

## **Rush Truck Leasing named top PACCAR franchise in North America**

James Aldridge

Rush Truck Leasing, a subsidiary of New Braunfels-based Rush Enterprises Inc. (Nasdaq: RUSHA, RUSHB), has been named PACCAR Inc.'s 2003 North American Franchise of the Year.

Bellevue, Wash.-based PACCAR Leasing Co. (PacLease) is one the largest full-service truck rental and leasing systems in the North America with more than 180 company-owned and franchised PacLease locations.

Its parent company PACCAR manufactures medium- and heavy-duty trucks under the Kenworth, Peterbilt, DAF, Leyland and Foden brands.

PACCAR officials presented the award to Rush Truck Leasing locations in San Antonio and Houston for the quality of service the truck rental company provides to PacLease customers in Texas, which includes the petroleum industry, a major fast-food company and a hardware cooperative.

Rush Enterprises Chief Executive Officer Marvin Rush and Chief Financial Officer Marty Naegelin accepted the award on the company's behalf.

"Rush Truck Leasing deserves this recognition for the tremendous year they put together," says PACCAR Leasing President Bob Southern. "They've built their business by understanding the needs of every customer and working with them to deliver the right vehicles supported by outstanding service."

Jim Smith, general manager for both Texas Rush Truck Leasing locations, says the industry award reflects the caliber of work performed by his employees.

"This award is the culmination of several factors coming together for us," Smith says. "We've assembled a strong team of 27 employees in Texas who know the importance of customer service. The maintenance department has renewed energy under the talented direction of Dan Bothmann. And our rental business is growing as the local market sees the advantage of our top-quality Peterbilt medium- and heavy-duty trucks accompanied by high-standard maintenance services."