



1541 Reynolds Rd. Charlotte, MI 48813

P: 517.543.6400

SPARTANMOTORS.COM

Spartan Chassis Launches RV Loyalty Program

June 28, 2013

CHARLOTTE, Mich., June 28, 2013 (GLOBE NEWSWIRE) -- Spartan Chassis, Inc., a subsidiary of Spartan Motors, Inc. (Nasdaq:SPAR), announces the Spartan Chassis Loyalty Program, a sales incentive program that rewards motorhome customers riding on a Spartan Chassis. The Loyalty Program provides a \$5,000 cash rebate* towards the purchase of a new motorhome until Sept. 9, 2013.

"This program is a way to say 'thank you' to our existing motorhome customers," says Art Ickes, President of the Specialty Chassis and Vehicles, Spartan Chassis. "We strive to be different and this loyalty program is a way of differentiating Spartan during the all-important summer selling season. The dealers have asked us to look and see what else we could do to assist with the resurgence of the motorhome business, and this is how we are jumping into the game. The dealers which represent our OEM customers are very important to us, they drive the business."

Current Spartan Chassis owners must trade in a motorhome riding on a Spartan chassis, or own another motorhome on a Spartan chassis, to qualify for the cash rebate. Buyers have the option to use the rebate in one of two ways - a check can be mailed to the buyer/end-user after the required documentation is submitted or it may be applied as additional down payment for the purchase of the motorhome.

Spartan Chassis owners know they have the best ride and handling chassis every time they hit the open road. The Spartan Chassis Loyalty Program delivers 5,000 additional reasons to own a motorhome with the best ride and handling. There is no better time to see your local RV dealers representing Entegra Coach, Newmar Corporation or Tiffin Motorhomes. This offer is valid on the retail purchase of select** new Class A Motorhomes which ride on a Spartan Chassis.

The Spartan Chassis Loyalty Program aligns with Spartan's D.R.I.V.E. message as it extends our core markets. The Loyalty Program is our way of saying thank you to our existing owners. Additionally, it reaffirms Spartan's strength with the RV business.

*Buyers of new class A Motorhomes must trade in a motorhome riding on a Spartan chassis, or own another motorhome on a Spartan chassis, to qualify for the cash rebate. Spartan Chassis offer valid for 102 days (5/31/13 - 9/9/13). Limit one (1) certificate per motorhome purchase. Not valid with any other Spartan chassis discounts or promotions. Void where prohibited by law. Other restrictions may apply. Cash rebate certificate must be presented upon arrival at dealership. The terms and conditions of this cash rebate program are subject to change without notice. Spartan Chassis is not liable for errors in the communication of this cash rebate or for any actions taken in reliance thereon. Buyer Agreement must be fully executed on or before 9/9/2013. Residency restrictions apply. See dealer for additional details.

**Eligible models are limited to: Tiffin Zephyr on a Spartan K2 Chassis, Newmar Essex on a Spartan K2 Chassis, Newmar King Aire on Spartan K3 Chassis, Entegra Aspire on a Spartan MG Chassis, Entegra Anthem on a Spartan MG Chassis and an Entegra Cornerstone on a Spartan K3 Chassis.

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 which distinguish us from the competition. Visit Spartan Chassis at 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, government services, defense, and delivery and service markets. The Company's brand names – Spartan™, Spartan Chassis™, Spartan ER™, Spartan ERV™ and Utilimaster® - are known for quality, performance, service and first-to-market innovation. The Company employs approximately 1,800 associates at facilities in Michigan, Pennsylvania, South Dakota, Indiana and Florida. Spartan reported sales of \$471 million in 2012 and is focused on becoming a global leader in the design, engineering and manufacture of specialty vehicles and chassis. Visit Spartan Motors at theshyftgroup.com.

This release contains several forward-looking statements that are not historical facts, including statements concerning our business, strategic position, financial strength, future plans, objectives, and the performance of our products. These statements can be identified by words such as "believe," "expect," "intend," "potential," "future," "may," "will," "should," and similar expressions regarding future expectations. These forward-looking statements involve various known and unknown risks, uncertainties, and assumptions that are difficult to predict with regard to timing, extent, and likelihood. Therefore, actual performance and results may materially differ from what may be expressed or forecasted in such forward-looking statements. Factors that could contribute to these differences include operational and other complications that may arise affecting the implementation of our plans and business objectives; continued pressures caused by economic conditions and the pace and extent of the economic recovery; challenges that may arise in connection with the integration of new businesses or assets we acquire or the disposition of assets; issues unique to government contracting, such as competitive bidding processes, qualification requirements, and delays or changes in funding; disruptions within our dealer network; changes in our relationships with major customers, suppliers, or other business partners, including Isuzu; changes in the demand or supply of products within our markets or raw materials needed to manufacture those products; and changes in laws and regulations affecting our business. Other factors that could affect outcomes are set forth in our Annual Report on Form 10-K and other filings we make with the Securities and Exchange Commission (SEC), which are available at www.sec.gov or our website. All forward-looking statements in this release are qualified by this paragraph. Investors should not place undue reliance on forward-looking statements as a prediction of actual results. We undertake no obligation to publicly update or revise any forward-looking statements in this release, whether as a result of new information, future events, or otherwise.

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

Spartan Motors, Inc.