



Rush Enterprises, Inc. Chairman W. Marvin Rush Named 2008 Truck Dealer of the Year

SAN ANTONIO, May 1, 2008 (PrimeNewswire via COMTEX News Network) -- Rush Enterprises, Inc. (Nasdaq:RUSHA) (Nasdaq:RUSHB), which operates the largest network of heavy- and medium-duty truck dealerships in North America and a John Deere construction equipment dealership in Houston, Texas, announced that W. Marvin Rush, founder and Chairman of Rush Enterprises, Inc. received the 2008 Truck Dealer of the Year Award, sponsored jointly by Heavy Duty Trucking magazine and the American Truck Dealers (ATD) division of the National Automobile Dealers Association. According to ATD, the award recognizes excellence in business practices, industry contribution and outstanding civic accomplishment. Mr. Rush was selected by an independent team of judges at Indiana University Kelley School of Business. The award was presented at the opening general session of the 45th annual ATD Convention & Exposition in Dallas on April 26.

In presenting the award, Heavy Duty Trucking Publisher Kate Miller cited Rush's community contribution in developing the leadership skills of children and young adults, his outstanding achievements and numerous awards in representing multiple truck brands and his philosophy of operation that led to heavy- and medium-duty truck centers in ten states from Florida to California with the ability to provide one-stop, full service support to customers.

In accepting the award, Mr. Rush said, "It is a great honor to be recognized by ATD and Heavy Duty Trucking magazine. There is no doubt in my mind that without the team of people that make up Rush Enterprises, I would not be standing here today. I learned a long time ago that the key to success is to surround yourself with good people, provide the proper tools and let them do their jobs. Our culture still values the entrepreneurial spirit and understands that the 'Customer is the Boss.' We believe in the principles of excellence, productivity, fairness and a positive attitude."

"Regardless of the changes that have taken place over the years, this is still a relationship business. We believe 'service sells trucks, trucks don't sell service.' Providing exceptional customer service will help build long-term relationships with your customers and keep your business moving forward," Mr. Rush added.

As the 2008 Truck Dealer of the Year, Mr. Rush's duties will include meeting with Congressional leaders as a spokesman for truck dealers, honorary membership on the ATD Committee and service as dealer-in-residence at Indiana University, where he will address business school classes.

About Rush Enterprises, Inc.

Rush Enterprises, Inc. operates the largest network of heavy-duty truck and medium-duty dealerships in North America and a John Deere construction equipment dealership in Houston, Texas. Its operations include a network of dealerships in Alabama, Arizona, California, Colorado, Florida, Georgia, Oklahoma, New Mexico, Tennessee and Texas. The Company has developed its Rush Truck Centers and its Rush Equipment Center as "one-stop centers" where, at one convenient location, its customers can purchase new or used trucks or construction equipment, purchase insurance products, purchase aftermarket parts and accessories and have service performed by certified technicians. For additional information on Rush Enterprises, Inc., please visit www.rushenterprises.com

The Rush Enterprises, Inc. logo is available at <http://www.primenewswire.com/newsroom/prs/?pkgid=3352>

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