FORM 4

Check this box if no longer subject to

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

washington, D.C. 200

OMB APPROVAL											
OMB Number:	3235-028										

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

37 Estimated average burden hours per response: 0.5

1. Name and Address of Reporting Person*						2. Issuer Name and Ticker or Trading Symbol RUSH ENTERPRISES INC \TX\ [RUSH]									5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title Other (specify)					
(Last) (First) (Middle) 555 IH 35 SOUTH, SUITE 500						3. Date of Earliest Transaction (Month/Day/Year) 07/28/2017									X Officer (give title Other (specify below) Senior Vice President					
(Street) NEW BRAUN	FELS T	x	78130		4.	4. If Amendment, Date of Original Filed (Month/Day/Year)									ridual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting Person				1	
(City)	(S	tate)	(Zip)																	
	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1. Title of Security (Instr. 3) 2. Transaction 2. Transaction 2. Deemed 3. 4. Securities Acquired (A) or 5. Amount of 6. Ownership 7. Nature																			
			2. Transac Date (Month/Da		Execuear) if any		Deemed cution Date, y nth/Day/Year)		ction Instr.	4. Securities Acquired (A) Disposed Of (D) (Instr. 3,					5. Amount of Securities Beneficially Owned Following Reported		n: Direct r Indirect I nstr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
									Code	v	Amount	(A) or (D)	Price		Transaction(s) (Instr. 3 and 4)					
Class A C	Common St	ock		07/28/2	7/28/2017				M		5,999	A	\$12.	2.5		21,743		D		
Class A Common Stock 07/2			07/28/2	2017				S		5,999	D	\$42.18	818 15,		5,744		D			
Class A Common Stock			07/28/2	07/28/2017				M		11,999	A	\$18.7	8.74		27,743		D			
Class A Common Stock 07				07/28/2	2017				S		11,999	D	\$42.06)692 ⁽¹⁾ 1		5,744		D		
Class A Common Stock 07				07/28/2	2017				M		18,000	A	\$23.4	.48 33,7		,744		D		
Class A Common Stock 07/28				07/28/2	2017				S		18,000	D	\$41.94)472 ⁽²⁾ 15		5,744		D		
Class A Common Stock 07/28				07/28/2	2017				M		6,667	A	\$25.	7 22,411		,411		D		
Class A Common Stock 07/2			07/28/2	2017	17			S		6,667	D	\$41.82	3283 ⁽³⁾ 15,744		,744		D			
		7	Table								posed of, , convertil				wned					
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	2. 3. Transaction Date Execution Date, if any (Month/Day/Year) Serivative			4. Transa	5. Numbe of of Derivative			6. Dat				nd Amoui ities ing /e Securit	Derivative Security		9. Number derivative Securities Beneficiall Owned Following Reported Transactio (Instr. 4)	Ownership Form: Direct (D) or Indirect (I) (Instr. 4		Beneficial Ownership t (Instr. 4)	
					Code	v	(A)	(D)	Date Exerc	isable	Expiration Date	Title	Amour or Numbe of Shares	er						
Option (right to buy)	\$12.5	07/28/2017			M			5,999	(4	4)	03/15/2020	Class A Common Stock		9	\$0	0		D		
Option (right to buy)	\$18.74	07/28/2017			M			11,999	(4	4)	03/15/2021	Class A Common Stock		9	\$0	0		D		
Option (right to buy)	\$23.48	07/28/2017			M			18,000	(4	4)	03/15/2022	Class A Common Stock		00	\$0	0		D		
Option (right to buy)	\$25.7	07/28/2017			M			6,667	(4	4)	03/15/2023	Class A Common Stock		7	\$0	3,333		D		

Explanation of Responses:

- 1. This price is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$41.96 to \$42.165. The reporting person undertakes to provide Rush Enterprises, Inc., any security holder of Rush Enterprises, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote
- 2. This price is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$41.90 to \$41.94. The reporting person undertakes to provide Rush Enterprises, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 3. This price is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$41.71 to \$42.00. The reporting person undertakes to provide Rush Enterprises, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this
- 4. 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. The grant date is ten years prior to the expiration 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.