



The Shyft Group Name Announcement FAQ

Why did you rename the Company?

The Spartan Motors brand name and logo transitioned with the divestiture of the emergency response business. Although we made the strategic decision to face-forward with our go-to-market brands, changing the name of the corporate entity or “parent brand” became an important part of the way we redefined our business and further helps position us to serve key growth markets.

How did you choose “The Shyft Group”?

We went through an extensive rebranding process to find a name that celebrates our customer-centric culture, solutions-driven designs, and our nimble, responsive approach. The Company worked with brand and creative partners, alongside our leadership team and board of directors to ensure we selected a name that would be representative of the attributes the Company would embody, moving forward.

The name “Shyft” represents speed, efficiency, agility, and a high-intensity approach. “Group” nods to the fact that we are a house of reputable brands that will continue to go-to-market under the names our customers know and trust.

Will the Utilimaster, Royal Truck Body, Strobes-R-U's, or Spartan RV Chassis names change?

No, The Shyft Group is replacing Spartan Motors, Inc. as the overarching “parent” company name, which our premier go-to-market brands reside under. Utilimaster, Strobes-R-U's, Royal Truck Body, and Spartan RV Chassis will continue to be customer-facing go-to-market brands. These brands have customer name recognition and earned equity that we both respect and celebrate.

Will companies you acquire in the future retain their names?

As The Shyft Group grows by way of strategic acquisitions, we will make determinations on a case-by-case basis as to whether acquired companies will retain their brand name or go-forward under the name of one of our well-respected existing go-to-market brands. Name aside, The Shyft Group and its brands will consistently assess market needs and limitations, then design, engineer, and build efficient and innovative solutions for our customers.

Where will The Shyft Group be located?

We will continue to operate facilities in all of our current locations, including our corporate headquarters in Novi, MI.

What is the company's new URL?

Our new website address is TheShyftGroup.com. For a period of one year, spartanmotors.com will redirect to theshyftgroup.com. The website structure and general look and feel will remain the same to provide a somewhat familiar experience for customers, while the applied branding (logos, color schemes, etc.) will transition to those of The Shyft Group.