



Rush Truck Center – Tucson Delivers Hybrid Diesel Electric Truck to Arizona Community Food Bank

TUCSON, Arizona, January 23, 2009 - Rush Enterprises, Inc. (NASDAQ: RUSHA and RUSHB which operates the largest network of heavy-duty and medium-duty truck dealerships in North America and a John Deere construction equipment dealership in Houston, Texas, announced today that its Rush Truck Center in Tucson, Arizona delivered one of the first Peterbilt production hybrid diesel electric trucks, a 2009 Model 335 to the Community Food Bank Fleet, also located in Tucson. The truck was delivered at a dedication ceremony this morning.

"We applaud the Community Food Bank's adoption of hybrid vehicles and their commitment to the environment, said W. M. "Rusty" Rush, President and CEO of Rush Enterprises, Inc. "Our team at Rush Truck Center - Tucson is pleased to support the Community Food Bank with the latest in vehicle technology as well as offer a range of expert services throughout the life cycle of this vehicle."

According to Peterbilt, the Class 7 Hybrid Electric Model 335 uses Eaton's Hybrid Electric Power System with an electric motor that assists the PACCAR PX-6 engine with supplemental torque for improved fuel economy. The system stores energy during stopping through a process called regenerative braking, and then reuses it for acceleration. Fuel use, emissions and noise are greatly reduced. This configuration is ideal for stop-and-go operations, such as urban pickup and delivery and has demonstrated up to a 30 percent fuel savings. The Community Food Bank truck is also equipped with a 20-foot Morgan body, Carrier Supra 750 refrigeration system and an Interlift liftgate.

The new truck will enable the food bank to add thirteen retail locations to its food donation pickup route, greatly increasing its ability to meet the growing need for food assistance in the Tucson community.

"We're committed to protecting the Southern Arizona environment and hybrid technology is a perfect solution for the Community Food Bank," said Bill Carnegie, President and CEO.

About Community Food Bank.

Founded in 1976, the Community Food Bank provides education, advocacy and food for people throughout Southern Arizona including Pima, Santa Cruz, Cochise, Graham and Greelee Counties. For more information, please visit www.communityfoodbank.org.

About Rush Enterprises, Inc.

Rush Enterprises, Inc. owns and operates the largest North American network of heavy- and medium-duty truck dealerships, a network of bus centers in Texas and an equipment center in Houston. The company's truck and equipment centers are strategically located in high truck traffic areas on or near major highways in eleven states throughout the Southern United States. These one-stop centers offer an integrated approach to meeting customer needs - from sales of new and used truck, bus and equipment brands to parts, service, and collision center operations, chrome accessories and tires. In addition, Rush offers a wide array of financial services, including financing, insurance, leasing and rental. The company is publicly traded on NASDAQ under the symbols RUSHA and RUSHB. For more information, please visit www.rushenterprises.com.

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