

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF
SECURITIES

OMB APPROVAL	
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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>Keller Steven L</u> (Last) (First) (Middle) <u>RUSH ENTERPRISES, INC.</u> <u>P. O. BOX 34630</u> (Street) <u>NEW</u> <u>TX</u> <u>78256</u> <u>BRAUNFELS</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>03/20/2007</u>	3. Issuer Name and Ticker or Trading Symbol <u>RUSH ENTERPRISES INC TX</u> [<u>RUSH</u>]	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Vice President & CFO</u>	5. If Amendment, Date of Original Filed (Month/Day/Year)
			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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Table II - Derivative Securities Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Option (right to buy)	03/15/2007	03/15/2012	Class A Common	584	3.53	D	
Option (right to buy)	(1)	03/15/2013	Class A Common	2,334	3.65	D	
Option (right to buy)	(2)	03/15/2014	Class A Common	1,750	11.96	D	
Options (right to buy)	(3)	03/15/2015	Class A Common	2,500	15.76	D	
Options (right to buy)	(4)	03/15/2016	Class A Common	2,500	19.37	D	
Options (right to buy)	(5)	03/15/2017	Class A Common	2,750	19.15	D	
Options (right to buy)	03/15/2007	03/15/2012	Class B Common	584	3.53	D	

Explanation of Responses:

1. 1,167 options vested on March 15, 2007. The remaining options will vest on March 15, 2008.
2. 583 options vested on March 15, 2007. 583 options will vest on March 15, 2008. The remaining options will vest on March 15, 2009.
3. 833 options will vest on March 15, 2008. 833 options will vest on March 15, 2009. The remaining options will vest on March 15, 2010.
4. 833 options will vest on March 15, 2009. 833 options will vest on March 15, 2010. The remaining options will vest on March 15, 2011.
5. 917 options will vest on March 15, 2010. 917 options will vest on March 15, 2011. The remaining options will vest on March 15, 2012.

Steven L. Keller 03/22/2007
** 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 5 (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.