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**RUSH TRUCK CENTERS GROW CLASS 4-7 TRUCK SALES,
ACHIEVE 60 PERCENT INCREASE IN FIRST HALF**

SAN ANTONIO, Texas, August 15, 2006 – Rush Enterprises, Inc. (NASDAQ: RUSHA & 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 that it achieved a major milestone when its Rush Truck Centers sold its 2,000th medium-duty truck in June, a 60 percent increase in the number of Class 4-7 trucks sold during the same period in 2005. The company credits its on-going medium-duty success to a separate, focused sales force, large inventory of work-ready trucks, several dedicated medium-duty locations and a commitment to service medium-duty customers.

“We made a commitment several years ago to support the medium-duty side of this business with the breadth of solutions and exceptional service that we offer our Class 8 fleet, owner-operator and vocational customer, said W.M. “Rusty” Rush, president and chief executive officer of Rush Enterprises, Inc. “During that time, we’ve seen this business grow from selling about 700 trucks in 2002 to over 2,000 trucks in the first six months of this year. Our goal is to sell more than 4,500 trucks in 2006,” Rush said.

(more)

Rush Grows Class 4-7 Truck Business/2

“Many customers know Rush Truck Centers to be the largest Peterbilt dealer group in North America. While that is a very important part of our business, we are much more,” Rush said. “Rush Truck Centers is also the largest medium-duty dealer group in North America, representing Hino, GMC, Isuzu, Peterbilt and UD trucks.

“All medium-duty brands are supported by Rush Truck Centers’ \$60 million parts inventory, 650 service bays and 20 body shop operations across the southern United States as well as leasing, financing and insurance services,” he continued.

Steve Taylor, vice president of medium-duty sales, said to properly serve this market, Rush Truck Centers built a separate, dedicated sales force for the medium-duty market only. These 50 sales professionals understand that the medium-duty customer uses his or her vehicles as a means to get goods or services to market, not as a source of revenue. As such, medium-duty customers have a different set of performance requirements for their trucks, he added.

“At any given time, we have about 1,300 work-ready trucks in inventory, or we can help spec a vehicle to fit our customer’s unique business niche,” Taylor added.

“We also have three locations that sell only medium-duty trucks,” he continued. Rush Medium-Duty Truck Centers are located in Dallas, Texas; Fontana, Calif. and Orlando, Fla.

“These dedicated stores offer medium-duty brands – Hino, GMC, Isuzu, Peterbilt and UD – ensuring our customers have the widest range of choice in determining what vehicle best suits their needs. And because they only sell and service medium-duty trucks, our medium-duty stores have extensive knowledge and skill in catering to the unique needs of this market,” he explained.

(more)

Rush Grows Class 4-7 Truck Business/3

Rusty Rush added that service continues to be an important factor in growing Rush Truck Centers' medium-duty business. "Seven medium-duty service coordinators have been added to the staff, at locations throughout the country. Their primary purpose is to help our medium-duty customer get his or her maintenance or repair work scheduled in our shops at the most convenient time for them, generally during the late evening, or early morning hours. This is a win-win for Rush Truck Centers and our customers, as it helps keep trucks in service during important business hours and keeps our shop running during our slower periods," Rush said.

About Rush Enterprises

Rush Enterprises, Inc. (NASDAQ[®]: RUSHA & RUSHB), operates the largest network of heavy-duty truck and medium-duty dealerships in North America and a John Deere construction equipment dealership in Houston, Texas. Its operations include a network of over 40 locations in Alabama, Arizona, California, Colorado, Florida, Oklahoma, New Mexico, Tennessee and Texas. The company has developed its Rush Truck Centers and its Rush Equipment Center as "one-stop centers" where, at one convenient location, its customers can purchase new or used trucks or construction equipment, purchase insurance products, purchase aftermarket parts and accessories and have service performed by certified technicians. For additional information on Rush Enterprises, Inc., please visit www.rushenterprises.com.

Certain statements contained herein, including those concerning the Company's prospects and anticipated results for the remainder of 2006, are "forward-looking" statements (as such term is defined in the Private Securities Litigation Reform Act of 1995). Because such statements include risks and uncertainties, actual results may differ materially from those expressed or implied by such forward-looking statements. Important factors that could cause actual results to differ materially from those expressed or implied by such forward-looking statements include, but are not limited to, competitive factors, general U.S. economic conditions, customer relations, relationships with vendors, the interest rate environment, governmental regulation and supervision, product introductions and acceptance, changes in industry practices, onetime events and other factors described herein and in filings made by the company with the Securities and Exchange Commission.

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