



Rush Truck Centers offering RushCare® Complete, total service management support package, with every new truck purchase

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San Antonio, Texas, December 19, 2019 — Rush Enterprises, Inc. (NASDAQ: RUSHA and RUSHB), which operates the largest network of commercial vehicle dealerships in North America, announced Rush Truck Centers is including its total uptime support package, RushCare® Complete, with every new truck purchase.

RushCare Complete is an all-inclusive service that expedites vehicle repairs through qualified service facilities across North America. Exclusively from Rush Truck Centers, with the purchase of any new vehicle, the RushCare Service Concierge team will manage and provide frequent status updates throughout any vehicle repair process. With RushCare Complete, this Service Concierge team will also monitor recalls and campaigns, providing personal communication and service oversight to schedule any required services. RushCare Complete customers also have access to RushCare Parts Connect, the industry's most comprehensive source for all-makes parts, and RushCare Service Connect, which offers 24/7 access to vehicle repair status along with service history and two-way communication with Rush Truck Centers service providers.

"We are happy to include RushCare Complete with every new truck purchase, further expanding the suite of solutions we have offered our customers for more than 50 years," said Jim Thor, Senior Vice President of Sales and Marketing, Rush Enterprises, Inc. "Due to our ongoing investments in people and advanced technologies, our Service Concierge team is uniquely qualified to deliver the solutions our customers deserve and help keep them on the road," he added.

Customers who purchase new trucks from any Rush Truck Centers location have access to the following RushCare Complete features.

RushCare Service Concierge Team

A dedicated RushCare Service Concierge team will contact customers to schedule, manage and communicate status of required maintenance and repairs for all makes and models of trucks, inside or outside the Rush Truck Centers network. This team will manage all vehicle breakdowns and schedule priority and 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. With a focus on personal communication and service oversight, this team can also help ensure repairs are cost effective and increase customer uptime.

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 availability of parts and place online orders for pick-up, shipping or local delivery. RushCare Service Connect offers 24/7 access to vehicle repair status and service history while providing two-way, transparent communication to request service, review and approve repair orders, make inquiries and check the status of maintenance. RushCare Service Connect provides a single portal integrated with several OEMs, third-party repair software systems and real-time telematics providers including Peterbilt, International, Hino, Cummins, Decisiv and Geotab.

Vehicle Recall and Campaign Management

Service Concierge professionals will review recall and campaign status of vehicles and contact customers to scheduled required services. This service is available for Peterbilt, International, Ford, Hino, Isuzu, Mitsubishi Fuso trucks, Bluebird and IC buses, and PACCAR, Navistar and Cummins engines.

RushCare Telematics Support can also be provided for an additional fee. This service package includes access to a telematics portal and review of vehicle health reports to proactively monitor and alert customers of critical fault codes for all vehicle makes and models.

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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