

**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): August 15, 2025

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))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Class A Common Stock, \$0.01 par value	RUSHA	NASDAQ Global Select Market
Class B Common Stock, \$0.01 par value	RUSHB	NASDAQ Global Select Market

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 7.01 Regulation FD Disclosure.

From time to time, senior management of Rush Enterprises, Inc. (the “Company”) meets with current and potential investors and business analysts. The Company intends to use the presentation furnished as Exhibit 99.1 to this Current Report on Form 8-K and incorporated into this Item 7.01 by reference (the “Investor Presentation”), at these meetings over the next couple of months. The Company intends to post the Investor Presentation in the “Investor Relations” section of its website at www.rushenterprises.com. The Company reserves the right to discontinue the availability of the Investor Presentation at any time.

The information furnished in this Item 7.01, including Exhibit 99.1, shall not be deemed to be “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that section, unless the Company specifically states that the information is to be considered “filed” under the Exchange Act or incorporates it by reference into a filing under the Exchange Act or the Securities Act of 1933, as amended.

Item 9.01 Financial Statements and Exhibits.

(d) *Exhibits.*

99.1 [Rush Enterprises, Inc. Investor Presentation](#)

104 Cover Page Interactive Data File (formatted in Inline XBRL).

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.

Dated: August 15, 2025

RUSH ENTERPRISES, INC.

By: /s/ Steven L. Keller

Steven L. Keller

Chief Financial Officer and Treasurer



INVESTOR PRESENTATION

August 2025

expect
more.



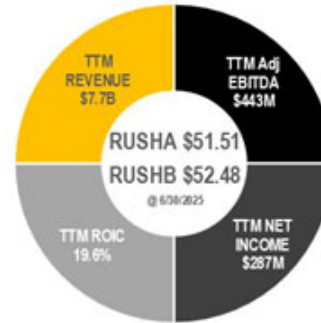
DISCLOSURE/SAFE HARBOR

This presentation may contain forward-looking statements (as defined in the Private Securities Litigation Reform Act 1995). Any forward-looking statements are based on current expectations with respect to important risk factors. It is important to note that our actual results could materially differ from the results anticipated in any forward-looking statements that may be contained in this presentation. Important factors that could cause actual results to differ materially from those in the forward-looking statements include, but are not limited to, future growth rates and margins for certain of our products and services, future supply and demand for our products and services, supply chain issues, competitive factors, general economic conditions, tariffs, cyclicalities, market conditions in the new and used commercial vehicle markets, customer relations, relationships with vendors, the interest rate environment, governmental regulation and supervision, seasonality, distribution networks, product introductions and acceptance, technological change, changes in industry practices and one-time events. In addition, the declaration and payment of cash dividends and authorization of future share repurchase programs remains at the sole discretion of the Company's Board of Directors and the issuance of future dividends and authorization of future share repurchase programs will depend upon the Company's financial results, cash requirements, future prospects, applicable law and other factors that may be deemed relevant by the Company's Board of Directors. Please refer to the documents that we have filed with the U.S. Securities and Exchange Commission for a discussion of these factors. We do not undertake any obligation to update any forward-looking statements contained in or incorporated in this presentation to reflect actual results, changes in assumptions or in other factors which may affect any forward-looking statements.

expect
more.

COMPANY PERFORMANCE

- Largest commercial vehicle dealer group in North America
- Full-service solutions provider to commercial vehicle industry
- 7,996 dedicated employees
- \$7.8B in revenue in 2024
- 38,615 trucks sold in 2024
- 2024 Class 8 market share: 6.1% U.S. and 1.7% Canada
- 2024 Class 4-7 market share: 5.3% U.S. and 3.1% Canada



expect more.

THE PREMIER FULL-SERVICE SOLUTIONS PROVIDER



Rush Truck Centers
Rush Refuse Systems
Rush Crane Systems
Rush Towing Systems
Rush Bus Centers
Rush Truck Leasing
Rush Truck Insurance Services

The House of Trucks
Cummins Clean Fuel Technologies
Custom Vehicle Solutions
Perfection Truck Parts & Equipment
Chrome Country
World Wide Tires

expect
more.

INDUSTRY OUTLOOK

- Ongoing freight recession negatively impacting truck demand
- Uncertainty related to tariffs and engine emissions regulations causing fleets to delay purchase decisions
- Vocational segments remain strong
- Used truck demand weak, but depreciation rates have normalized
- Parts and service demand stable
- Rental utilization rates down but stable



expect
more.

LIQUIDITY AND EXPENSE MANAGEMENT

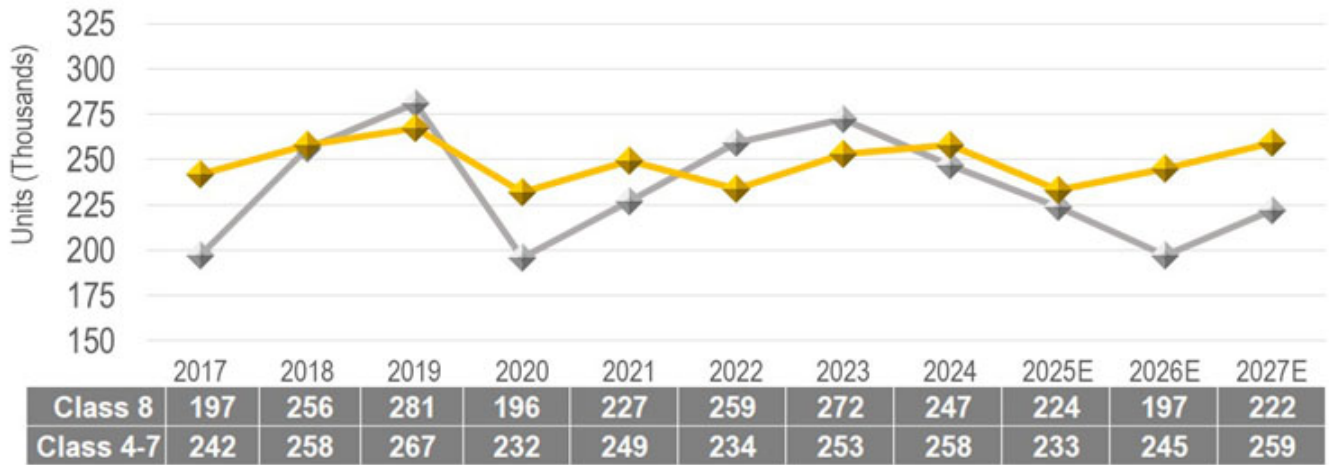
- Strong free cash flow; \$211M in cash as of June 2025
- Continuing to invest in strategic initiatives
- Increased share repurchase program to \$200MM in May 2025
- Quarterly cash dividend in Q2 2025 – \$0.18
 - Announced 5.6% increase for Q3
- Disciplined expense management approach
- \$1.6B in floorplan facilities
- \$800M lines of credit available to finance lease and rental fleet
- \$1.0B of borrowing capacity remaining under credit facilities at 6/30/2025

6



expect
more.

U.S. RETAIL TRUCK SALES PROJECTIONS TO 2027



Source: ACT Research

↔ Class 8

◆ Class 4-7

expect
more.

STRATEGIC GROWTH INITIATIVES

- Financial goals
 - \$10B in annual revenue
 - 6% return on sales
- Growth goals and opportunities
 - Grow aftermarket parts and service revenue to \$3.5B
 - Increase U.S. Class 8 market share to 7.5%
 - Increase U.S. Class 4-7 market share to 6.5%
 - Maintain RTL return on sales > 15%
- Capital deployment
 - Disciplined investment in strategic growth
 - Increase quarterly cash dividend 5-10% annually
 - Opportunistic share repurchase program



expect
more.

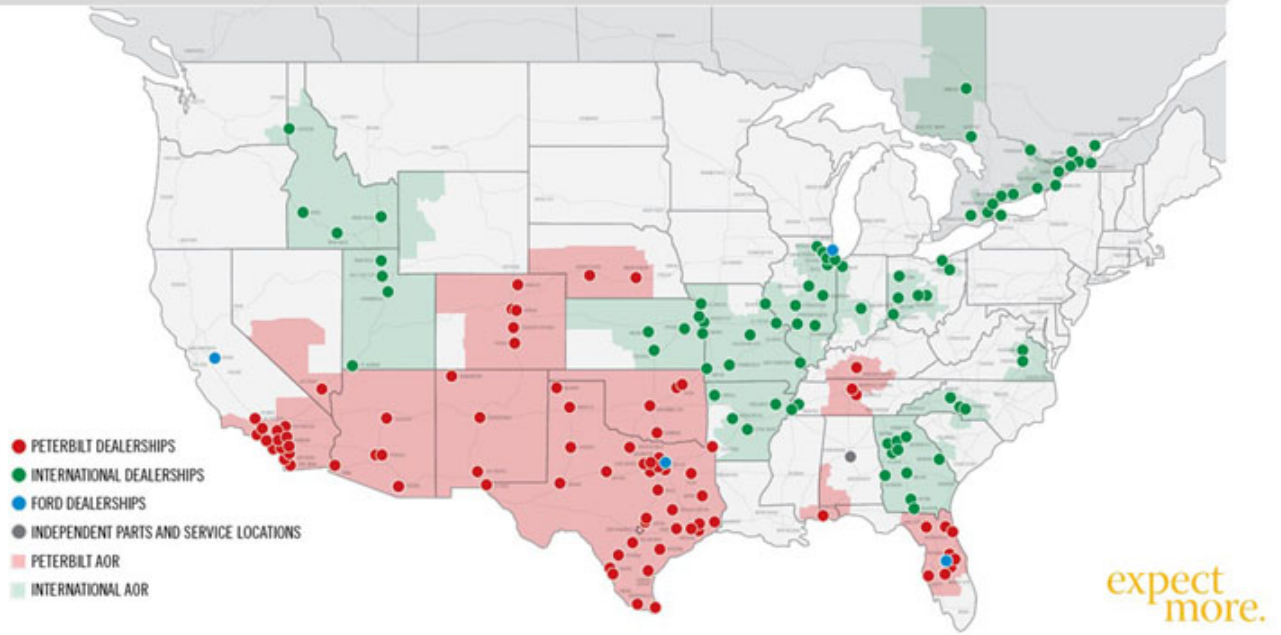
RUSH TRUCK CENTERS

- Largest commercial vehicle dealer network in North America
- Over 125 franchised locations in 23 states, 15 locations in Canada
- Class 3-8 commercial vehicle sales, full range of aftermarket solutions
- Largest dealer group for Peterbilt, International, Hino, Isuzu, Blue Arc, growing with Ford
- Broad market segment coverage
- Leasing and rental
- Finance and insurance services
- Over 6.6M square feet of premium facilities



expect
more.

RUSH TRUCK CENTERS NETWORK



SOLUTIONS NETWORK

- Capabilities for all makes and models
- Aftermarket parts
 - Expansive offering of all makes and proprietary parts
 - Genuine OEM and all-makes parts, including proprietary Rig Tough and Premium Power powertrain parts
- Service and body shop
 - 3,700 service bays
 - 3,033 technicians in the U.S.
 - 229 technicians in Canada
 - 32 collision centers U.S., 1 Canada
 - 738 mobile and embedded technicians
 - Alternative power service capabilities



expect
more.

AN UNRIVALED PORTFOLIO OF AFTERMARKET SOLUTIONS

SINGLE SOURCE SOLUTIONS



ALL-MAKES PARTS AND SERVICE EXPERTISE



MOBILE SERVICE AND EMBEDDED TECHNICIANS



SAME-DAY XPRESS SERVICES



COLLISION AND BODY REPAIR SERVICES

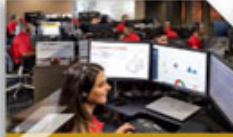


VEHICLE MODIFICATION AND UPFITTING

RUSHCARE CUSTOMER EXPERIENCE



DEDICATED SERVICE CONCIERGE TEAM



RAPID PARTS DEDICATED PARTS AGENTS



RUSHCARE COMPLETE ALL-INCLUSIVE SERVICE SUPPORT



MAINTENANCE PLANS FOR ALL MAKES



STATE-OF-THE-ART FACILITIES AND TOOLING

DATA AND TECHNOLOGY



E-COMMERCE PARTS ORDERING



SERVICE CONNECT COMMUNICATION PORTAL



VEHICLE RECALL AND CAMPAIGN MANAGEMENT



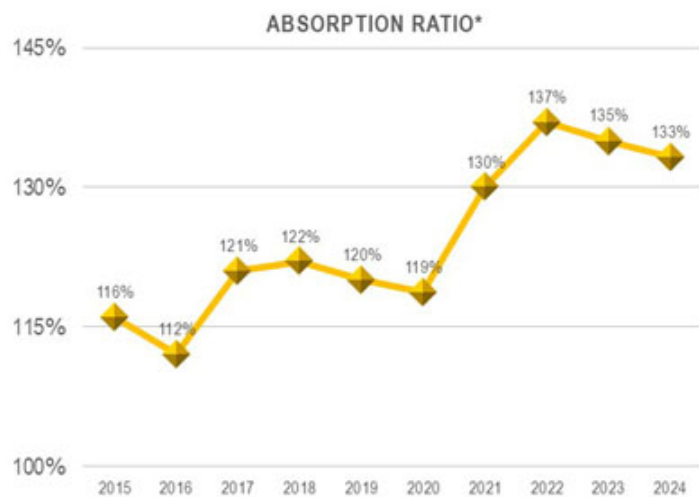
ADVANCED TELEMATICS CONNECTED FLEET SOLUTIONS



ALTERNATIVE POWER TECHNOLOGIES AND SUPPORT

ABSORPTION PERFORMANCE

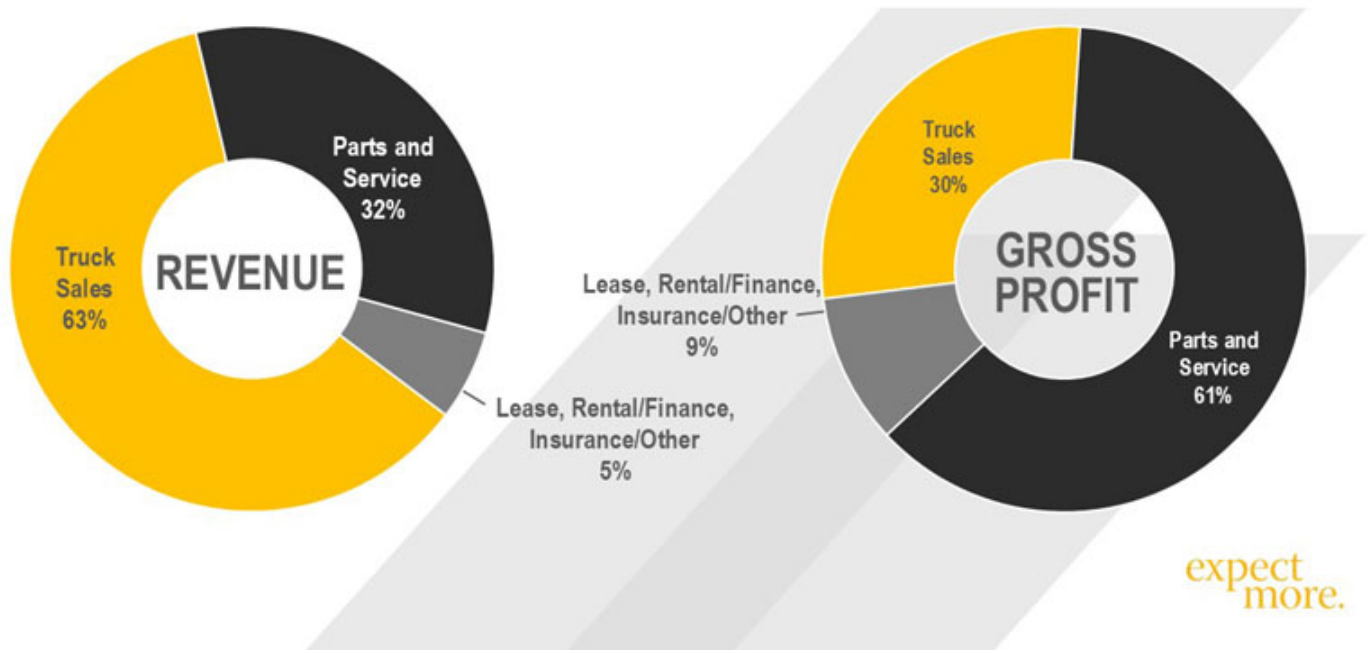
- Critical metric for dealership efficiency
- Measures less cyclical gross profit compared to controllable expenses
- 135.5% in Q2 2025
- Sustained performance highlights effectiveness of strategic initiatives



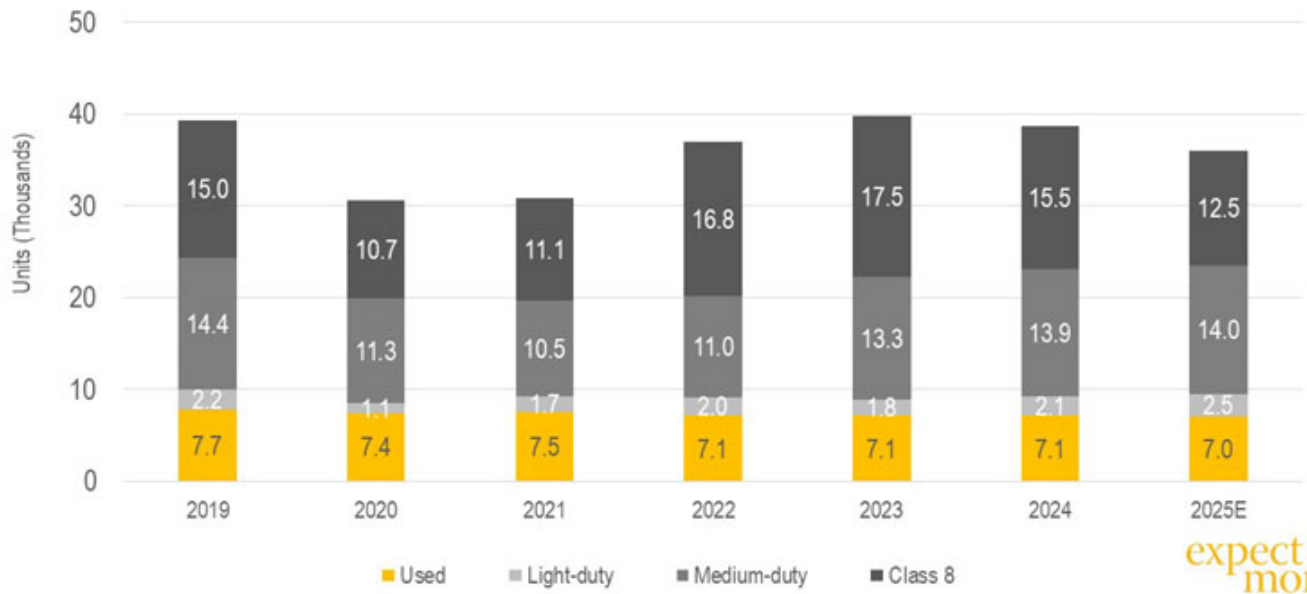
*Absorption ratio is calculated by dividing the gross profit from the parts, service and collision center departments of a dealership by the overhead expenses of all of a dealership's departments, except for the selling expenses of new and used commercial vehicles and the carrying costs of the new and used commercial vehicle inventory.

expect
more.

QUALITY OF EARNINGS 2024



RUSH ENTERPRISES ANNUAL TRUCK SALES



expect more.

VEHICLE FRANCHISES

- Peterbilt, Class 6-8 – 72 locations, 12 states
- International, Class 5-8 – 57 locations, 12 states, 12 locations in Ontario, CAN
- Ford, Class 3-7 – 10 locations, 8 states
- Hino, Class 5-7 – 36 locations, 11 states
- Isuzu, Class 4-5 – 30 locations, 13 states, 4 in Ontario, CAN
- Blue Arc – 38 locations, 2 states
- Dennis Eagle, Class 7 – 16 locations, 4 states
- Blue Bird – 25 locations, 1 state
- Collins – 36 locations, 4 states, 3 in Canada
- IC Bus – 40 locations, 10 states, 2 in Ontario, CAN; Sales office in Quebec, CAN
- Jerr-Dan – 4 locations, 3 states
- PacLease – 25 locations, 9 states
- Idealease – 35 locations, 12 states, 6 in Ontario, CAN



INTERNATIONAL



DENNIS EAGLE



JERR-DAN



BLUE ARC

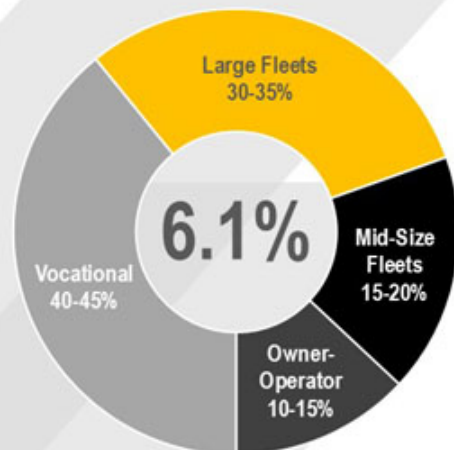
IDEALEASE



expect more.

CLASS 8 CUSTOMERS

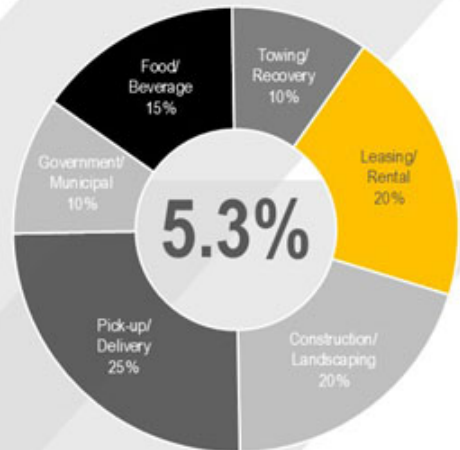
- Rush Enterprises 2024 U.S. Class 8 market share – 6.1%
- 2024 Canadian Class 8 market share – 1.7%
- Strong vocational component
- Large fleets consolidating
- Private mid-size fleets remain viable
- Independent owner-operator now variable component of truckload carrier



expect more.

CLASS 4-7 CUSTOMERS

- Rush Enterprises 2024 U.S. Class 4-7 market share – 5.3%
- 2024 Canadian Class 4-7 market share – 3.1%
- Vocational and specialty markets
- Ready-to-Roll[®] inventory
- National fleet accounts
- Market tied closely to general economy



expect more.

RUSH TRUCK LEASING

- Full-service leasing and rental
- PacLease and Idealease franchises
- 66 locations in 21 states and Ontario, CAN
- 11,000+ units in truck fleet, including cranes
- 2,000+ units under contract fleet maintenance
- Growing need by customers for outsourced maintenance



HISTORICAL RESULTS

\$ in Millions Except per Share Amounts	2021	2022	2023	2024	Six Months ended 06/30/2024	Six Months ended 06/30/2025
Revenue	\$5,126.1	\$7,101.7	\$7,925.0	\$7,804.7	\$3,899.0	\$3,781.5
Gross profit	\$1,092.3	\$1,487.2	\$1,593.1	\$1,531.4	\$782.3	\$737.4
Gross profit margin	21.3%	20.9%	20.1%	19.6%	20.1%	19.5%
Adjusted EBIT (1)*	\$314.8	\$505.9	\$459.1	\$411.4	\$197.6	\$173.6
Adjusted EBIT margin*	6.1%	7.1%	5.8%	5.3%	5.1%	4.6%
Net income	\$241.4	\$391.4	\$347.1	\$304.2	\$150.3	\$132.8
Adjusted net income (1)*	\$241.4	\$381.6	\$347.1	\$304.2	\$150.3	\$132.8
EPS (2)	\$2.78	\$4.57	\$4.15	\$3.72	\$1.84	\$1.63
Adjusted EPS (2)*	\$2.78	\$4.45	\$4.15	\$3.72	\$1.84	\$1.63

*Non-GAAP financial measure. See Appendix.

(1) Includes pretax gain on sale of \$12.5 million related to the sale of 50% interest in Momentum Fuel Technologies in 2022. Excludes gain of \$9.8M related to acquisition of additional 30% equity in Rush Truck Centres of Canada in May 2022.

(2) EPS for all periods presented has been adjusted and restated to reflect the stock split that occurred on August 28, 2023.

expect
more.

ADJUSTED RETURN ON INVESTED CAPITAL

\$ in Thousands	2021	2022	2023	2024	Six Months ended 06/30/2024	Six Months ended 06/30/2025
Total debt (GAAP)	\$1,082,187	\$1,331,328	\$1,760,423	\$1,815,461	\$1,760,423	\$1,625,129
Adjustments:						
Debt related to lease and rental fleet	(\$447,098)	(\$393,879)	(\$529,736)	(\$526,443)	(\$529,736)	(\$532,853)
Floor plan notes payable	(\$630,731)	(\$933,203)	(\$1,226,651)	(\$1,285,033)	(\$1,226,651)	(\$1,088,779)
Adjusted total debt*	\$4,358	\$4,246	\$4,036	\$3,985	\$4,036	\$3,497
Cash and cash equivalents	(\$148,146)	(\$201,044)	(\$167,266)	(\$185,073)	(\$167,266)	(\$211,106)
Adjusted net (cash) debt*	(\$143,788)	(\$196,798)	(\$163,230)	(\$181,088)	(\$163,230)	(\$207,609)
Shareholders' equity	\$1,466,749	\$1,744,491	\$2,003,394	\$2,083,129	\$2,003,394	\$2,153,831
Adjusted invested capital*	\$1,322,961	\$1,547,693	\$1,840,164	\$1,902,041	\$1,840,164	\$1,946,222
Adjusted return on invested capital (1)*	27.1%	35.2%	21.8%	22.5%	21.8%	19.6%

(1) Calculated by dividing adjusted EBIT by adjusted average invested capital. For interim periods, the calculation is made using the previous twelve months' results.
*Non-GAAP financial measure – see Appendix.

expect
more.

FREE CASH FLOW

\$ in Thousands	2021	2022	2023	2024	Twelve Months ended 06/30/2024	Twelve Months ended 06/30/2025
Net cash provided by (used in) operating activities	\$422,346	\$294,729	\$295,713	\$311,922	\$297,222	\$885,187
Acquisition of property/equipment	(\$167,177)	(\$243,060)	(\$368,881)	(\$384,033)	(\$355,403)	(\$482,801)
Free cash flow*	\$255,169	\$51,669	(\$73,168)	(\$72,111)	(\$58,181)	\$402,386
Adjustments:						
Draws (payments) on floor plan financing, net	\$118,945	\$273,906	\$205,487	\$163,109	\$102,889	(\$154,716)
Acquisition of L&R Assets	\$117,130	\$172,428	\$269,634	\$285,404	\$250,925	\$385,624
Non-maintenance capital expenditures	\$13,906	\$23,421	\$26,609	\$21,753	\$23,670	\$31,361
Adjusted FCF-Quarter	\$505,150	\$521,424	\$428,562	\$398,156	\$319,303	\$664,656

*Non-GAAP financial measure. See Appendix.

expect
more.

APPENDIX

This presentation contains certain Non-GAAP financial measures as defined under SEC rules, such as Adjusted EBITDA, Adjusted EBIT, Adjusted EBIT Margin, Adjusted Net Income, Adjusted EPS, Adjusted Total Debt, Adjusted Net Debt, Adjusted Invested Capital, Adjusted Return on Invested Capital, Free Cash Flow, and Adjusted Free Cash Flow. The Company presents Adjusted EBITDA, Adjusted EBIT, Adjusted Net Income, and Adjusted EPS as additional information about its operating results.

Management believes the presentation of these Non-GAAP financial measures provides useful information about the results of operations of the Company for the current and past periods. Management believes that investors should have the same information available to them that management uses to assess the Company's operating performance and capital structure. These Non-GAAP financial measures should not be considered in isolation or as a substitute for the most comparable GAAP financial measures. Investors are cautioned that Non-GAAP financial measures utilized by the Company may not be comparable to similarly titled Non-GAAP financial measures used by other companies.

APPENDIX RECONCILIATION

Adjusted Net Income and EPS

\$ in Thousands Except per Share Amounts	2021	2022	2023	2024	Six Months ended 06/30/2024	Six Months ended 06/30/2025
Net income	\$241,415	\$391,382	\$347,055	\$304,153	\$150,269	\$132,760
Adjustment:						
Gain on equity investment	–	(\$9,788)	–	–	–	–
Adjusted Net Income* (1)	\$241,415	\$381,594	\$347,055	\$304,153	\$150,269	\$132,760
Diluted shares outstanding EPS	86,817	85,727	84,250	81,818	81,467	81,445
EPS (2)	\$2.78	\$4.57	\$4.12	\$3.72	\$1.84	\$1.63
Adjusted EPS* (2)	\$2.78	\$4.45	\$4.12	\$3.72	\$1.84	\$1.63

*Non-GAAP financial measure – see Appendix.

(1) Includes pretax gain on sale of \$12.5 million related to the sale of 50% interest in Momentum Fuel Technologies in 2022.

Excludes gain of \$9.8M related to acquisition of additional 30% equity in Rush Truck Centres of Canada in May 2022.

(2) EPS for all periods presented has been adjusted and restated to reflect the stock split that occurred on August 28, 2023.

expect
more.

APPENDIX RECONCILIATION

Adjusted EBITDA and EBIT

\$ in Thousands	2021	2022	2023	2024	Six Months ended 06/30/2024	Six Months ended 06/30/2025
Net Income	\$241,415	\$391,382	\$347,055	\$304,153	\$150,269	\$132,760
Adjusted Net Income*	\$241,415	\$381,594	\$347,055	\$304,153	\$150,269	\$132,760
Provision for Income Taxes	\$72,768	\$119,471	\$114,000	\$92,845	\$47,603	\$42,068
Interest expense	\$1,770	\$19,124	\$52,917	\$70,858	\$37,437	\$25,589
Depreciation and amortization	\$53,354	\$55,665	\$59,830	\$68,549	\$32,242	\$34,867
(Gain) Loss on sales of assets	(\$1,432)	(\$2,455)	\$843	(\$809)	\$102	(\$295)
EBITDA*	\$367,375	\$573,399	\$574,645	\$535,596	\$267,653	\$234,989
Adjustments:						
Interest expense associated with floorplan notes payable	(\$795)	(\$11,785)	(\$38,197)	(\$55,614)	(\$37,802)	(\$26,504)
Adjusted EBITDA*	\$368,170	\$561,614	\$536,448	\$479,982	\$229,851	\$208,485
Depreciation and amortization	(\$53,354)	(\$55,665)	(\$59,830)	(\$68,549)	(\$32,242)	(\$34,867)
Adjusted EBIT*	\$314,816	\$505,949	\$476,618	\$411,433	\$197,609	\$173,618

*Non-GAAP financial measure

expect
more.



Excellence
Productivity Fairness
Integrity Positive Attitude

August 2025

expect
more.