular result, or similar statements. 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. Accounting estimates are inherently forward-looking. 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.

SOURCE: Spartan Chassis, Inc.

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