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Spartan to Introduce New Class in RV Platforms at RVIA

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LOUISVILLE, Ky., Dec. 1 /PRNewswire-FirstCall/ -- A new class of RV - a specialty chassis integrated with a custom cap or cockpit - is debuting today at the 47th Annual National RV Trade Show in Louisville, Ky.

Spartan Chassis, Inc., a subsidiary of Spartan Motors, Inc. (Nasdaq: SPAR), is set to debut the company's latest innovation, the *Next Generation Platform* (NGP), a new class in RV platforms (Booth # 2024 - East Hall). Spartan has filed a patent for the first-of-its-kind highline RV cap and chassis design which provides the quality and performance of a premium automotive platform with increased flexibility for fully customizable interiors and exteriors. Spartan said optional Coach-Ready Platforms are also available featuring a variety of OEM options for chassis integration.

The development of the NGP was based on research conducted by Spartan which provided insights into the RV buying process. The research confirmed that the exterior of a vehicle excites the potential buyer and draws them inside the unit, but it is the features of the interior floor plan that typically closes the sale. In addition, the primary decision maker for the purchase is the female - like with many premium consumer products - and, not surprisingly, her main focus is on interior styling and features.

The NGP integrates more components into the chassis configuration with an emphasis on functions that are critical to operating the vehicle but that are unimportant to the buyer. This reduces chassis-prep and engineering for RV OEMs and allows them to concentrate on customer-facing priorities such as the exterior design and interior floor plan. By offering OEMs the ability to choose from an extensive menu of available options for the front, middle and rear sections, motorhome makers have the freedom to design a vehicle to their exact specifications, yet still achieve faster model changeovers and increased speed to market for new designs and product features.

"Like every other consumer category, the RV marketplace is constantly evolving as customers look for the latest body styles and new approaches to interior layouts, making it more important than ever to adapt quickly as styles, trends and desires change," said Tom Gorman, Chief Operating Officer of Spartan Motors. "The front driver's section, everything below the floor, and rear-engine sections all require a significant amount of engineering time, but the research has shown these things don't drive the purchasing decision. The NGP moves the non-floor plan area to the chassis builder, enabling the OEM to focus on the areas important to the customer."

The final step of the buying process is the test drive, where ride performance and drivability are keys to confirming the buyer's decision. Inspired by Spartan's popular Furion fire truck chassis design, the Spartan NGP features a powerful rear diesel engine chassis and independent front suspension. Options including a smart wheel, tilt/telescopic steering column, adjustable pedals and six-way adjustable electric seats ensure a premium cockpit experience. Spartan said it expects to introduce a front engine configuration of the NGP in the fourth quarter of 2010, adding an even greater level of customization.

"In a marketplace where there are more than 100 OEMs, a low cost to enter, and the business is hyper-competitive, products must and will change fast," said Gorman. "With Spartan absorbing a significant amount of responsibility, the NGP enables an OEM to enter and compete within the motorized segment with a minimal time and financial commitment. This new approach even makes it possible for a dealer to partner with an OEM to create their own private-label product, something that previously would have been extremely difficult due to the costs involved."

RVIA (December 1-3, 2009) is the preeminent trade show for the RV dealer market bringing together suppliers, dealers, and other industry representatives each year to showcase the latest RV technology and new models.

About Spartan Motors Chassis, Inc.

Spartan Motors Chassis, Inc., (theshyftgroup.com) a subsidiary of Spartan Motors, Inc. (NASDAQ: SPAR), designs, engineers and manufactures custom chassis, specialty vehicles and truck bodies and aftermarket parts for the outdoor recreation/RV, emergency-response, defense, delivery and service markets. The company's brand names - *Spartan(TM)*, *Crimson Fire(TM)*, *Crimson Fire Aerials(TM)*, *Road Rescue(TM)* and *Utilimaster®* - 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, South Dakota, Indiana and Texas. Spartan reported sales of \$844.4 million in 2008 and is focused on becoming a global leader in the manufacture of specialty vehicles and chassis.

This release contains forward-looking statements, including, without limitation, statements concerning our business, future plans and objectives and the performance of our products. These forward-looking statements involve certain risks and uncertainties that ultimately may not prove to be accurate. Actual results and future events could differ materially from those anticipated in such statements. Technical complications may arise that could prevent the prompt implementation of the plans outlined above. The company cautions that these forward-looking statements are further qualified by other factors including, but not limited to, those set forth in the company's Annual Report on Form 10-K filing and other filings with the United States Securities and Exchange Commission (available at <http://www.sec.gov>). Government contracts and subcontracts typically involve long payment and purchase cycles, competitive bidding, qualification requirements, delays or changes in funding, extensive specification development and changes, price negotiations and milestone requirements. An announced award of a governmental contract is not equivalent to a finalized executed contract and does not assure that orders will be issued and filled. Government agencies also often retain some portion of fees payable upon completion of a project and collection of contract fees may be delayed for long periods, which can negatively impact both prime contractors and subcontractors. The company undertakes no obligation to publicly update or revise any statements in this release, whether as a result of new information, future events or otherwise, except as required by law.

SOURCE Spartan Motors, Inc.

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