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Utilimaster Showcases Four Innovative Fleet Vehicles at The Work Truck Show

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CHARLOTTE, Mich., Feb. 29, 2016 (GLOBE NEWSWIRE) -- Utilimaster, a business unit of [Spartan Motors, Inc.](#) (NASDAQ:SPAR), will demonstrate its industry-leading innovation at the Work Truck Show in Indianapolis, Indiana, March 1-4, with four vehicles that showcase the company's ability to satisfy a diverse range of applications, while keeping clients' business objectives front and center. The trucks highlight Utilimaster's consultative design approach, through which the company gains an inside understanding of a client's business needs, resulting in a vehicle solution that maximizes safety and productivity, and end-client serviceability while minimizing the total cost of ownership.

Insightful Design and Engineering

The Detroit Edison truck, to be featured in the Utilimaster booth, is an upfit van that combines the capabilities of a work truck with the comfort and fuel economy of a passenger van. It was designed to meet Edison's operating procedures and service routes. This approach, typical for Utilimaster, began with field research, representing first-hand research led by Utilimaster engineering staff to assess customer needs and preferences from Edison drivers. With this data, the design team was able to engineer a vehicle that fulfills extremely efficient and safe work processes, and develop a customer support plan for the vehicle throughout its lifecycle.



"We believe that what goes into the design of a Utilimaster truck is as important as what comes out," said John Forbes, President of Utilimaster. "Our vehicles are more than just steel, aluminum, insulation, and the like. They're the product of insightful thinking that comes from a close partnership with our customers and over 40 years providing vocation-specific upfits that move the needle for some of the largest fleets in the world."

Cool Capabilities Yield Hot Returns

Also to be featured at the show, will be a refrigerated Utilimaster truck, built on the Ram ProMaster body, an upfit vehicle that can be completed by Utilimaster in two days at the Ram Commercial Upfit Center and Mopar Custom Shop, in Saltillo Mexico, just adjacent to the ProMaster plant. The finished vehicle is delivered through Chrysler's ship-through program, saving the customer freight cost, shortening delivery time, and providing on-demand status updates. The truck maximizes payload with a lightweight and modular refrigeration unit from Thermo King, the worldwide leader in transport refrigeration. The cargo liner is certified as Long-Term Thermal Resistance (LTTR), for long-lasting insulation, and is sealed to prevent the buildup of mold and bacteria.

Think Food Truck, Only Snack Size

The third truck on display at the Work Truck Show, the Polaris Gem Car eL XD, is an all-electric compact food truck. It provides a green alternative to a full-size truck, with a four-hour battery that can be charged on a standard outlet. The vehicle is street legal, and offers organizations seeking low cost of entry a means of increasing food sale revenue and providing a convenient service location for its customers or employees. The Gem Car eL XD has been deployed to college campuses and corporate sites across the country, and is one of many purpose-built mobile retail solutions developed by Utilimaster for this high-growth market.

The Most Fuel-Efficient Walk-in Van

The Velocity by Utilimaster will also be on display, providing show attendees the opportunity to see this unique configuration up close. The Velocity offers 16-18 miles-per-gallon fuel economy, delivering a cost of ownership over seven years that is nearly half that of traditional walk-in vans. The largest entry steps in the industry positioned lower to the ground and situated curbside, provide maximum operator safety and minimum strain.

“We’re excited to showcase these four very different vehicles at the show,” said Forbes. “They’re great examples of Utilimaster’s drive to stay out ahead of industry trends, and provide our clients with purpose-built trucks that deliver economy, safety, efficiency, and – at the end of the day – productivity.”

Utilimaster will be exhibiting for the duration of The Work Truck Show, with company executives available in the booth to answer questions about the company’s fleet vehicle options and services.

About Utilimaster

Utilimaster, a business unit of Spartan Motors, Inc. (Nasdaq:SPAR), is a leading manufacturer of commercial truck bodies, walk-in vans and provides customized upfit solutions for a variety of OEM vehicle platforms.

Utilimaster helps fleet owners reduce operating cost by analyzing fleet operators on their routes and then recommending best practices. Utilimaster serves the fleet owner looking to deploy a new corporate initiative into their existing fleet or implement new technology/equipment into current operations. The Utilimaster client development team has more than 200 years of industry experience and a broad list of best practices than can be tailored to individuals, small and large fleet operations.

Since 1973, Utilimaster engineers and designers have met, and exceeded, the expectations of vehicle operators and fleet managers. Contact a business development manager at 800-582-3454 to learn more about how an engagement with Utilimaster will help you achieve your business objectives. For more information, visit the Utilimaster website at www.utilimaster.com.

About Spartan Motors

Spartan Motors, Inc. is a leading designer, engineer, manufacturer and marketer of a broad range of specialty vehicles, specialty chassis, vehicle bodies and parts for the fleet and delivery, recreational vehicle (RV), emergency response, defense forces and contract assembly (light/medium duty truck: Class 3, 4 and 5) markets. The Company's brand names - Spartan Motors, Spartan Specialty Vehicles, Spartan Emergency Response, Spartan Parts and Accessories, and Utilimaster®, a Spartan Motors Company - are known for quality, durability, innovation, performance, lower cost of operation and customer service. The Company employs approximately 1,700 associates at facilities in Michigan, Pennsylvania, South Dakota and Indiana. Spartan reported sales of \$550 million in 2015. Visit Spartan Motors at www.spartanmotors.com.

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