

CELEBRATING 55 YEARS



expect more.



RUSH ENTERPRISES, INC. IS THE PREMIER SOLUTIONS PROVIDER TO THE COMMERCIAL VEHICLE INDUSTRY.

The company owns and operates the largest network of commercial vehicle dealerships in North America, representing truck and bus manufacturers including Peterbilt, International, Hino, Isuzu, Ford, Mitsubishi Fuso, IC Bus, Blue Bird, Collins and Elkhart Coach.

The Company's 120 Rush Truck Centers are strategically located in high-traffic areas on or near major highways in 21 states from California to Florida, from the Mountain West to the Deep South and across the Midwest to the Mid-Atlantic. These one-stop centers offer an integrated approach to meeting customer needs – from service, parts and collision repair to new and used vehicle sales and leasing plus a wide array of financial services including financing and insurance.

Rush Enterprises' operations also provide alternative fuel and vehicle technologies, up-fitting, chrome accessories and tires. Every Rush Enterprises employee receives a coin engraved with our company values – productivity, fairness, excellence and positive attitude. These are more than just words. They are the standards that set us apart. Employees know that the customer is the boss. We do not just ask what we can do for them, we ask what more we can do for them. We want our customers to expect more. That is why we expect more from every employee. We count on them to deliver, so our customers know they can count on us.



OUR GUIDING PRINCIPLES

The Rush Enterprises Coin is a symbol for our values of productivity, fairness, excellence, and positive attitude all driving toward superior customer satisfaction. To this end, we commit to our customers, employees, vendors and shareholders a consistent set of values and services throughout our organization.

PRODUCTIVITY

**We constantly strive toward efficiency and success in all our interactions and activities.
We maintain an entrepreneurial spirit, while working with a common purpose and sense of urgency.**

FAIRNESS

Fairness characterizes our interactions and transactions with customers, suppliers, coworkers, employees and shareholders. We are known for our honesty, integrity, truthfulness, dependability and reliability in everything we do.

EXCELLENCE

Reflected in our first-class facilities, quality products and services, motivated and talented people, superior results for the customer and consistency throughout our organization.

POSITIVE ATTITUDE

At Rush Enterprises, we are grounded in our passion for the work and dedication to our customers; we have a “bring-it-everyday” focus, positive intensity, and tough but fair mentality.

A TRADITION OF HARD WORK.

Rusty Rush is a life-long veteran of the truck dealership business. He originally began working for the company's World Wide Tires division at age 16 as a tire buster. He worked nearly all roles in dealerships until being named Vice President in 1990 and later Executive Vice President. In November 1995, he was named President of Rush Enterprises. In 2001, Chief Operating Officer was added to Rusty's title, and he assumed all day-to-day operations for the company. In 2006, Rusty was named President and Chief Executive Officer, and in 2013, he became Chairman of the Board. Since 2013, he has served all three roles.



1	1965 Founded by Marvin Rush, company began with a GMC dealership in Houston				1992 <ul style="list-style-type: none"> Introduced Rush Enterprises coin, which has become a meaningful symbol of our company culture Developed vision for a contiguous network across the country that could exceed \$1 billion in annual revenue 		1995 Acquired locations in Oklahoma City and Tulsa	
9		1974 Opened a location in San Antonio					1996 Initial public offering	
6		1967 First Peterbilt dealership opens		1980s <ul style="list-style-type: none"> Developed approach to be one-stop sales and service provider Maintained focus on Rush Truck Leasing and Finance and Insurance 	1994 Acquired locations in Los Angeles market			1997 <ul style="list-style-type: none"> Acquired Rush Equipment Center (Houston) and truck center locations in Colorado
5		1973 Introduced World Wide Tires			1993 Exceeded \$100 million revenue			



FIRST PETERBILT FLEET SALE, 1967

The company sold its first 100-unit fleet sale of Peterbilt trucks in 1967, beginning a relationship with this manufacturer that has grown stronger with each passing decade.

WORLD WIDE TIRES, 1973

World Wide Tires began in 1973 and today has operations in Austin, Crockett and Houston, TX.

COMPANY HQ IN SAN ANTONIO, 1974

The San Antonio location opened in 1974 and served as company headquarters for many years. A new, state-of-the-art facility will be unveiled in 2015, adjacent to its current location.



RUSH ENTERPRISES COIN, 1992

Since 1992, each employee has received a coin with our motto The Customer is the Boss and our core values of Productivity, Fairness, Excellence and Positive Attitude. A special 50th anniversary coin will be given to employees in 2015.



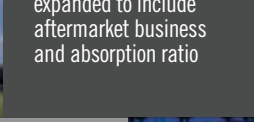
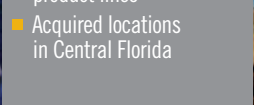


FIRST PETERBILT ACQUISITION, 1994

Our first Peterbilt acquisition (Los Angeles, 1994) helped pave the way for future acquisitions. Teams used this experience to learn and build the processes and procedures necessary for a smooth and efficient transition. This acquisition was also a critical first step in building a coast-to-coast Rush Truck Centers network.

INITIAL PUBLIC OFFERING, 1996

The company's initial public offering in 1996 provided much of the capital needed for the steady growth of the next decade. Rush Enterprises is the first and to-date only publicly-traded commercial truck dealership network.

<p>1998 Began Rush Crane Systems</p>			<p>2004</p> <ul style="list-style-type: none"> Exceeded \$1 billion revenue Second public offering Introduced mobile service in Texas 		<p>2006</p> <ul style="list-style-type: none"> Acquired location in Jacksonville Acquired first Ford location (Denver) Acquired medium-duty location in Atlanta Held first Technician Skills Rodeo 	<p>2009 Added Rush Towing Systems</p> 
	<p>2001</p> <ul style="list-style-type: none"> Acquired Perfection Truck Parts & Equipment Strategic focus expanded to include aftermarket business and absorption ratio 		<p>2003</p> <ul style="list-style-type: none"> Further diversified by offering Hino and UD to medium-duty product lines Acquired locations in Central Florida 		<p>2007 Launched Rig Tough Truck Parts</p> 	<p>2008</p> <ul style="list-style-type: none"> Introduced Rush Bus Centers, offering Blue Bird Acquired first Navistar dealership (Charlotte) 
	<p>1999 Acquired locations in Arizona, New Mexico and San Diego</p> 	<p>2005</p> <ul style="list-style-type: none"> Added Rush Refuse Systems Acquired locations in Orlando, Dallas and Nashville Added Isuzu to medium-duty product line 				
						



PERFECTION TRUCK PARTS & EQUIPMENT, 2001

Perfection Truck Parts & Equipment (Oklahoma City) was acquired in 2001 and specializes in vehicle customizations for light- and medium-duty trucks and cranes, including towing options, lift gates and a wide variety of truck- and trailer-mounted cranes to suit any lifting or aerial application.

ABSORPTION RATIO, 2001

Absorption ratio is a critical measurement of dealership efficiency. It measures gross profit compared to controllable expenses, so since we began tracking this metric in 2001, it has helped us focus on profitability and expense management and allows us to identify areas needing improvement.



2010

- Acquired Navistar dealerships in Utah, Idaho and Oregon, also adding Mitsubishi Fuso to medium-duty offering
- Added Ford location in Dallas, strategically expanding our medium-duty presence
- Began partnership with Stewart-Haas Racing
- Rush Bus Centers grew to include IC Bus in Utah and Idaho
- Sold Rush Equipment Center (Houston)
- GMC exited the medium-duty market, resulting in elimination of our 15 GMC franchises



2011

- Acquired Navistar dealerships in metro Atlanta
- Established Custom Vehicle Solutions (CVS) in Denton, TX
- Ford network continued to grow through acquisitions in Los Angeles and Orlando



2012

- Solidified position as the premier solutions provider, expanding portfolio of offerings to include mobile service nationwide
- Launched RushCare customer service call center
- Natural gas service expanded, to offer service in Texas, Georgia and Arizona, with technicians certified to safely service natural gas vehicles
- Expanded Rush Truck Leasing to 36 PacLease and nine Idealease locations
- Acquired Navistar locations across Ohio



MEDIUM-DUTY PRODUCT LINE, 2003

Adding medium-duty trucks to our product lines in 2003 enabled us to branch out to a new group of customers while focusing on what we've always done best, providing exceptional sales and service support.

SECOND PUBLIC OFFERING, 2004

Exceeding \$1 billion in revenue and our second public offering in 2004 meant we would have the capital necessary to increase our dealership network five-fold over the next 10 years.

LARGEST ACQUISITION TO DATE, 2005

In 2005, our acquisitions of locations in Orlando, Dallas and Nashville were our largest, and we gained confidence in approaching large, complex acquisitions.



TECH SKILLS RODEO, 2006

Technician Skills Rodeo, which began in 2006, is a very popular event spotlighting our most talented technicians and giving them the opportunity to sharpen their skills. At the 2014 Tech Rodeo, more than \$200,000 in cash and prizes were awarded.

FIRST NAVISTAR ACQUISITION, 2008

With acquisition of our first Navistar dealership (Charlotte) in 2008, we officially began our relationship with Navistar and developed plans to strategically expand our network to new areas of the country.





2013

- Acquired Navistar dealerships in North Carolina, Missouri, Virginia and Illinois
- Launched RushCare Rapid Parts Call Centers
- Marvin Rush retired, now serving as Chairman Emeritus and member of the Board of Directors. Rusty Rush's role expanded to Chairman of the Board, CEO and President



2014

- With focus to "integrate and execute," achieved record-setting revenue, absorption ratio, truck sales, aftermarket revenue and U.S. Class 8 and Class 4-7 market share
- Expanded network of independent used truck outlets with Rig Tough Used Trucks and House of Trucks
- Acquired additional Navistar dealerships in Illinois and Indiana



2015

- Launched Momentum Fuel Technologies
- Acquired dealerships in Georgia, Illinois, Nevada and Texas
- Expanded RushCare suite of solutions to include telematics
- Achieved \$5 billion in revenue for first time in company history



STEWART-HAAS RACING, 2010

Our support of Tony Stewart and Stewart-Haas Racing started in 2010 and solidified in future years, as it has given our brand great exposure and allowed us to host customers at several races each year.



CUSTOM VEHICLE SOLUTIONS, 2011

CVS, which began in 2011, now has two locations, in Denton and Houston, TX. CVS has expertise in a variety of custom vehicle work including integration engineering and installation.

NATURAL GAS SERVICE, 2012

Since expanding our natural gas service in 2012, we have 26 locations with dedicated natural gas bays currently or underway. We

have more than 135 technicians certified to safely perform these services as well as a green consultant to assist our customers with incentives and grants. Our natural gas services are included in all new facility construction and expansion.

RushCare® RAPID PARTS

RUSHCARE RAPID PARTS 2015

We opened our first RushCare call center in 2012, providing roadside assistance and general support to customers nationwide. Since then, we've expanded to include 21 RushCare Rapid Parts call centers, which offer customers access to regional and national parts inventory, in real-time.

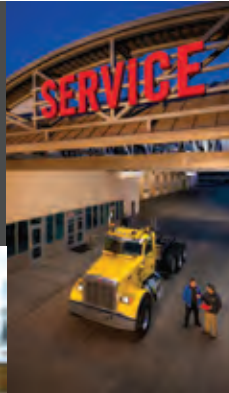


MOMENTUM FUEL TECHNOLOGIES, 2015.

Rush Enterprises entered the natural gas space by offering the industry's first complete compressed natural gas (CNG) fuel system solution for Class 6 to Class 8 trucks. Today, Momentum offers fuel systems in a variety of sizes and configurations designed to support nearly all types of commercial vehicles.

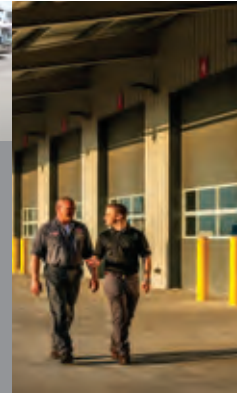
2016

- Introduced RushCare Service Connect, state-of-the-art service communication platform
- Focused on all-makes parts culture with launch of first-ever all-makes parts catalog
- Increased nationwide reach adding Ford in Las Vegas and a parts location in California



2018

- Continued expansion of network with new Peterbilt locations in Colorado and Texas, a Ford location in California, a used truck outlet in Florida and parts and service locations in Georgia, Tennessee, Alabama
- Enhanced RushCare with addition of Xpress Check triage and Xpress PM preventive services



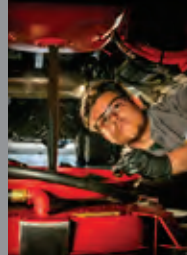
2019

- Completed first investment outside of the United States with 50% investment in 14 International locations in Ontario, Canada
- Launched RushCare Parts Connect eCommerce platform, rounding out portfolio of RushCare Complete solutions
- Added Peterbilt locations in Texas and Florida and a Ford location in California



2017

- Began approach to add independent all-makes parts and service locations across the country
- Added Peterbilt locations in New Mexico and Texas and a Ford location in California
- Reinforced importance of technician recruiting and retention with several programs and dedicated recruiters across the country



2020

- Rush Enterprises employs 7,500 people in 200 locations across the country
- Rush Truck Centers includes 120 dealerships in 22 states and is the largest Peterbilt, International, Hino and Isuzu dealership network in the country
- Company remains committed to strategic growth opportunities including aftermarket initiatives, data and technologies, alternative fuel, network expansion, truck sales market share and leasing profitability

LOOKING AHEAD

We continue to grow, with a focus on long-term aftermarket initiatives and strategic truck sales goals. This keeps us dedicated to providing superior solutions to our customers and equips us for more exciting growth and success in the future.” Then move this to the new page listed below.

A LEGACY OF EXCELLENCE.

Company founder Marvin Rush was no stranger to entrepreneurialism. The son of an entrepreneur and bus company owner, Marvin began working at 10 years old, managing the Coca Cola machine at his father's bus station. At 14, he struck up a deal with the owner of a local television repair shop and a variety of other businesses followed, prior to his first GMC dealership. What set Marvin Rush apart was his vision: to build a network of dealerships in the southern belt that would sell, lease and service trucks. Marvin Rush passed away in 2018, leaving a legacy and an entrepreneurial spirit that remains with each and every employee.



