



Excellence
Productivity Fairness
Integrity Positive Attitude

October 2021

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COMPANY OVERVIEW

- Full-service solutions provider to commercial vehicle industry
- 6,463 dedicated employees
- \$4.7B in revenue in 2020
- 30,513 trucks sold in 2020
- 5.5% U.S. Class 8 market share in 2020
- 4.9% U.S. Class 4-7 market share in 2020



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COMPANY HISTORY

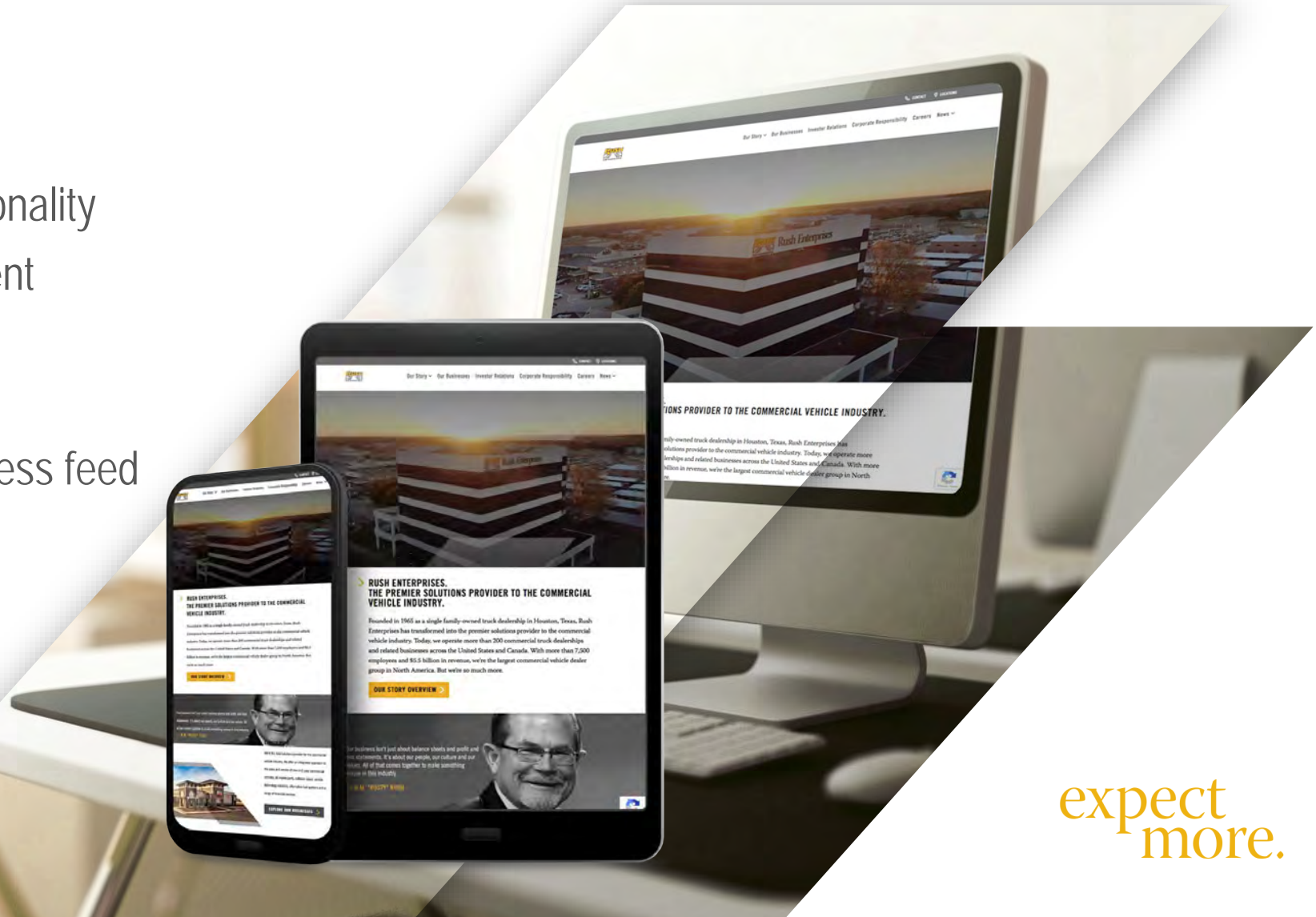
- 1965: Founded by W. Marvin Rush with GMC dealership
- 1967: First Peterbilt fleet sale/dealership opens
- 1992: Introduced Rush Enterprises coin, core values
- 1994: First Peterbilt acquisitions
- 1996: Initial Public Offering
- 2003: Expanded medium-duty product offering
- 2004: Second Public Offering
- 2006: Held first Technician Skills Rodeo
- 2008: Acquired first Navistar dealership
- 2015: Expanded capabilities to technology solutions
- 2018: Surpassed \$5B in revenue



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NEW RUSHENTERPRISES.COM

- New modern design
- Video on homepage
- Improved navigation and functionality
- Updated and more robust content
- Enhanced location finder with geolocating and directions
- Up-to-the-moment news and press feed
- Mobile device enabled
- Downloadable press and stakeholder resources
- Includes link to new investor relations website



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COMPANY AT A GLANCE



Rush Truck Centers
Rush Refuse Systems
Rush Crane Systems
Rush Towing Systems
Rush Bus Centers

Rush Truck Leasing
Rush Truck Insurance
House of Trucks
Momentum Fuel Technologies

Custom Vehicle Solutions
Perfection Truck Parts & Equipment
Chrome Country
World Wide Tires

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CULTURE **AND VALUES**
CUSTOMER **SOLUTIONS**
PREMIUM **QUALITY**
NETWORK **REACH AND SCALE**

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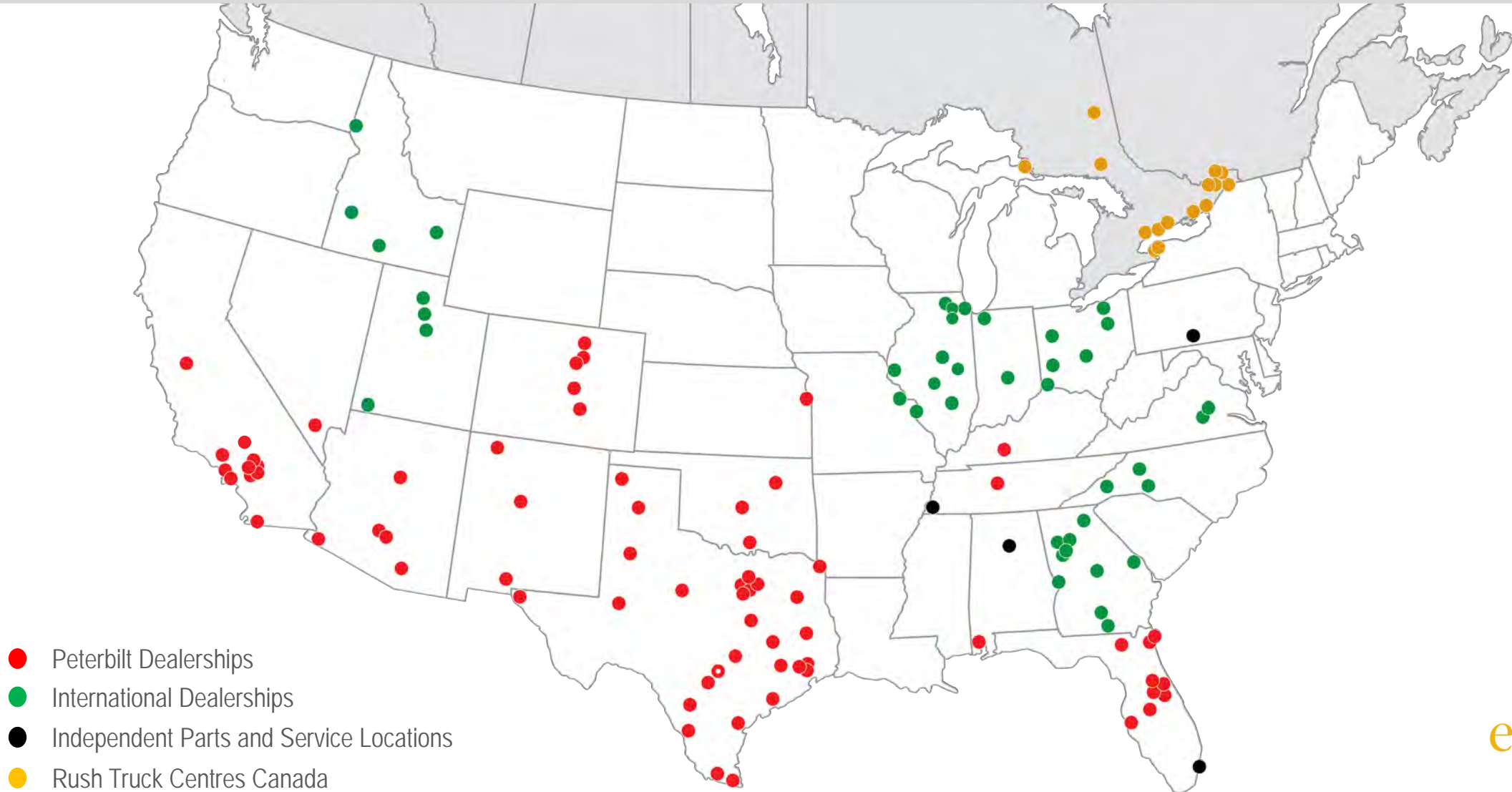
RUSH TRUCK CENTERS

- Largest commercial vehicle dealer group in North America
- 120 locations in 22 states
- 50% ownership of Rush Truck Centres of Canada, 14 International locations in Ontario
- Class 3-8 commercial vehicle sales, full range of aftermarket solutions
- Broad market segment coverage
- Largest dealer group for Peterbilt, Navistar, Hino, Isuzu, growing with Ford
- Leasing and rental
- Finance and insurance services
- More than 5M square feet of premium facilities

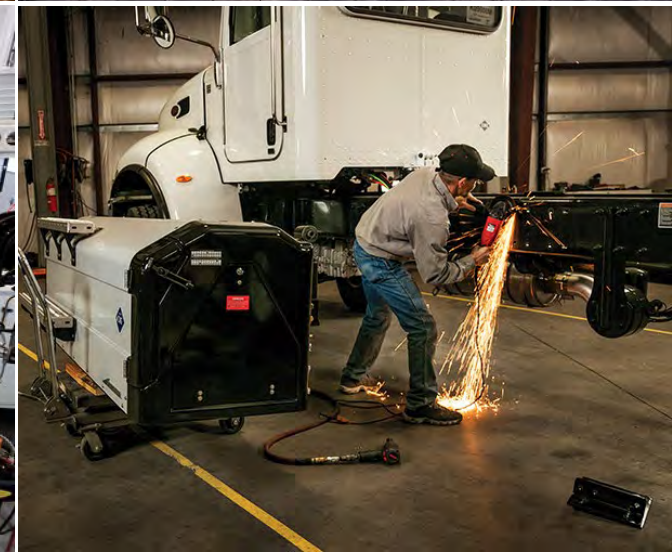


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RUSH TRUCK CENTERS NETWORK



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SOLUTIONS NETWORK

- Capabilities for all makes and models
- Aftermarket parts
 - Over \$200M parts inventory
 - Genuine OEM and all-makes parts including proprietary Rig Tough and Premium Power powertrain parts
- Service and body shop
 - 2,398 service bays, 2,224 technicians; 26 collision centers
 - 543 mobile and embedded technicians
 - CNG/LNG service capabilities



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A PORTFOLIO OF SOLUTIONS.



SERVICE



CONTRACT
MAINTENANCE



RUSHCARE COMPLETE



SERVICE CONNECT



PARTS CONNECT



DEDICATED SERVICE
CONCIERGE TEAM



VEHICLE RECALL AND
CAMPAIGN MANAGEMENT



TELEMATICS SUPPORT



ALL-MAKES PARTS



RAPID PARTS
CALL CENTER



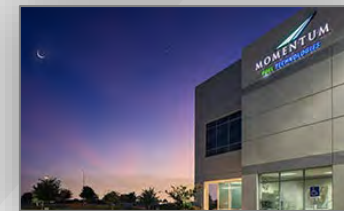
XPRESS SERVICES



MOBILE SERVICE AND
EMBEDDED TECHNICIANS



COLLISION CENTER



ALTERNATIVE FUELS



VEHICLE MODIFICATION

RUSHCARE EXPERIENCE.

WE APPROACH SERVICE DIFFERENTLY.



Our commitment to a level of service and an exceptional customer experience.



Supported by industry-leading leading solutions designed to increase uptime.



Dedicated service concierge team to proactively manage the service process for you.

SERVICE.

CERTIFIED TECHNICIANS. COMPLETE MAINTENANCE SOLUTIONS.



State-of-the-art repair facilities staffed by factory-trained, ASE certified technicians.



Qualified to work on heavy, medium-, and light-duty vehicles for all makes and models.



Preventive maintenance, warranty, complete engine rebuilds and same-day services.

CONTRACT MAINTENANCE.

CUSTOMIZED PLANS FOR ALL MAKES AND MODELS.



Plans available for your entire fleet.



Services you need with consistent expense and pricing – minimizing unexpected breakdowns.



Packages include – scheduled PMs, aftertreatment, engine valve adjustments and more.

RUSHCARE COMPLETE.

TOTAL SERVICE MANAGEMENT FOR YOUR FLEET.



All-inclusive service solution that coordinates, monitors and expedites vehicle service and repairs.



Service concierge, on-demand communication, online parts ordering, roadside assistance and same-day services.



Included on every new truck purchase.

SERVICE CONNECT.

ON DEMAND TRANSPARENT SERVICE COMMUNICATION.



Visibility to real-time repair status, service history, recalls and open campaigns.



Two-way communication with service experts when you need answers.



Anywhere, anytime scheduling and approval.

PARTS CONNECT.

ONLINE PARTS ORDERING. ALL MAKES, ALL MODELS.



Extensive inventory of genuine OEM and all-makes parts from industry-leading brands.



Millions of cross-references to help you quickly find the part you need.



Search inventory locally or nationally and select pick up, delivery or have the part shipped to you.

DEDICATED SERVICE CONCIERGE TEAM.

SERVICE EXPERTISE AND SUPPORT LIKE NO OTHER.



Specialized team to coordinate, monitor and expedite vehicle repairs and preventive maintenance.



First contact point for technical support and scheduling service.



Escalation process for hard to diagnose repairs and hard to source parts.

VEHICLE RECALL AND CAMPAIGN MANAGEMENT.

PROACTIVE RECALL AND CAMPAIGN MANAGEMENT.



Review active campaigns and recalls.



Schedule repairs during preventive maintenance intervals to reduce downtime.



Custom reporting to keep you informed throughout the campaign progress.

TELEMATICS SOLUTIONS.

FLEET TECHNOLOGY SOLUTIONS TO INCREASE PRODUCTIVITY.



Customizable dashboards to create the reports you need – optimized for web and mobile devices.



Enhanced safety technology to monitor driver habits and provide in-vehicle coaching.



Tracking and reporting tools to simplify regulatory compliance.

ALL-MAKES PARTS.

QUALITY PRODUCTS BACKED BY INDUSTRY-LEADING BRANDS.



Over \$200 million in genuine OEM and aftermarket parts for all makes and models.



Rig Tough truck parts and accessories – quality, exceptional value, competitive pricing, No-Hassle customer warranty.*

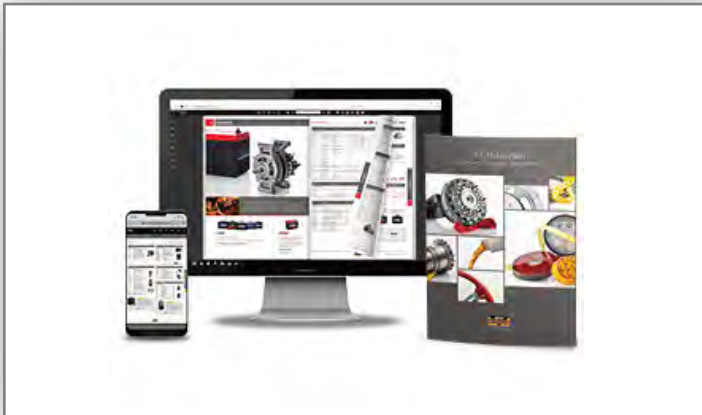


Rush Truck Centers Premium Power – a top tier line of powertrain replacement parts designed to fit International® and Detroit Diesel®.

*Certain exceptions apply such as wear items (e.g., belts) and complex system products (e.g., air conditioning). See the Rig Tough Warranty for complete details.

ALL-MAKES PARTS SOLUTIONS.

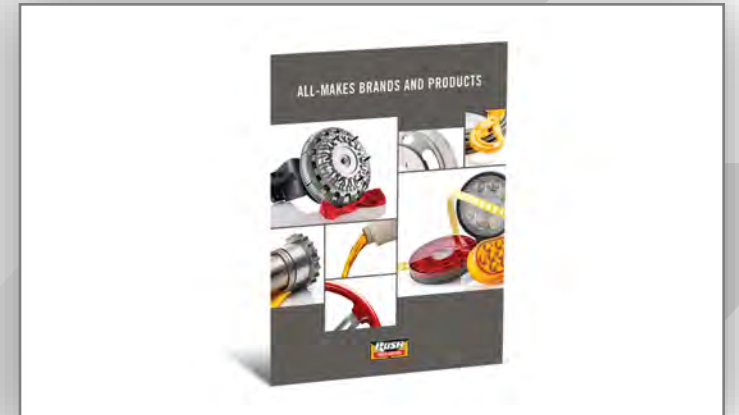
PRODUCT TOOLS AND PROMOTIONAL SAVINGS TO FIT YOUR BUSINESS NEEDS.



All-makes parts catalog offers more than 9,000 popular products with descriptions, applications and full-color images.



Bi-monthly all-makes parts and service mailer includes great savings on parts, service and new product features.



All-makes brands and products brochure provides a convenient list of the top product categories and industry-leading brands.

RAPID PARTS CALL CENTERS.

PARTS PROFESSIONALS STANDING BY TO TAKE YOUR CALL.



Nationwide network to help you find the parts you need – wherever you are.



Backed by extensive genuine OEM and all-makes parts inventory.



Knowledgeable agents with OEM parts experience.

XPRESS SERVICE.

DIAGNOSIS, REPAIR ESTIMATES AND PM SERVICE TO FIT YOUR SCHEDULE.



Faster diagnosis and repair estimate process to minimize downtime.



Comprehensive, same-day preventive maintenance to fit your schedule.



Extended hours and weekend service for your convenience.

MOBILE SERVICE AND EMBEDDED TECHNICIANS.

ON THE ROAD. AT YOUR JOBSITE. IN YOUR SHOP.



24/7 availability – when and where you need us.



Factory-trained technicians qualified to work on all makes and models in your fleet or at your location.



More than 500 mobile service trucks and embedded technicians across the country.

COLLISION CENTER.

TRUCK COLLISION AND BODY REPAIR SERVICES.



26 collision centers with highly skilled, certified technicians.



State-of-the-art paint booths and frame straightening equipment.



Axalta Commercial Refinishers.

ALTERNATIVE FUEL SUPPORT.

CNG FUEL SYSTEMS, INSTALLATION AND SERVICE.



Momentum Fuel Technologies offers a full line of CNG fuel systems with the highest safety standards.



Installation services and parts support at more than 100 locations nationwide.



Dedicated natural gas service bays with technicians certified to work on natural gas and hybrid vehicles.

VEHICLE MODIFICATION.

CUSTOM VEHICLE SOLUTIONS AND PERFECTION TRUCK PARTS AND EQUIPMENT.



Vehicle upfitting and component installation services for all makes of vehicles – Denton, Texas and Greencastle, Pennsylvania.



CNG/LNG fuel system installations.



Highly trained staff of engineers, designers and craftsmen.

CUMMINS AND MOMENTUM TO FORM JOINT VENTURE

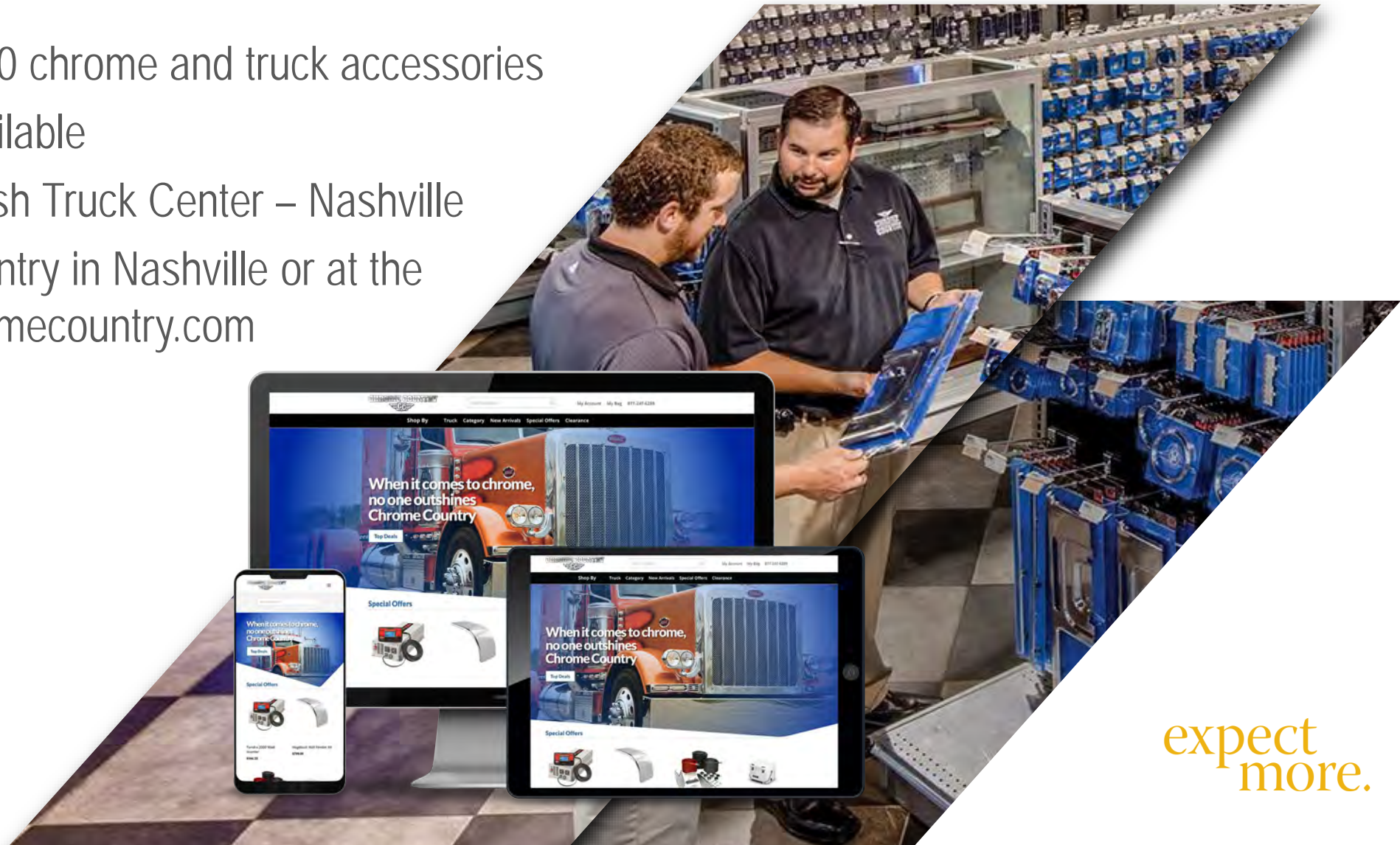
- Cummins to acquire 50% equity in Momentum Fuel Technologies
- Combines strength of the industry's first complete CNG fuel delivery system with expertise of leader in powertrain solutions
- Creates extensive CNG/RNG support network in North America
 - 250+ locations across the U.S. and Canada
 - Can service both engine and fuel delivery system
- Full-range of natural gas fuel delivery systems to meet the needs of every market segment in North America
- Expected to close later this year



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CHROME COUNTRY

- More than 100,000 chrome and truck accessories
- Custom parts available
- Installation by Rush Truck Center – Nashville
- Visit Chrome Country in Nashville or at the all-new www.chromecountry.com



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VEHICLE FRANCHISES

- Peterbilt, Class 6-8 – 63 locations, 11 states
- International, Class 5-8 – 42 locations, 9 states, 50% ownership of 14 locations in Canada
- Ford, Class 3-7 – 9 locations, 7 states
- Hino, Class 5-7 – 33 locations, 9 states
- Isuzu, Class 4-5 – 26 locations, 9 states
- Blue Bird – 24 locations, 1 state
- Collins – 33 locations, 2 states
- Elkhart – 15 locations, 1 state
- IC Bus – 30 locations, 7 states
- Jerr-Dan – 5 locations, 3 states
- PacLease – 25 locations, 9 states
- Idealease – 19 locations, 9 states



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HEAVY-DUTY TRUCKS

- Largest Peterbilt and International dealer group
- Largest inventory in North America
- Peterbilt and International stock truck programs
- 10,670 Class 8 trucks sold in 2020



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MEDIUM-DUTY TRUCKS

- Largest Peterbilt, International, Hino and Isuzu dealer group
- Growing with Ford
- Sales, parts and service integrated into Class 8 dealerships
- Dedicated sales staff and support
- Breadth of product offerings provides customer solutions
- Ready-to-Roll® bodied-up inventory nationwide



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SPECIALTY MARKETS

- Rush Refuse Systems – Peterbilt, McNeilus
- Rush Crane Systems – Peterbilt, National, Manitex
- Rush Towing Systems
 - Jerr-Dan wreckers, carriers
 - Texas, Colorado, New Mexico, Oklahoma
- Rush Bus Centers
 - IC Bus in Utah, Idaho, Ohio, Georgia
 - Blue Bird and Collins in Texas
- Dedicated market experts
- Rush Truck Centers service network



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NATURAL GAS VEHICLE SALES

- Expected 2% of U.S. Class 8 market in 2021, according to ACT Research
- Rush Enterprises sales – 8,992 units since 2005
- Knowledgeable sales specialists
- Alternative fuel consultant
 - Expert in the field
 - Assistance for grants and incentive programs
 - State and federal programs
 - Momentum Fuel Technologies CNG fuel systems



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SALES CAPABILITIES

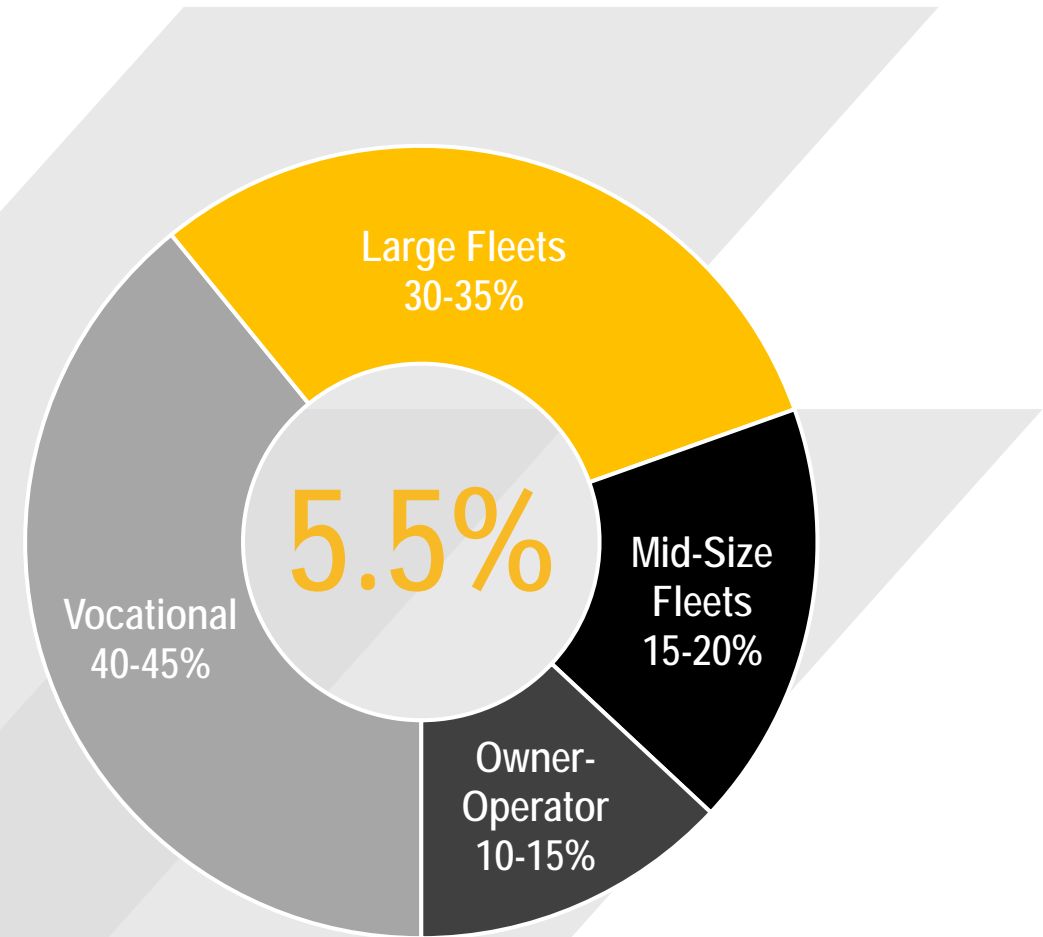
- 352 truck sales professionals
- Strong OEM and component supplier relationships
- Broad customer base – single owner to large fleets
- Broad market coverage: On-highway, ready mix, construction, refuse, crane, pumps, oilfield, service, beverage, towing, food service, landscaping, propane, pick-up and delivery



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CLASS 8 CUSTOMERS

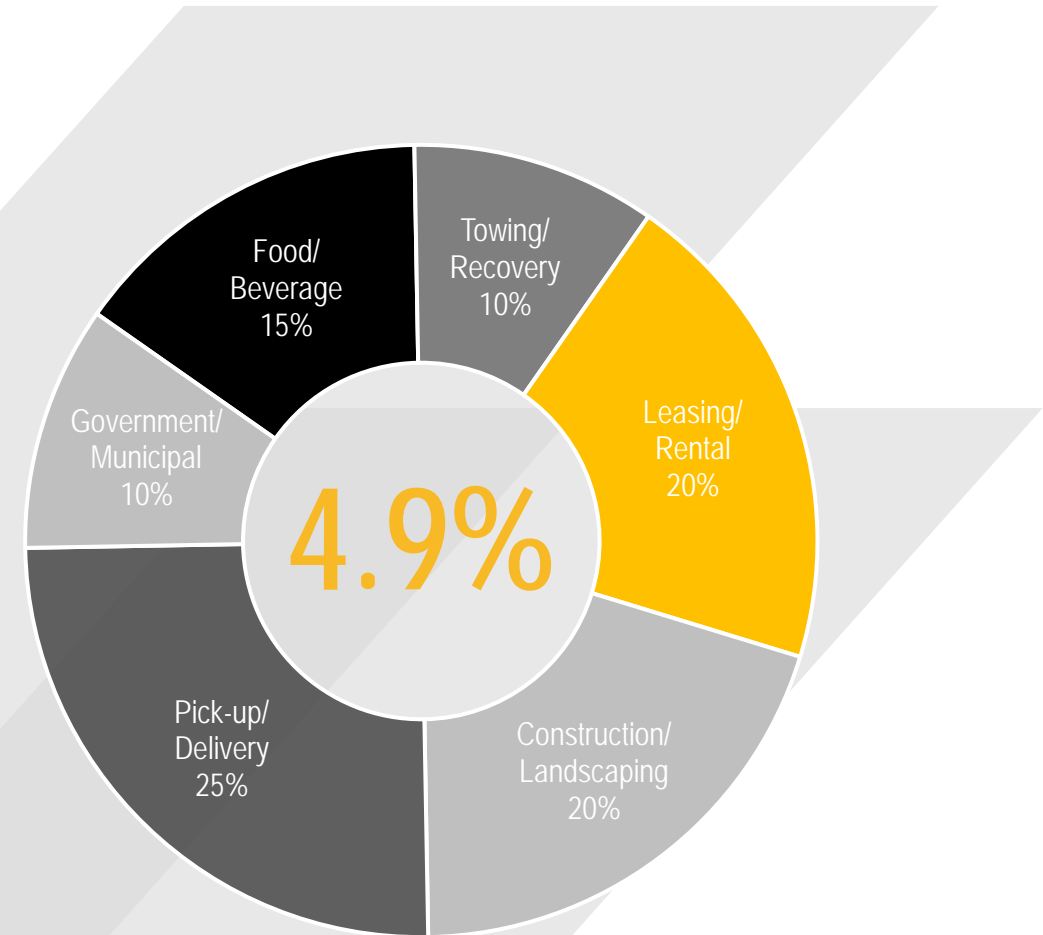
- Rush Enterprises 2020 U.S. Class 8 market share – 5.5%
- Strong vocational component
- Large fleets consolidating
- Private mid-size fleets remain viable
- Independent owner-operator now variable component of truckload carrier



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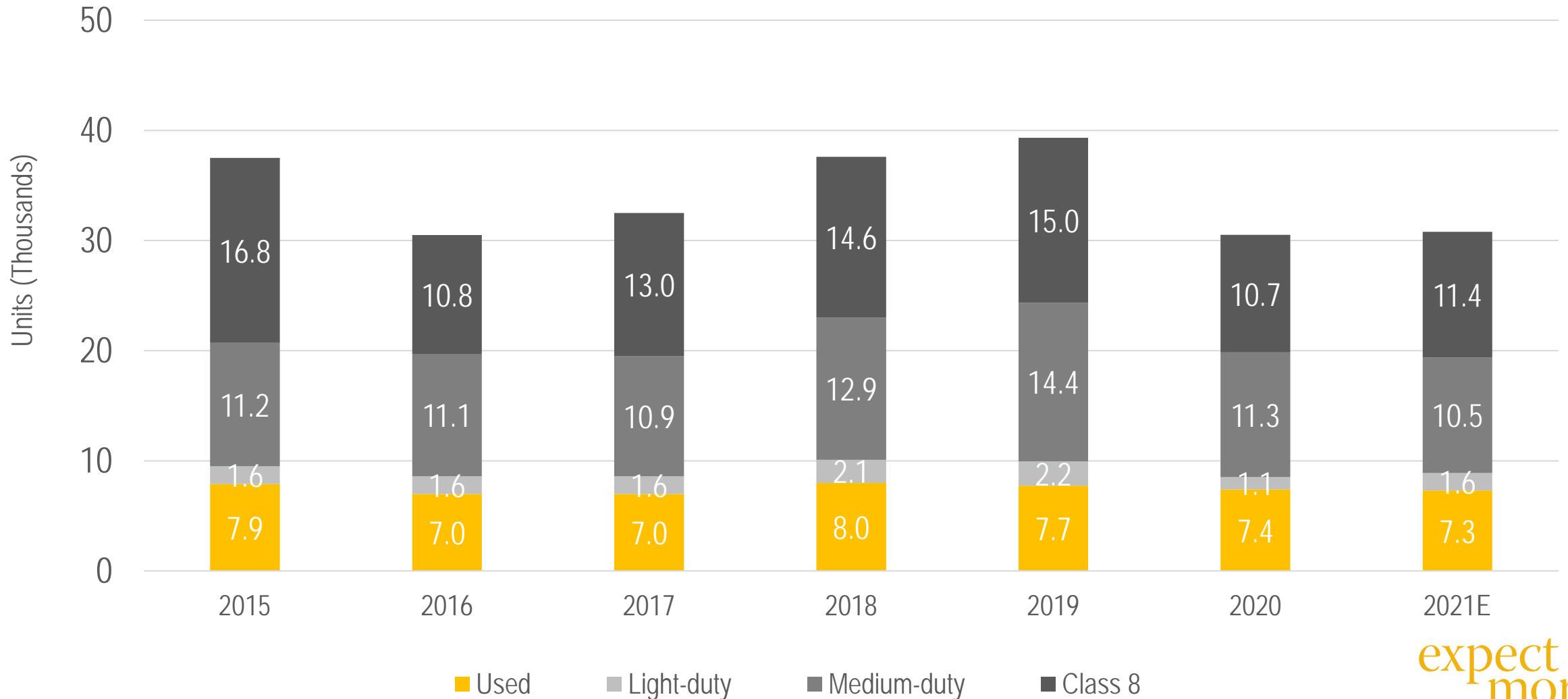
CLASS 4-7 CUSTOMERS

- Rush Enterprises 2020 U.S. Class 4-7 market share – 4.9%
- Vocational and specialty markets
- Ready-to-Roll®
- National fleet accounts
- Market tied closely to general economy



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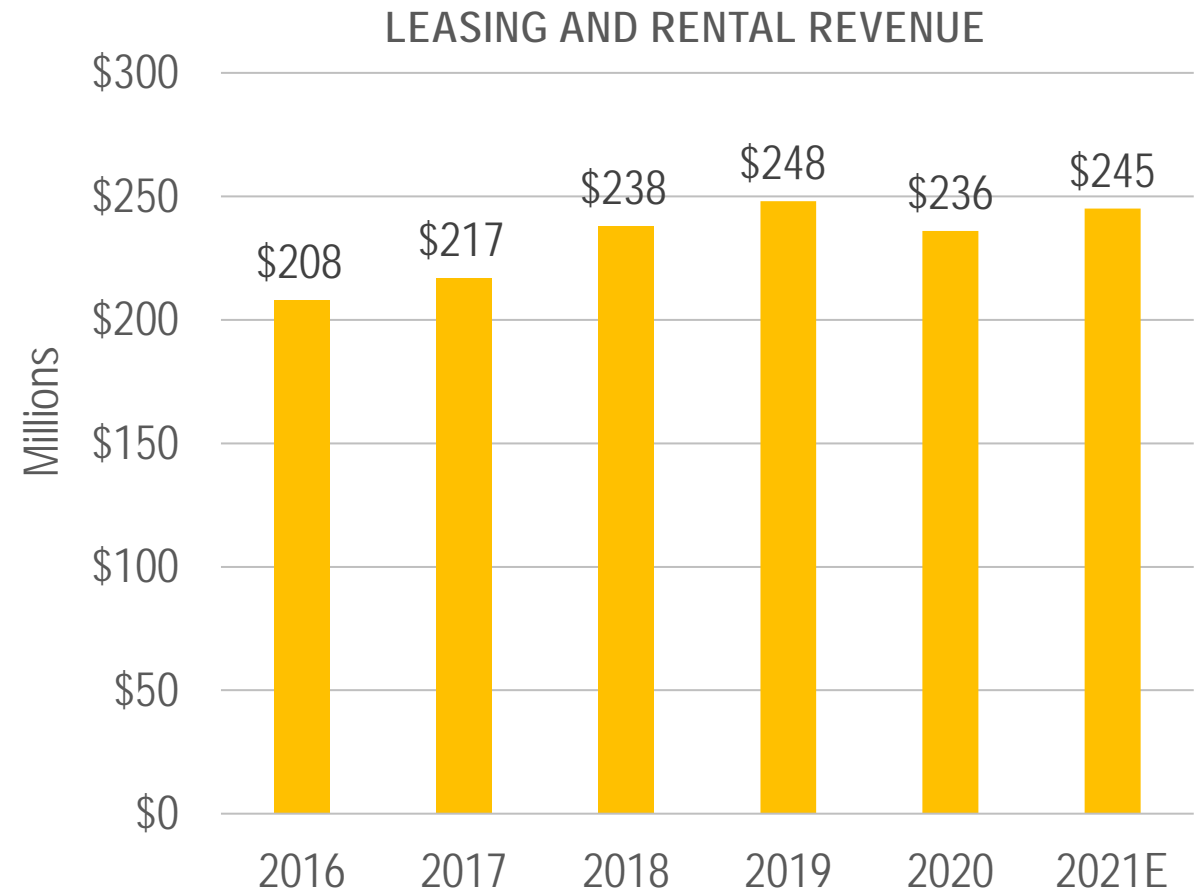
RUSH ENTERPRISES ANNUAL TRUCK SALES



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RUSH TRUCK LEASING

- Full-service leasing and rental
- Lease trucks captive source for parts and service revenue
- PacLease and Idealease franchises
- 44 locations including 3 captive shops
- 7,995 units in truck fleet, including cranes
- 1,422 units under contract fleet maintenance
- Growing need by customers for outsourced maintenance



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NEW RUSH TRUCK LEASING WEBSITE

- New modern design, improved navigation
- Detailed leasing and technology product and service descriptions
- Request leasing and contract maintenance quotes/rental reservations
- Used truck inventory search
- Leasing vs. ownership benefits comparison
- Location finder with mapping function
- Mobile device enabled



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FINANCING AND INSURANCE

- Financing
 - Third-party financing
 - PACCAR Financial, BMO Harris, Navistar Capital, Wells Fargo
- Rush Truck Insurance Services
 - Property, casualty insurance
 - Sentry, Lancer
 - 9 locations, 5 states



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PERFECTION TRUCK PARTS & EQUIPMENT

- Heavy- and light-duty equipment installation
- Work-ready trucks
- Crane installations
- Custom orders
- Two locations in Oklahoma City



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WORLD WIDE TIRES

- Offers commercial tires to the wholesale markets
- Heavy-duty truck, passenger car, light-duty truck and ATV tires
- Ultra-high performance and specialty tires
- Two locations in Texas (Austin and Houston)



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To deliver best-in-class commercial vehicle solutions that enable our customers to keep the global economy up and running.

\$7B

REVENUE

\$7

EPS

STRATEGIC GROWTH OPPORTUNITIES

GROW OUR PARTS AND
SERVICE BUSINESS

EXPAND AND LEVERAGE OUR DATA,
TECHNOLOGIES AND SOLUTIONS

INDUSTRY LEADERSHIP IN ALTERNATIVE
FUEL PRODUCTS AND SUPPORT

CONTINUED NATIONAL NETWORK
EXPANSION FOR GROWTH OPPORTUNITIES

GROW TRUCK SALES AND LEASING
MARKET SHARE AND PROFITABILITY

ENABLERS

DEVELOP AND
RETAIN OUR PEOPLE

OPTIMIZE PROCESSES
ACROSS OUR NETWORK

DISTRIBUTION
AND LOGISTICS

LEVERAGE DATA FOR ACTIONABLE
BUSINESS INTELLIGENCE

INVENTORY
MANAGEMENT

IMPLEMENT A SINGLE CRM TO BETTER
UNDERSTAND CUSTOMER NEEDS

COMPANY HIGHLIGHTS

- Premier solutions provider to the commercial vehicle industry
- Largest commercial dealer group in North America
- Experienced and dedicated management
- Diverse commercial equipment/market segment expertise
- Proven history of acquisition success
- Well-defined strategy for future growth
- Strong balance sheet to support strategic objectives



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