FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Washington, B.S. 2004

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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* NAEGELIN MARTIN A (Last) (First) (Middle) 555 IH 35 SOUTH, SUITE 500			Issuer Name and Ticker or Trading Symbol RUSH ENTERPRISES INC \TX\ [RUSH] 3. Date of Earliest Transaction (Month/Day/Year) 12/09/2010	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title Other (specify below) Executive Vice President					
(Street) NEW BRAUNFELS (City)	TX (State)	78130 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line) X	vidual or Joint/Group Fili Form filed by One Re Form filed by More th Person	porting Person			
	Т	Table I - Non-Deriva	l ative Securities Acquired. Disposed of. or Benefi	cially	Owned				

2. Transaction 2A. Deemed 3. Transaction 4. Securities Acquired (A) or 5. Amount of 6. Ownership 7. Nature 1. Title of Security (Instr. 3) Execution Date, Disposed Of (D) (Instr. 3, 4 and 5) Securities Form: Direct of Indirect Beneficial (Month/Day/Year) if any Code (Instr Beneficially (D) or Indirect (Month/Day/Year) 8) Owned Following (I) (Instr. 4) Ownership Reported (Instr. 4) (A) or (D) Transaction(s) (Instr. 3 and 4) Price ν Code Amount Class A Common Stock 12/09/2010 3,502(1) \$2.35 29,752 D M Class A Common Stock 12/09/2010 S 3.502 D \$20.5 26,250 D 5,500(2) D Class A Common Stock 12/09/2010 M A \$2,433 31,750 Class A Common Stock 12/09/2010 S 5,500 D \$20.5 26,250 D 12,500(3) Class A Common Stock 12/10/2010 M A \$2.433 38,750 D S \$19.98(4) Class A Common Stock 12/10/2010 12,500 D 26,250 D Class A Common Stock 12/10/2010 M 13,500(5) A \$7.97 39,750 D Class A Common Stock s 13,500 26,250 D 12/10/2010 D \$19.976(6)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8) S. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Option to buy	\$2.35	12/09/2010		M			3,502	(7)	03/15/2012	Class A Common Stock	3,502	\$0	0	D	
Option to buy	\$2.433	12/09/2010		M			5,500	(7)	03/15/2013	Class A Common Stock	5,500	\$0	12,500	D	
Option to buy	\$2.433	12/10/2010		M			12,500	(7)	03/15/2013	Class A Common Stock	12,500	\$0	0	D	
Option to buy	\$7.97	12/10/2010		M			13,500	(7)	03/15/2014	Class A Common Stock	13,500	\$0	0	D	

Explanation of Responses:

- 1. This option was previously reported as covering 2334 shares at an exercise price of \$3.525 per share but was adjusted as a result of the 3-for-2 stock split of Common Stock of Rush Enterprises, Inc. on October 10, 2007.
- 2. This option was previously reported as covering 3667 shares at an exercise price of \$3.65 per share but was adjusted as a result of the 3-for-2 stock split of Common Stock of Rush Enterprises, Inc. on October 10, 2007.
- 3. This option was previously reported as covering 8333 shares at an exercise price of \$3.65 per share but was adjusted as a result of the 3-for-2 stock split of Common Stock of Rush Enterprises, Inc. on October 10, 2007
- 4. Reflects aggregate reporting of multiple open market transactions. The Reporting Person will provide, upon request by the United States Securities and Exchange Commission staff, the Issuer, or a security holder of the Issuer, full information regarding the number of shares purchased at each separate price. The price reported is the weighted average sales price of share sales occurring at prices ranging from \$19.96 to \$20.00 per share.
- 5. This option was previously reported as covering 9000 shares at an exercise price of \$11.96 per share but was adjusted as a result of the 3-for-2 stock split of Common Stock of Rush Enterprises, Inc. on October 10, 2007.
- 6. Reflects aggregate reporting of multiple open market transactions. The Reporting Person will provide, upon request by the United States Securities and Exchange Commission staff, the Issuer, or a security holder of the Issuer, full information regarding the number of shares purchased at each separate price. The price reported is the weighted average sales price of share sales occurring at prices ranging from \$19.97 to \$19.98 per share.

7. Options may be exercised in increments of 1/3 on each anniversary of the grant date beginning on the third anniversary of the grant date. Grant date is 10 years prior to expiration date.

Steven L. Keller, Attorney-in-Fact for Martin A. Naegelin

** 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 4 (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.