
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **May 17, 2018**

Rush Enterprises, Inc.

(Exact name of registrant as specified in its charter)

Texas

(State or other jurisdiction
of incorporation)

0-20797

(Commission File
Number)

74-1733016

(IRS Employer Identification
No.)

555 IH-35 South, Suite 500

New Braunfels, Texas

(Address of principal executive offices)

78130

(Zip Code)

Registrant's telephone number, including area code: **(830) 302-5200**

Not Applicable

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 or Rule 12b-2 of the Securities Exchange Act of 1934.

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 8.01 Other Events.

On May 17, 2018, Rush Enterprises, Inc. (the “Company”) issued a press release announcing that its founder, W. Marvin Rush, died on May 17, 2018, at the age of 79. Mr. Rush founded the Company in 1965 and served on its Board of Directors from its incorporation until August 2016. Mr. Rush also served as the Company’s Chief Executive Officer from its founding through 2006. Mr. Rush is the father of W.M. “Rusty” Rush, the Company’s Chief Executive Officer, President and Chairman of the Board of Directors. At the time of his passing, Mr. Rush was not a member of the Company’s Board of Directors or an executive officer of the Company.

A copy of the press release announcing Mr. Rush’s passing is attached to this report as Exhibit 99.1 and is incorporated by reference into this Item 8.01.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No. Description

99.1 [Rush Enterprises, Inc. press release dated May 17, 2018.](#)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

RUSH ENTERPRISES, INC.

Dated: May 17, 2018

By: /s/ Michael Goldstone _____
Michael Goldstone
Vice President, General Counsel and
Corporate Secretary

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	Rush Enterprises, Inc. press release dated May 17, 2018.



Contact:

Rush Enterprises, Inc., San Antonio
Karen Konecny, 830-302-5210, konecnyk@rushenterprises.com

RUSH ENTERPRISES, INC. REPORTS THE PASSING OF ITS FOUNDER W. MARVIN RUSH

SAN ANTONIO, Texas, May 17, 2018 — Rush Enterprises, Inc. (NASDAQ: RUSHA & RUSHB), which operates the largest network of commercial vehicle dealerships in North America, announced that its founder W. Marvin Rush died today at age 79. Marvin Rush founded the Company in 1965 and served on its Board of Directors from its incorporation until August 2016. Marvin Rush also served as the Company's Chief Executive Officer from its founding through 2006.

"It is with deep sadness that I announce the passing of my father, Marvin Rush," said W.M. "Rusty" Rush, Chairman, Chief Executive Officer and President of Rush Enterprises, Inc. "With his entrepreneurial spirit, larger-than-life personality and leadership, the Company grew from a single GMC truck franchise in Houston, Texas, to the largest commercial vehicle dealership group in North America. Along the way, the Company became the first automotive dealership group to go public, in June of 1996."

"My father's entrepreneurial spirit, belief that our employees are our Company's most important asset and commitment to providing our customers with excellent service are the foundations of our Company's culture. All of us at Rush Enterprises will honor his memory by continuing to uphold the culture he created and grow the Company he loved so much," said Rusty Rush.

"Words cannot begin to express how much I loved and admired my father. I learned so many valuable lessons from my dad about business, life, family and how to treat people with respect throughout my more than 40 years of working for and beside him. My dad was a very special person who impacted me, our family, our employees, our customers and countless others in more ways than I could ever describe in a press release. I am very blessed and grateful to have had such an amazing father, and I will miss him dearly," Rusty Rush said.

At the time of his passing, Mr. Rush was not a member of the Company's Board of Directors or an executive officer of the Company.

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 North America, with more than 100 dealership locations in 22 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 vehicle upfitting, CNG fuel systems and vehicle telematics products. Additional information about Rush Enterprises' products and services is available at www.rushenterprises.com.