



Excellence
Productivity Fairness
Integrity Positive Attitude

March 2024

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COMPANY OVERVIEW

- Full-service solutions provider to commercial vehicle industry
- 8,300 dedicated employees
- \$2.0B in revenue in Q4 2023
- \$7.9B in revenue in 2023
- 10,208 trucks sold in Q4 2023
- 39,686 trucks sold in 2023
- Q4 2023 market share
 - Class 4-7: 5.2% U.S., 3.7% Canada
 - Class 8: 6.7% U.S., 2.0% Canada
- 2024 market share
 - Class 4-7: 5.1% U.S., 2.9% Canada
 - Class 8: 6.2% U.S., 2.0% Canada



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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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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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A large sign for Rush Truck Centers is the central focus. The sign features the word "RUSH" in a large, stylized, white font with a black outline, set against a yellow background. Below it, the words "TRUCK CENTERS" are written in a white, sans-serif font on a red rectangular background. The sign is mounted on a black metal frame with a curved top. The background shows a sunset or sunrise sky with orange and yellow clouds.

RUSH
TRUCK CENTERS

CULTURE AND VALUES
CUSTOMER SOLUTIONS
PREMIUM QUALITY
NETWORK REACH AND SCALE

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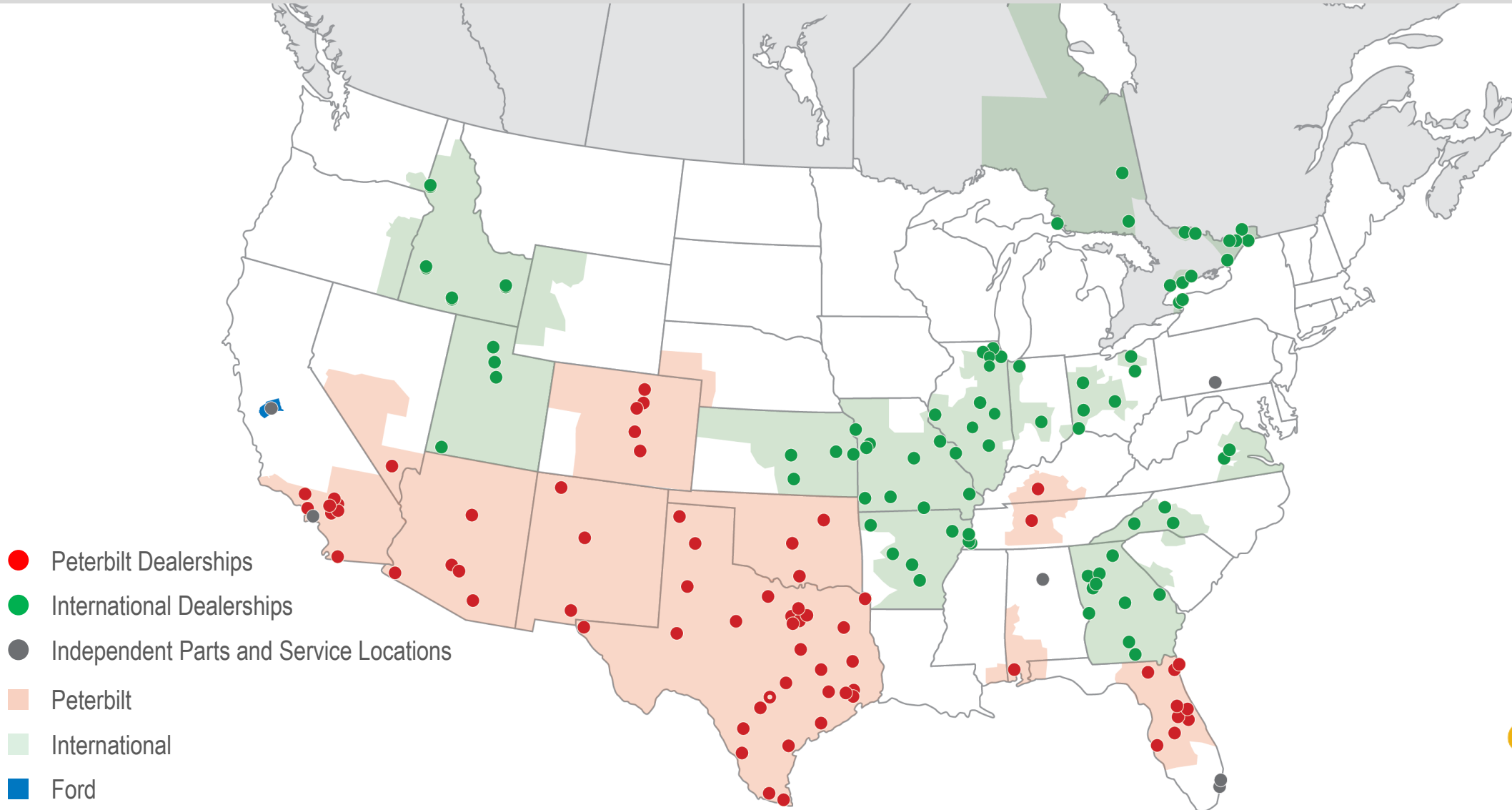
RUSH TRUCK CENTERS

- Largest commercial vehicle dealer network in North America
- 141 locations in 23 states, 15 locations in Canada
- Class 3-8 commercial vehicle sales, full range of aftermarket solutions
- Largest dealer group for Peterbilt, Navistar, Hino, Isuzu, Ford, Dennis Eagle, Blue Arc
- Broad market segment coverage
- Leasing and rental
- Finance and insurance services
- Over 6.5M square feet of premium facilities

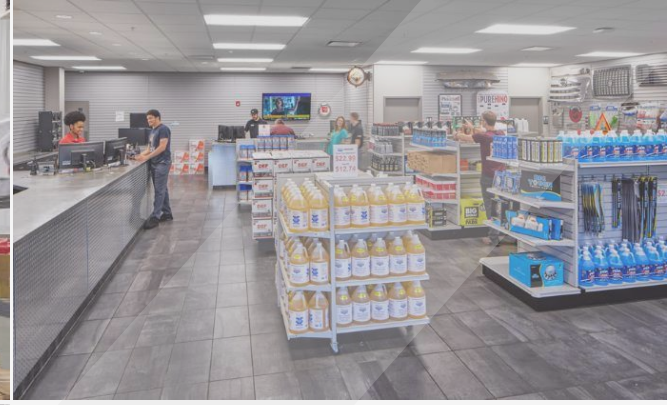


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RUSH TRUCK CENTERS NETWORK



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SOLUTIONS NETWORK

- Capabilities for all makes and models
- Aftermarket parts
 - More than \$334M parts inventory
 - Genuine OEM and all-makes parts, including proprietary Rig Tough and Premium Power powertrain parts
- Service and body shop
 - 2,636 service bays
 - 2,805 technicians in the U.S.
 - 195 technicians in Canada
 - 32 collision centers
 - 648 mobile and embedded technicians
 - CNG/LNG service capabilities



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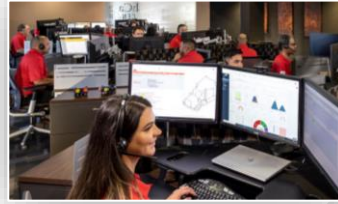
AN UNRIVALED PORTFOLIO OF AFTERMARKET CAPABILITIES



ALL-MAKES PARTS



PARTS CONNECT



RAPID PARTS
CONTACT CENTER



SERVICE CONCIERGE TEAM



SERVICE CONNECT



RUSHCARE COMPLETE



XPRESS SERVICES



CONTRACT MAINTENANCE



MOBILE SERVICE AND
ON-SITE TECHNICIAN SUPPORT



TELEMATICS SUPPORT



VEHICLE RECALL AND
CAMPAIGN MANAGEMENT



STATE-OF-THE-ART
SERVICE FACILITIES



ALTERNATIVE FUELS



COLLISION CENTER



VEHICLE MODIFICATION

RUSHCARE EXPERIENCE

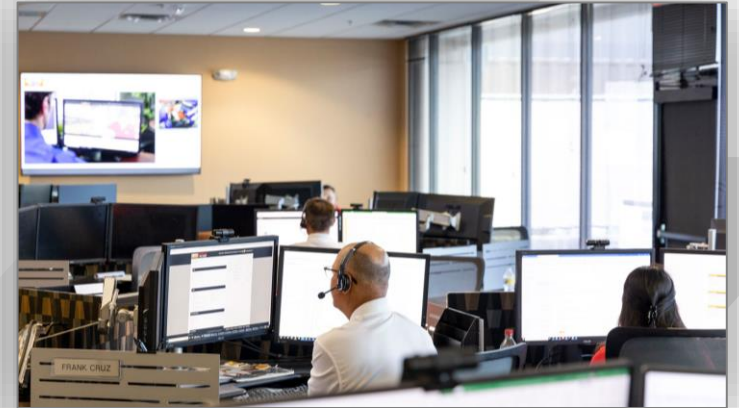
WE APPROACH SERVICE DIFFERENTLY.



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

24/7 ONLINE SERVICE COMMUNICATION SYSTEM.



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



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



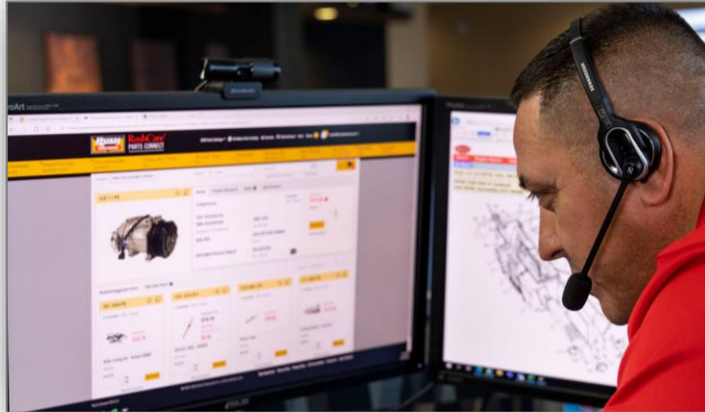
Anywhere, anytime scheduling and approval.

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 pickup, delivery or have the part shipped to you.

DEDICATED SERVICE CONCIERGE TEAM

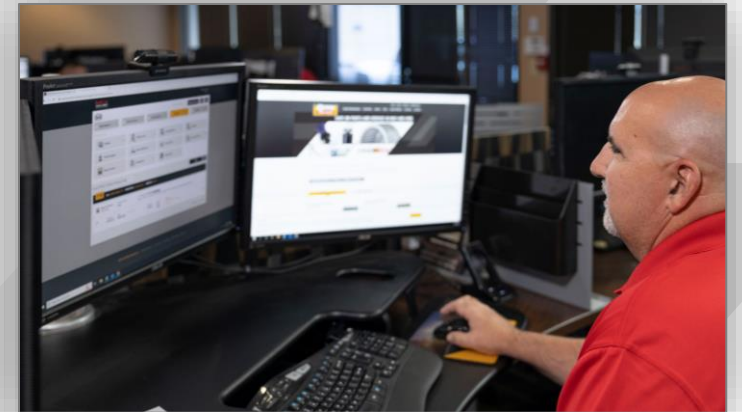
SERVICE EXPERTISE AND SUPPORT LIKE NO OTHER.



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 \$300 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

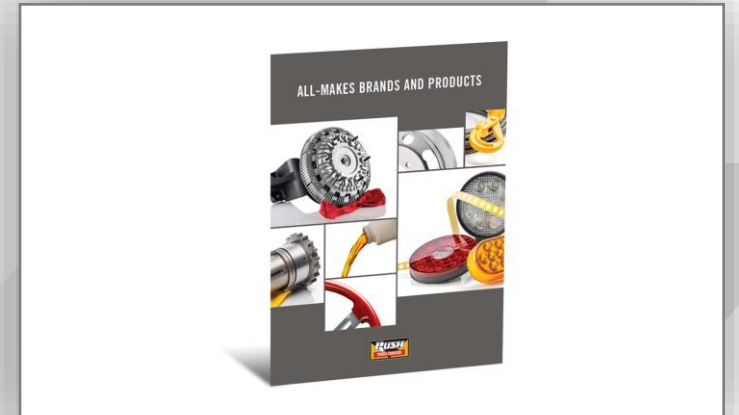
PRODUCT TOOLS AND PROMOTIONAL SAVINGS TO FIT YOUR BUSINESS NEEDS.



All-makes parts catalog offers more than 16,000 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.



Same-day preventive maintenance with extended hours and weekend service.



Same-day service for brake inspection, HVAC, DPF and DOC cleaning, alignment service and more.

MOBILE SERVICE AND EMBEDDED TECHNICIANS

MOBILE SERVICE AND ON-SITE TECHNICIAN SUPPORT.



Nationwide network – 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

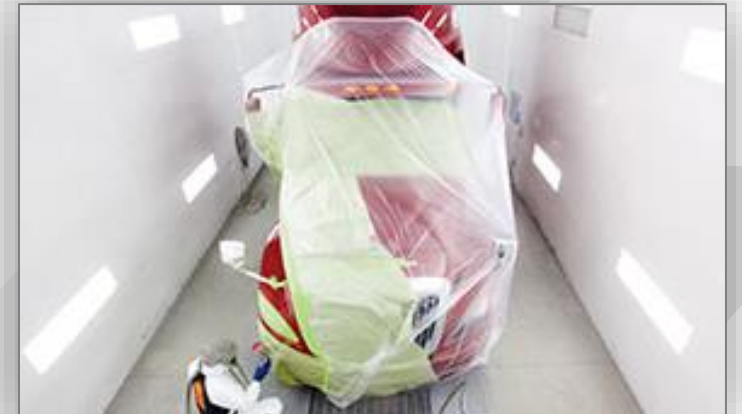
TRUCK COLLISION AND BODY REPAIR SERVICES.



Thirty-one 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.



Cummins Clean Fuel Technology™ 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

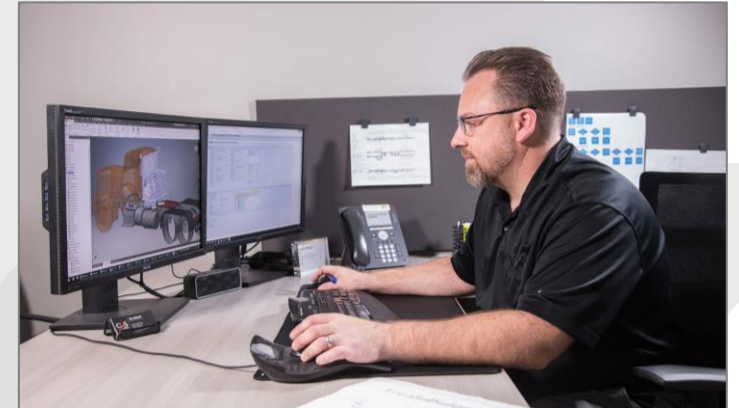
CUSTOM VEHICLE SOLUTIONS AND PERFECTION TRUCK PARTS AND EQUIPMENT.



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 CLEAN FUEL TECHNOLOGY™

- Cummins acquired 50% equity in Momentum Fuel Technologies in December 2021
- 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



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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 www.chromecountry.com



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VEHICLE FRANCHISES

- Peterbilt, Class 6-8 – 65 locations, 11 states
- International, Class 5-8 – 58 locations, 12 states, 80% ownership of 15 locations in Canada
- Ford, Class 3-7 – 9 locations, 7 states
- Hino, Class 5-7 – 34 locations, 9 states
- Isuzu, Class 4-5 – 29 locations, 14 states
- Dennis Eagle, Class 7 – 19 locations, 4 states
- Blue Bird – 25 locations, 1 state
- Collins – 34 locations, 2 states
- Elkhart – 15 locations, 1 state
- IC Bus – 43 locations, 10 states
- Jerr-Dan – 5 locations, 3 states
- PacLease – 24 locations, 9 states
- Idealease – 27 locations, 12 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
- 16,778 Class 8 trucks sold in 2022



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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 and carriers
 - Texas, Colorado, New Mexico and Oklahoma
- Rush Bus Centers
 - IC Bus in Utah, Idaho, Ohio and Georgia
 - Blue Bird and Collins in Texas
- Dedicated market experts
- Rush Truck Centers service network



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NATURAL GAS VEHICLE SALES

- Rush Enterprises sales – 10,348 units since 2005
- Knowledgeable sales specialists
- Alternative fuel consultant
 - Expert in the field
 - Assistance for grants and incentive programs
 - State and federal programs
 - Cummins Clean Fuel Technology™ CNG fuel systems



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SALES CAPABILITIES

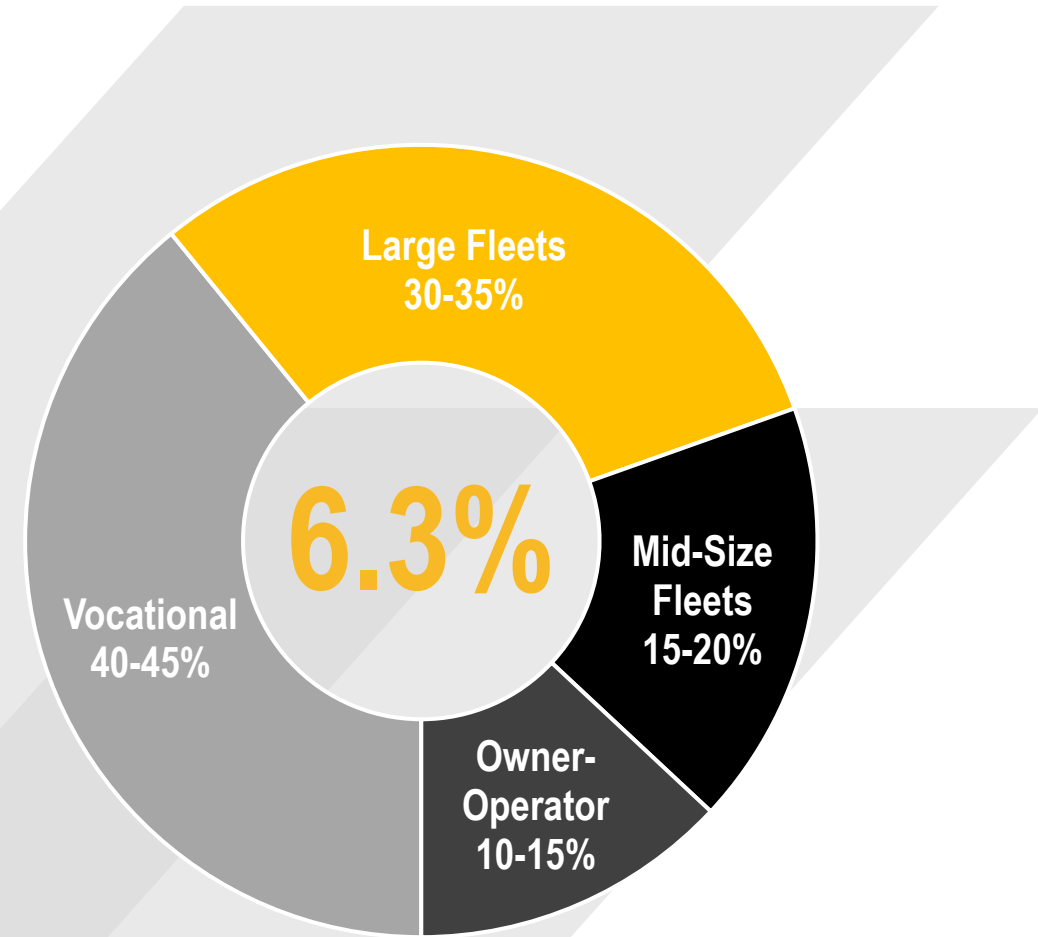
- 378 truck sales professionals
- Strong OEM and component supplier relationships
- Broad customer base – single owner to large fleets
- Broad market coverage: On-highway, ready mix, construction, refuse, crane, pumps, oilfield, service, beverage, towing, food service, landscaping, propane, pickup and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



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CLASS 8 CUSTOMERS

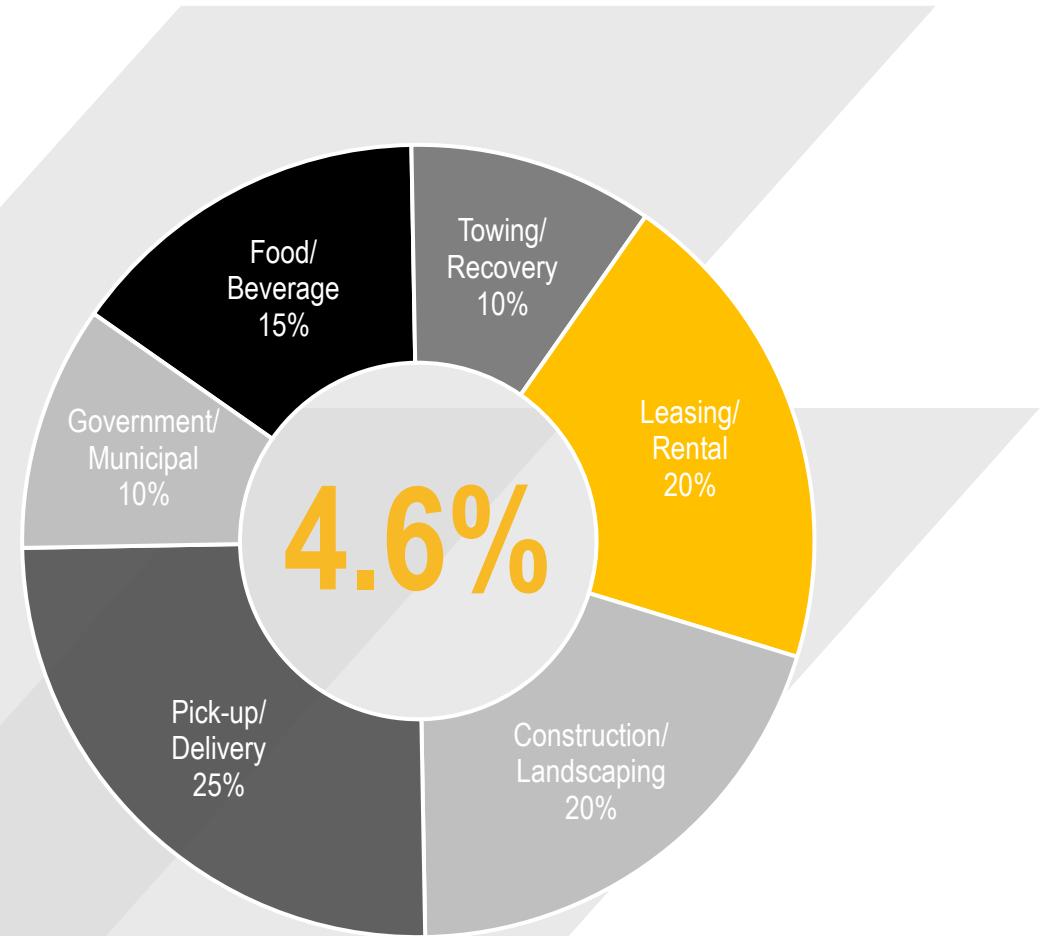
- Rush Enterprises 2023 U.S. Class 8 market share – 6.2%
- Strong vocational component
- Large fleets consolidating
- Private mid-size fleets remain viable
- Independent owner-operator now variable component of truckload carrier



expect more.

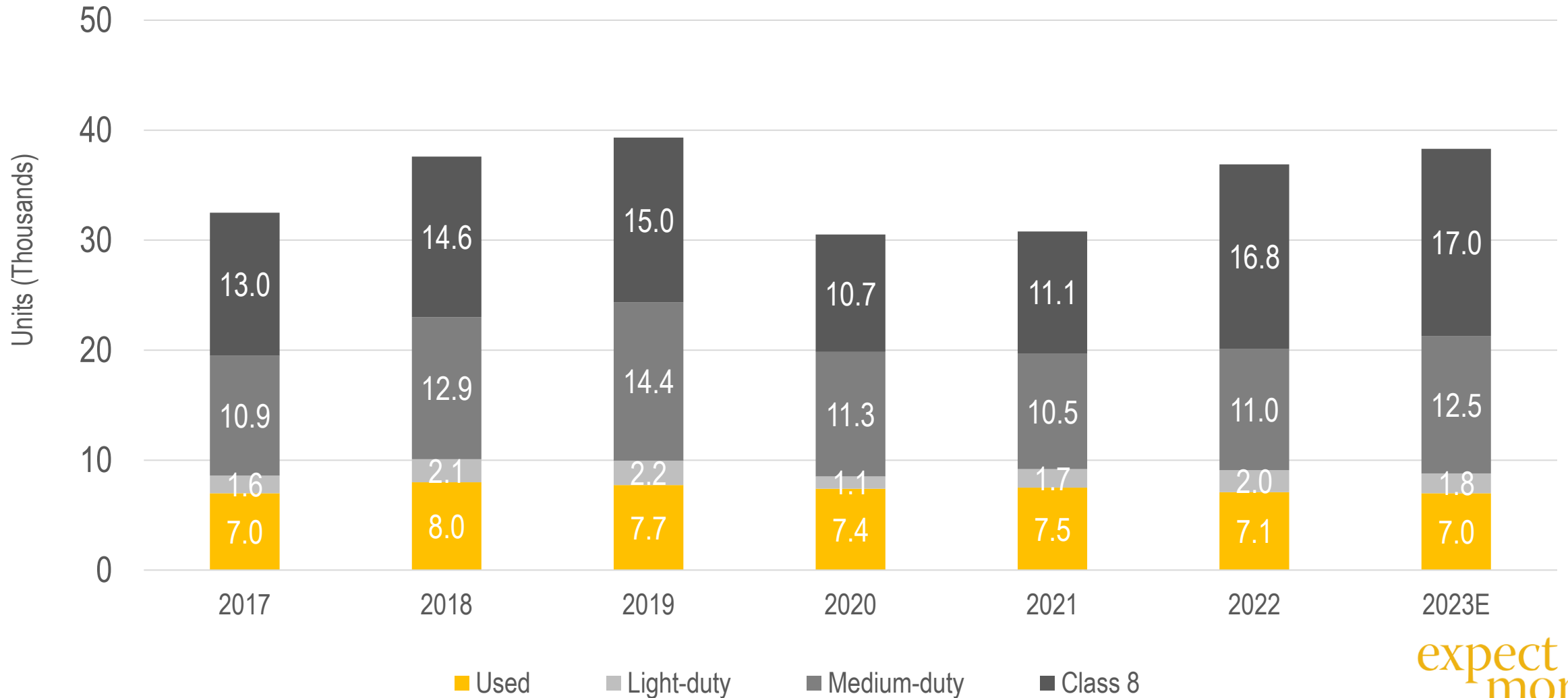
CLASS 4-7 CUSTOMERS

- Rush Enterprises 2022 U.S. Class 4-7 market share – 5.1%
- Vocational and specialty markets
- Ready-to-Roll®
- National fleet accounts
- Market tied closely to general economy



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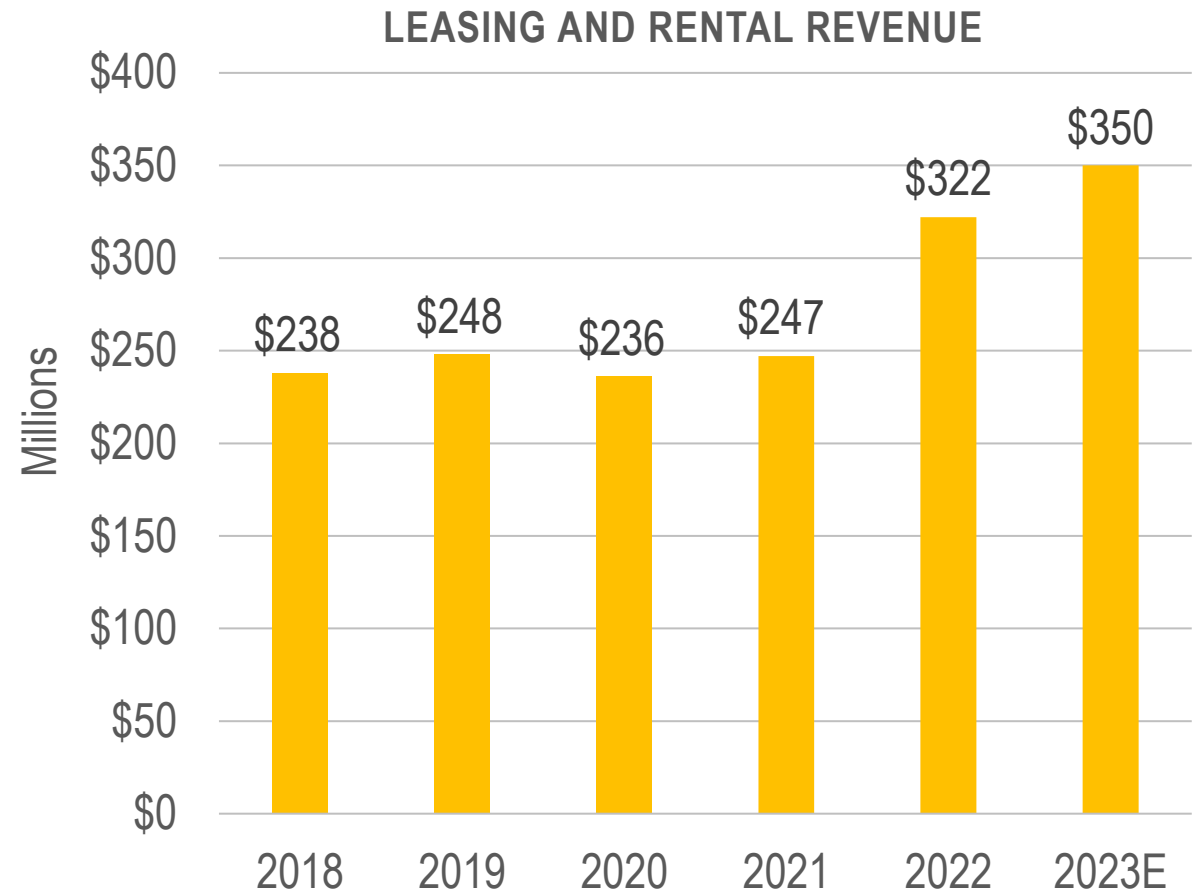
RUSH ENTERPRISES ANNUAL TRUCK SALES



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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
- 51 locations, including 6 captive shops
- 10,681 units in truck fleet, including cranes
- 2,096 units under contract fleet maintenance
- Growing need by customers for outsourced maintenance



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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
 - 11 locations, 7 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

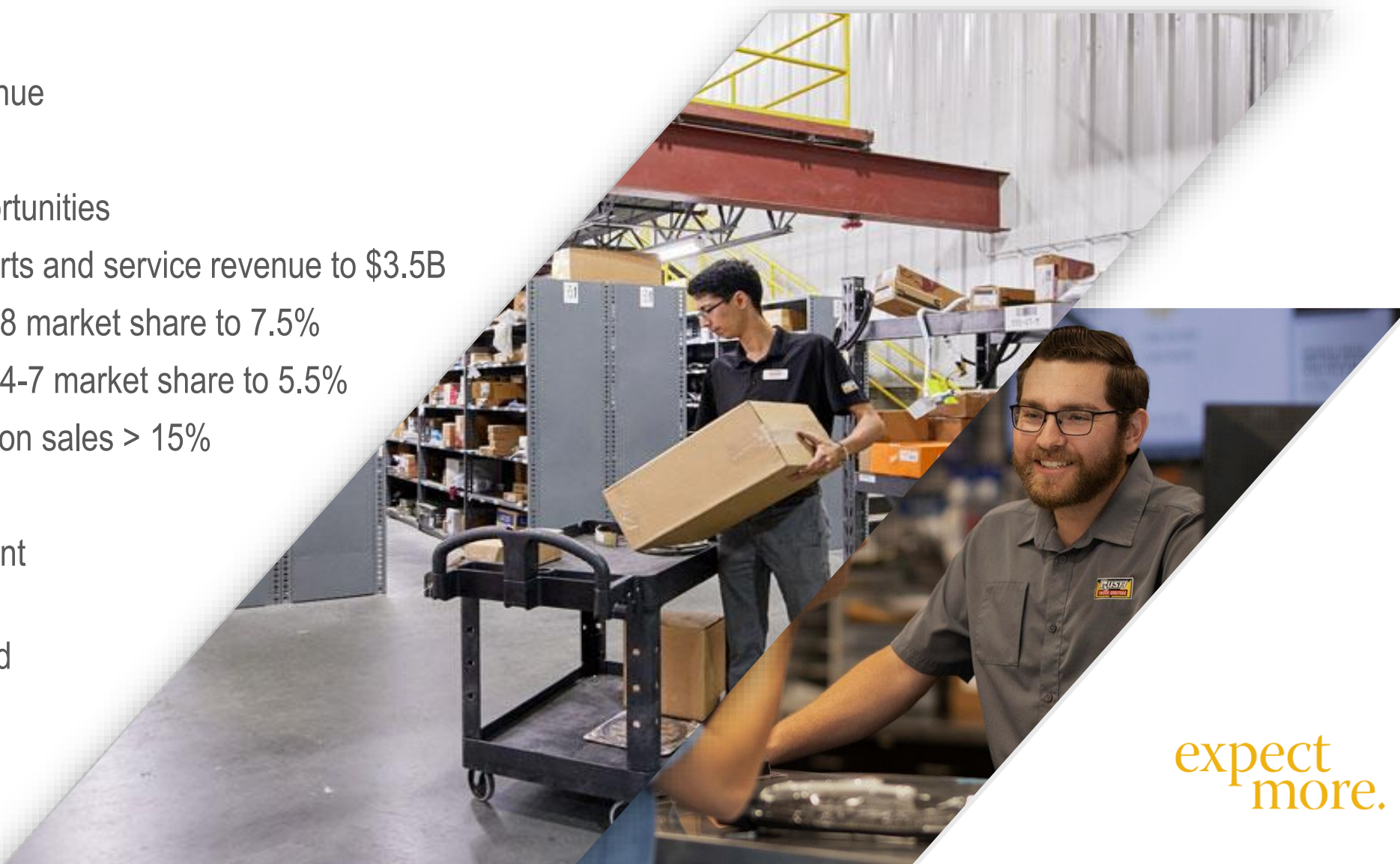
- Offers commercial tires to the wholesale markets
- Heavy-duty truck, passenger car, light-duty truck and ATV tires
- Ultra-high-performance and specialty tires
- Two locations in Texas (Austin and Houston)



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STRATEGIC GROWTH INITIATIVES

- 2027 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 5.5%
 - Maintain RTL return on sales > 15%
- Capital deployment
 - Disciplined investment in strategic growth
 - Annual cash dividend increases 5-10%
 - Opportunistic share repurchase program



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COMPANY HIGHLIGHTS

- Premier solutions provider to the commercial vehicle industry
- Largest commercial dealer network 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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