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**RUSH ENTERPRISES ANNOUNCES THE ACQUISITION OF
PETERBILT OF MOBILE, INC.**

SAN ANTONIO—April 3, 2003-- Rush Enterprises, Inc. (NASDAQ: RUSHA & RUSHB), whose continuing operations includes the largest network of Peterbilt heavy-duty truck dealerships in North America, and a John Deere construction equipment dealership in Texas, today announced that it has acquired certain assets of Peterbilt of Mobile, Inc., a Peterbilt dealer in Mobile, Alabama. The acquisition increases the Company's presence on the I-10 corridor and provides Rush with the exclusive rights to sell Peterbilt trucks and parts in southern Alabama, parts of western Florida, including Pensacola, and increases the Company's operations to 39 truck locations in 9 states.

The transaction was valued at approximately \$1.4 million, with the purchase price paid in cash. Rush intends to operate the acquired company as a full-service Peterbilt franchise, and will begin to integrate their operations into the Rush Truck Center system immediately. Rush had revenues of \$757.1 million and income from continuing operations before income taxes of \$14.5 million during 2002 while, Peterbilt of Mobile, Inc. had unaudited revenues of \$11.9 million and an unaudited pretax loss of \$453,000, for the same period.

In making this announcement, W. Marvin Rush, Chairman and Chief Executive Officer of Rush Enterprises, Inc. stated, "This acquisition marks our continued growth into the southeastern United States. We are excited about working with the good people from Peterbilt of Mobile, Inc. and look forward to offering our consistently high-quality products and services in Alabama."

Rush Enterprises operates the largest network of Peterbilt heavy-duty truck dealerships in

North America and a John Deere construction equipment dealership in Texas. Its current operations include a network of dealerships located in Texas, California, Oklahoma, Louisiana, Colorado, Arizona, New Mexico, Alabama and Florida. These dealerships provide an integrated, one-stop source for the retail sale of new and used heavy-duty trucks and construction equipment; aftermarket parts, service and body shop facilities; and a wide array of financial services, including the financing of truck and equipment sales, insurance products and leasing and rentals. The Company is also discontinuing the operations of its retail farm and ranch superstore that serves the greater San Antonio, Texas area.

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.