



CRIMSON FIRE
A Spartan Company

For Immediate Release

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Crimson Fire Expands into Canadian Market

Brandon, S.D., November 19, 2007 – Building on the growing demand for its custom emergency-rescue vehicles, Crimson Fire, Inc. is expanding into the Canadian market.

The Brandon, S.D.-based manufacturer of custom fire trucks and other rescue vehicles recently added its first two Canadian dealers to its growing – and now international – network of dealers. Cascadia International and two sister companies will now sell and service the complete line of Crimson vehicles in British Columbia and Alberta. Dependable Emergency Vehicles, which has been building on Spartan Chassis for more than 30 years, will represent Crimson in all other Canadian provinces.

“We are very excited to have Cascadia International and Dependable Emergency Vehicles on board as our first Canadian dealers,” said William Doebler, vice president of sales and marketing. “Canada represents a large market opportunity for Crimson. Our emergency-rescue vehicles are among the strongest and most dependable on the market today, and they should perform well in Canada’s challenging environmental conditions and terrain.

“Given the current exchange rates, American products being purchased with Canadian dollars are more attractive now than they have been in the past five years. Our export opportunities with Canada are very good, and the addition of two such successful and respected dealers will pave the way as Crimson Fire enters this important market.”

Cascadia International and its sister companies currently sell, lease and service more than \$75 million in International Trucks annually. The companies are owned by Jim Hebe, a powerhouse in the field of heavy-duty and emergency-rescue vehicles who has been in the top leadership position at Freightliner, Seagrave and American LaFrance. In addition to selling and servicing vehicles, Cascadia International has a large parts operation.

Hebe said that he weighed a number of OEM options before deciding to become a Crimson dealer. He noted that only a few U.S. manufacturers are listed to do business in Canada, and Crimson has made the commitment to meet all Underwriters’ Laboratories of Canada standards. The ULC is an independent, non-profit product safety and testing certification organization

“Becoming ULC listed is a huge commitment on Crimson’s part to meet the needs of the Canadian market – and one of our major criteria in choosing a manufacturer,” said Hebe, president and dealer principal. “One of the other specific issues in Canada is the growing concern with corrosion because of amount of ice-and-snow removal chemicals, which have a devastating affect on fire apparatus. Crimson’s expertise in stainless steel is one that we saw as a tremendous advantage.

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Crimson Fire Canadian Expansion / page 2 of 2

“Additionally, Crimson has the most modern line of aerial apparatus on the market. Its product range is broad and they offer the latest in technology. We find all these attributes add up to a real opportunity for us.”

Dependable Emergency Vehicles manufactures, sells and services a broad line of emergency-rescue vehicles and fuel-oil tankers. Based in Brampton, Ontario, Dependable is a custom builder of pumpers, pumper/rescues, pumper/tankers, tankers, rescue units and emergency response vehicles that are sold throughout Canada and as far away as Bermuda. It stocks approximately \$3 million in parts and equipment in its 3,000-square-foot parts department.

The company employs more than 70 people and is owned and operated by the Natale family: Santo Natale serves as president while his brothers, Sam and Nunzio, are the vice presidents.

“Our partnership with Crimson is our first venture outside of manufacturing our own vehicles,” said Pino Natale, director of manufacturing. “Our capacity is limited to approximately 35 fire vehicles per year. Becoming a Crimson Dealer will better position our company to bid on multi-vehicle orders for fire departments.

“Selling Crimson Products would allow us to expand our sales tremendously. It would also open a new product segment – aeriels – that we have been lacking. Crimson has a great reputation, and we have already begun to bid on contracts for their products.

“Canada is a little different market than America. Dependable looks forward to assisting Crimson head north of the border – and do so successfully.”

About Crimson Fire

Crimson Fire is a leading manufacturer of custom fire trucks and other rescue vehicles. A subsidiary of Spartan Motors, Inc. (Nasdaq: SPAR), Crimson Fire is committed to quality, value and innovation. Drawing on more than 130 years of excellence in fire truck manufacturing, Crimson Fire manufactures a full line of pumpers, rescues, aeriels, quick-attack vehicles and other emergency-rescue vehicles from its facilities in Pennsylvania and South Dakota. For more information, visit www.crimson-fire.com.

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