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Spartan Motors Teams with Zondervan for Bible Across America RV Tour

September 30, 2008

RV Chassis Maker is Lead Sponsor for Innovative National Tour

GRAND RAPIDS, Mich., Sept. 30 /PRNewswire-FirstCall/ -- Spartan Motors, Inc. (Nasdaq: SPAR) announced it has teamed up with global publisher Zondervan to sponsor a coast-to-coast, 44-state RV tour of America aimed at directly reaching 31,000 people and millions more through co-marketing, national publicity and events.

Spartan Motors, a leading specialty vehicle and chassis maker including chassis for Class A RVs, said it is partnering with Zondervan, the world's leading Bible publisher, on a five-month, 90-city cross-country tour - Bible Across America - to handwrite and publish a new Bible one person, one verse at a time. At the conclusion of the tour, the Bible - America's NIV - will be published with all 31,173 contributors listed in the appendix and then sold in stores nationwide.

Spartan Motors is donating the use of one of its RV test units, a 42-foot, 500 h.p. luxury Fleetwood American Eagle motorhome with a Spartan K2 chassis, for the 15,000-mile tour, as well as providing road-side assistance through its national network of dealer and service partners.

"The Bible Across America Tour is a unique opportunity for Spartan to build our brand and reach a broad cross-section of consumers," said John Szykiel, president and CEO of Spartan Motors. "Our chassis have been the premier choice for RV enthusiasts who have come to trust Spartan for our performance, quality and service, and we felt this tour was an ideal way to showcase the Spartan experience and provide the Zondervan RV team with a premium ride as they drive cross-country in one of most unique RV tours imaginable."

Bible Across America is being launched to commemorate the 30th anniversary of the New International Version (NIV) translation, the best-selling and most trusted translation of the Bible. The tour will make scheduled stops at events, universities, retail stores, churches, American landmarks and other venues to allow people of all ages and walks of life to write a verse in the Bible, which will then be published and sold nationwide. The tour kicks off Sept. 30 in Grand Rapids, Mich. and includes stops ranging from a NASCAR race in Charlotte, N.C. to the National Pastor's Convention in San Diego, as well as signing events in the heart of New York City and for legislators at the Capitol in Washington D.C. (Tour stops and real-time blog updates: www.BibleAcrossAmerica.com)

About Spartan Motors

Spartan Motors, Inc. (theshyftgroup.com) designs, engineers and manufactures custom chassis and vehicles for the recreational vehicle, fire truck, ambulance, emergency-rescue and specialty vehicle markets. The Company's brand names - Spartan(TM), Crimson Fire (TM), Crimson Fire Aerials (TM), and Road Rescue (TM) - are known for quality, value, service and being the first to market with innovative products. The Company employs approximately 1,500 at facilities in Michigan, Pennsylvania, South Carolina and South Dakota. Spartan reported sales of \$681.9 million in 2007 and is one of the premier manufacturer of specialty vehicles and chassis in North America.

About the NIV Translation

The NIV is one of the most distinctive Bible translations. In 1978, following 10 years of intensive translation work, a multi-denominational group of more than 100 scholars from five English-speaking countries, and financed by the New York Bible Society (now IBS-STL Global) created the NIV, an all-new contemporary English translation of the Bible. The first printing of 1.2 million copies was released to consumers as one of the largest book printings in the history of publishing.

About Zondervan

Zondervan is the world's leading Bible publisher. With a vision to see more people engaging the Bible more, Zondervan produces bestselling study, devotional, reference, text, audio, software, and digital Bibles designed to inspire readers at every age and stage of life. Zondervan holds exclusive North American publishing rights to the New International Version (NIV), which is celebrating its 30th anniversary in 2008. The NIV, the most popular modern English Bible translation, has more than 300 million copies in print worldwide. Over the past 75 years, Zondervan, a HarperCollins company, has grown to be a global leader in Christian communications through its bestselling Bibles, books, curriculum, children's, and new media products. Visit Zondervan Bibles on the Internet at www.zondervan.com/Bibles

SOURCE Spartan Motors, Inc.