

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>RUSH W MARVIN</u> (Last) (First) (Middle) 555 IH 35 SOUTH, SUITE 500 (Street) NEW BRAUNFELS TX 78130 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>RUSH ENTERPRISES INC [TX] [RUSH]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <p style="text-align: center;">Chairman</p>
	3. Date of Earliest Transaction (Month/Day/Year) 11/07/2011	
		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	11/07/2011		M		12,250	A	\$10.51	60,637 ⁽¹⁾⁽²⁾	D	
Class A Common Stock	11/07/2011		S		12,250	D	\$19.68	48,387 ⁽¹⁾	D	
Class B Common Stock	11/07/2011		M		18,170	A	\$2.49	1,122,995	D	
Class B Common Stock	11/07/2011		S		18,170	D	\$16.16	1,104,825	D	
Class A Common Stock	11/08/2011		M		23,800	A	\$10.51	72,187 ⁽¹⁾	D	
Class A Common Stock	11/08/2011		S		23,800	D	\$19.705	48,387 ⁽¹⁾	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Option to buy	\$10.51 ⁽³⁾	11/07/2011		M			12,250 ⁽³⁾	(4)	03/15/2015	Class A Common Stock	12,250	\$0	32,750	D	
Option to buy	\$2.49	11/07/2011		M			18,170	(4)	03/15/2013	Class B Common Stock	18,170	\$0	6,828	D	
Option to buy	\$10.51 ⁽³⁾	11/08/2011		M			23,800 ⁽³⁾	(4)	03/15/2015	Class A Common Stock	23,800	\$0	8,950	D	

Explanation of Responses:

- Includes unvested restricted stock units.
- Includes 657 shares acquired on July 6, 2011, under the Rush Enterprises, Inc. Employee Stock Purchase Plan.
- This option was previously reported as covering 30,000 shares at an exercise price of \$15.76 per share but was adjusted as a result of the 3-for-2 stock split of Common Stock of Rush Enterprises, Inc. on October 10, 2007.
- Option vested in increments of 1/3 on each anniversary of the grant date beginning on the third anniversary of the grant date. Grant date is 10 years prior to expiration date.

Steven L. Keller, Attorney-in-Fact for W. Marvin Rush 11/09/2011

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.