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Spartan Motors Debuts Innovative Mobile App at National RV Trade Show

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LOUISVILLE, Ky., Dec. 01, 2015 (GLOBE NEWSWIRE) -- Spartan Specialty Vehicles ("Spartan"), a business unit of Spartan Motors, Inc. (NASDAQ:SPAR), announced today the introduction of an innovative mobile application, designed to ease service and maintenance while enhancing the owner experience for Spartan's extended family of recreational vehicle (RV) owners. Spartan is making the announcement at the Recreational Vehicle Industry Association's (RVIA) national trade show, the largest annual gathering of industry insiders and dealers in the U.S.

"This new addition to our product and service offerings is further evidence of Spartan's pledge to enhance the ownership experience for our customers and make it easier for dealers to sell and service vehicles built on a Spartan chassis. It's just the latest example of Spartan's unparalleled after-sale support, and Spartan's commitment to keeping its owners on the road, confident and content," said Steve Guillaume, President, Spartan Specialty Vehicles.

The new mobile application, aptly named Spartan Connected CareSM, provides owners of RVs built on Spartan chassis with instant access to coach-specific diagnostic codes, maintenance schedules, and an interactive map to pinpoint which of Spartan's more than 250 RV-specific authorized service centers is closest. The app also provides information about parts and accessories, and notifications of events and rallies where owners can meet Spartan service technicians and participate in training sessions. In total, the new mobile app's features expand on the world-class service and support that have been hallmarks of the Spartan experience.

While exhibiting at the RVIA show, Spartan will extend its 2016 dealer and OEM support program by unveiling a new dealer support kit for 2016, and delivering two complimentary lunch and learn sessions aimed at providing the tools necessary to put Spartan dealers ahead of the pack. The first of these sessions will target sales professionals, and the second will provide service technicians with a detailed technical presentation on Spartan chassis maintenance and service, with the opportunity to earn two hours of RVIA re-certification credits.

Attendees of Spartan's training sessions, and visitors to its booth will have the opportunity to get up close to three chassis that the company will feature at the show. These include chassis that today power the Entegra Cornerstone, Entegra Anthem, and the Newmar King Aire. Each of these chassis are products of Spartan's innovative engineering, which the company combines with high-quality components to create a safe and reliable, longer-lasting chassis that delivers superior handling and comfort.

"We're excited to be here to demonstrate why Spartan chassis are the premier foundation for luxury RVs," said Jon Dickinson, Director of Parts and Customer Service. "RVIA is the perfect venue to help our dealers best position all of the innovative and competitive capabilities we offer, and provide the support that will help them grow their businesses."

Spartan will be exhibiting for the duration of the RVIA show, and company executives and technicians will be in the booth to answer questions about its vehicles, after-sale service and support capabilities, and dealer program.

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 Motors, Spartan Specialty Vehicles, Spartan Emergency Response, Spartan Parts and Accessories, and Utilimaster®, a Spartan Motors Company - are known for quality, performance, service and first-to-market innovation. The Company employs approximately 1,700 associates at facilities in Michigan, Pennsylvania, South Dakota and Indiana. Spartan reported sales of \$507 million in 2014 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.

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