



CONTACT: Martin A. Naegelin, Jr.  
(830) 626-5230

**RUSH ENTERPRISES ANNOUNCES THIRD QUARTER PERFORMANCE IS ON TRACK**

SAN ANTONIO—September 4, 2002-- Rush Enterprises, Inc. (NASDAQ: RUSH), which operates the largest network of Peterbilt heavy-duty truck dealerships in North America, John Deere construction equipment dealerships in Texas and Michigan, and three of the largest farm and ranch superstores (D&D) in America, today announced that it is on track to exceed analysts' earnings forecasts for the third quarter.

Analysts' estimates range from 15 cents to 16 cents for the third quarter. The Company, which reported 8 cents a share during the third quarter of 2001, expects to report earnings ranging from 18 cents to 20 cents per diluted share for the third quarter of 2002. The increase in earnings is attributable to higher new truck sales volumes and a stronger used truck market resulting from the upcoming change in emission guidelines. The Company expects to see a decline in new truck demand subsequent to the October 1, 2002 effective date of the new emission guidelines. The effect that the declining new truck demand will have on the Company's fourth quarter earnings cannot be determined at this time.

*Certain statements contained herein, are "forward-looking" statements (as such term is defined in the Private Securities Litigation Reform Act of 1995). Because such statements include risks and uncertainties, actual results may differ materially from those expressed or implied by such forward-looking statements. Factors that could cause actual results to differ materially from those expressed or implied by such forward-looking statements include, but are not limited to, competitive factors, general economic conditions, political factors, cyclicalities, economic conditions in the new and used truck and construction equipment markets, customer relations, relationships with vendors, the interest rate environment, governmental regulation and supervision, seasonality, distribution networks, product introductions and acceptance, technological change, changes in industry practices, onetime events and other factors contained in filings made by the company with the Securities and Exchange Commission.*