



Rush Truck Centers introduces new total service management support package, RushCare® Complete

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San Antonio, Texas, August 5, 2019 — Rush Enterprises, Inc. (NASDAQ: RUSHA and RUSHB), announced that Rush Truck Centers, the largest network of commercial vehicle dealerships in North America, is launching RushCare® Complete, a total service management support package that coordinates, monitors and expedites vehicle repairs and maintenance throughout the Rush Truck Centers network. RushCare Complete also provides fault code monitoring, access to the industry's most comprehensive source for online parts and two-way communication on repair status and service history.

"For more than 50 years, we have been focused on expanding the solutions we offer to our customers, and RushCare Complete is no exception," said W.M. "Rusty" Rush, Chairman, Chief Executive Officer and President Rush Enterprises, Inc. "We continue to invest in technologies and people to provide unparalleled service that helps keep our customers on the road," he added.

RushCare Complete features tools and advanced technologies to help customers manage their fleets with the speed and convenience they deserve.

RushCare Service Concierge Team

A dedicated RushCare Service Concierge team will contact customers to schedule and manage required maintenance and repairs for all makes and models of trucks, help ensure repairs are cost-effective, manage all vehicle breakdowns and schedule roadside assistance, whenever and wherever needed. They also help keep customers up and running by sourcing hard-to-find parts to expedite each repair process.

RushCare Telematics Support

For RushCare Telematics customers, fault code monitoring for all vehicle makes and models is also offered as part of RushCare Complete, which includes access to a telematics portal and review of vehicle health reports to proactively monitor and alert customers of critical fault codes.

RushCare Parts Connect and Service Connect

RushCare Complete also includes access to RushCare Parts Connect™ and RushCare Service Connect™. RushCare Parts Connect is the industry's most comprehensive source for all-makes parts, giving users the ability to search and check availability of parts and place orders for pick-up, shipping or local delivery. RushCare Service Connect offers 24/7 access to vehicle repair status and service history and two-way communication to request service, review and approve repair orders, ask questions and provide feedback. RushCare Parts Connect and RushCare Service Connect are offered free of charge to all customers.

For a limited time, RushCare Complete is included in the purchase of new International MV Series vehicles at Rush Truck Centers nationwide. The RushCare Service Concierge team will manage the complete service process for the vehicle and provide frequent status updates throughout the service process at no additional charge for 12 months for International Trucks purchased from Rush Truck Centers by September 30, 2019.

About Rush Enterprises, Inc.

Rush Enterprises, Inc. is the premier solutions provider to the commercial vehicle industry. The Company owns and operates Rush Truck Centers, the largest network of commercial vehicle dealerships in the United States, with more than 100 dealership locations in 21 states. These vehicle centers, strategically located in high traffic areas on or near major highways throughout the United States, represent truck and bus manufacturers, including Peterbilt, International, Hino, Isuzu, Ford, Mitsubishi, IC Bus and Blue Bird. They offer an integrated approach to meeting customer needs — from sales of new and used vehicles to aftermarket parts, service and body shop operations plus financing, insurance, leasing and rental. Rush Enterprises' operations also provide CNG fuel systems, telematics products and other vehicle technologies, as well as vehicle up-fitting, chrome accessories and tires. For more information, please visit us at www.rushtruckcenters.com, www.rushenterprises.com and www.rushtruckcentersracing.com, on Twitter @rushtruckcenter and Facebook.com/rushtruckcenters.

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