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Spartan Motors Showcases Innovation and Enhanced Owner Experience at Florida RV SuperShow

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TAMPA, Fla., Jan. 12, 2016 (GLOBE NEWSWIRE) -- At the Florida RV SuperShow in Tampa, January 12-17, Spartan Specialty Vehicles, a business unit of Spartan Motors, Inc. (NASDAQ:SPAR) and manufacturer of The Premier Foundation[®] for luxury motorhomes, will demonstrate how its innovative engineering produces a superior ride and extended product life, and how its new mobile application enhances the owner experience.

Expanded Owner Experience

At the Tampa show, Spartan will showcase its new mobile application, [Spartan Connected CareSM](#), designed to ease service and maintenance and further build a sense of community for Spartan's extended family of RV owners.

The new Spartan mobile app provides owners of motorhomes built on Spartan chassis with instant access to a pre-trip inspection checklist, coach-specific diagnostic codes, and an interactive map to locate the closest Spartan authorized service center. The application also provides quick links to Spartan's online parts and accessories, merchandise, and notifications of events and rallies where owners can meet with Spartan engineers, service technicians, and participate in training sessions.

"Anyone purchasing a motorhome built on a Spartan chassis can count on quality, durability, and a superior ride and handling. What may be less obvious are the benefits our owners experience after the sale. Spartan's industry-leading service, support, as well as owner and service technician training we provide ensure that when you buy a coach on a Spartan chassis, you're doing more than buying metal. You're joining our extended family. Our new mobile app, Spartan Connected Care, gives owners immediate access to each of these key elements of the Spartan Experience, and keeps delivering value over the life of their coach," said Steve Guillaume, President, Spartan Specialty Vehicles.

An Opportunity to Experience Spartan Innovation First-Hand

As an exhibitor at the show, Spartan will feature the [K3600GT chassis](#) that powers the Newmar King Aire and the Foretravel Realm, in its booth. This chassis combines Spartan's innovative engineering with high-quality components to create a safe, reliable, longer-lasting chassis that delivers superior handling and comfort, and delivers better resale values, as owners trade in or up. Attendees will also be able to see Spartan chassis under its OEMs models in the Entegra and Foretravel booths.

"We're excited to be here to demonstrate why Spartan chassis are the premier foundation for luxury RVs," said Mike Butler, National Sales Manager. "The Florida SuperShow gives our owners and potential buyers the perfect opportunity to see what gives a motorhome built on a Spartan chassis its superior ride and handling."

For RV enthusiasts considering an RV built on a Spartan chassis, the company will offer Ride and Drives during show hours, which gives potential owners an opportunity to experience the quiet ride and impressive maneuverability that are Spartan hallmarks. Interested parties can visit Spartan in booth #560, East Midway to sign-up.

Spartan Chassis RV Owner Training Academy

On January 13 and 14th, up to 40 owners of motorhomes riding on a Spartan Chassis are invited to participate in a free, concentrated version of Spartan's popular [RV Owner Training Academy](#) with Spartan technical trainers Mike O'Neil and John Merrifield. The seminar will take place in meeting room North 1, located in the Expo Hall, East of the Spartan booth. This training is guaranteed to expand the knowledge of both new and long-time Class A diesel chassis

owners. Owners who enjoy this condensed version of the training will have another opportunity to catch the Spartan RV Owners Training Academy on the road, presented at [Lazydays in Tucson, AZ, February 8-12, 2016](#).

Spartan will be exhibiting for the duration of the Florida RV SuperShow, with company executives and technicians available in the booth to answer questions about its chassis, the mobile app, and its superior after-the-sale service and support.

About Spartan Motors

Spartan Motors, Inc. is a leading designer, engineer, manufacturer and marketer of a broad range of specialty vehicles, specialty chassis, vehicle bodies and parts for the fleet and delivery, recreational vehicle (RV), emergency response, defense forces and contract assembly (light/medium duty truck: Class 3, 4 and 5) 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, durability, performance, customer 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. Visit Spartan Motors at theshyftgroup.com.

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