



CRIMSON FIRE

A Spartan Company

For Immediate Release

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Crimson Fire Secures Major Order from Hilton Head Island, S.C.

Department Replaces Entire Fleet with New Crimson Pumpers

Brandon, S.D., February 21, 2008 – Crimson Fire, Inc. has secured a major order from Hilton Head Island, S.C. to replace its entire fleet of fire trucks.

The Brandon, S.D.-based manufacturer of custom fire trucks and other rescue vehicles, which is a subsidiary of Spartan Motors, Inc. (Nasdaq: SPAR), has begun to build 10 custom pumpers for the Hilton Head Island Fire & Rescue Department. The vehicles, which will be delivered beginning in the fourth quarter of this year, represent the first time Hilton Head Island has chosen Crimson trucks.

Crimson won a competitive bid process against nine other manufacturers for the order, which was sold by Southeastern Apparatus Sales in Talladega, Ala. In addition to compliance with the technical specifications, Crimson was evaluated on the basis of quality and cost.

“Crimson came out ranked top among the respondents we had to our bid,” said Fire Chief Lavarn Lucas. “This represents a major purchase for the city and the department, which is the product of a 1993 merger of two units. Our fleet currently has radically different trucks from multiple manufacturers, which makes it a challenge for operations and maintenance.

“We want to standardize the type of vehicles that we use to improve efficiency and to simplify training, parts and service. Some of our neighboring departments have Crimson vehicles, so we were familiar with the quality products they build. They have been wonderful to work with so far, and we look forward to taking delivery of our new fleet later this year.”

Hilton Head Island lies south of Charleston on the South Carolina coast. Covering 48 square miles, its population fluctuates between 30,000 in the winter and more than 100,000 each summer. Over the past two decades, the island’s population – along with its emergency-rescue needs – has continued to grow.

The department has ordered 10 identical custom Crimson pumpers with a capacity of 1,500 gallons per minute. The vehicles will be built on Spartan Motors Advantage® cab and chassis and feature:

- Cummins ISL 400 hp engine
- 1495-3 aluminum body
- Foam Pro 2002 foam system
- 500-gallon pro-poly water tanks with 25- and 60-gallon foam tanks

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Crimson Fire, Inc.
907 7th Avenue North

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- Whelen LED warning light package
- Harrison 8 kw hydraulically driven generator
- An aluminum frame diamond-plate hose-bed cover

“We are deeply gratified by the trust that Hilton Head Island has placed in Crimson, particularly with a first order of this size,” said Bill Doebler, vice president of sales and marketing for Crimson. “We build some of the strongest, most durable fire apparatus in the market with proprietary designs that promote safety, improve functionality and increase storage capabilities.

“Crimson is pleased to welcome Hilton Head Island to our growing list of customers across the United States.”

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, aerials, 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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