



Excellence  
Productivity Fairness  
Integrity Positive Attitude

February 2025

expect  
more.

# COMPANY OVERVIEW

- Full-service solutions provider to commercial vehicle industry
- 7,940 dedicated employees
- \$7.8B in revenue in 2024
- 38,615 vehicles sold in 2024
- 2024 market share
  - Class 4-7: 5.3% U.S., 3.1% Canada
  - Class 8: 6.1% U.S., 1.7% Canada



expect  
more.

# COMPANY HISTORY

- 1965: Founded by W. Marvin Rush with single GMC dealership
- 1967: First Peterbilt fleet sale/dealership opens
- 1992: Introduced Rush Enterprises coin, core values
- 1994: First Peterbilt acquisitions
- 1996: Initial Public Offering
- 2004: Second Public Offering
- 2006: Held first Technician Skills Rodeo
- 2008: Acquired first Navistar dealership
- 2015: Expanded capabilities to technology solutions
- 2017: Surpassed \$7B in revenue
- 2019: Rush Truck Centres opens in Canada
- 2021: Largest acquisition in company history, 17 International dealerships in 5 states
- 2022: Joint venture with Cummins to form Cummins Clean Fuel Technologies
- 2024 Network expands with Peterbilt locations in Grand Island and North Platte, NE



expect  
more.



# THE PREMIER FULL-SERVICE SOLUTIONS PROVIDER



Rush Truck Centers  
Rush Refuse Systems  
Rush Crane Systems  
Rush Towing Systems  
Rush Bus Centers  
Rush Truck Leasing  
Rush Truck Insurance Services

The House of Trucks  
Cummins Clean Fuel Technologies  
Custom Vehicle Solutions  
Perfection Truck Parts & Equipment  
Chrome Country  
World Wide Tires

expect  
more.



CULTURE AND VALUES  
CUSTOMER SOLUTIONS

**PREMIUM QUALITY**  
NETWORK REACH AND SCALE



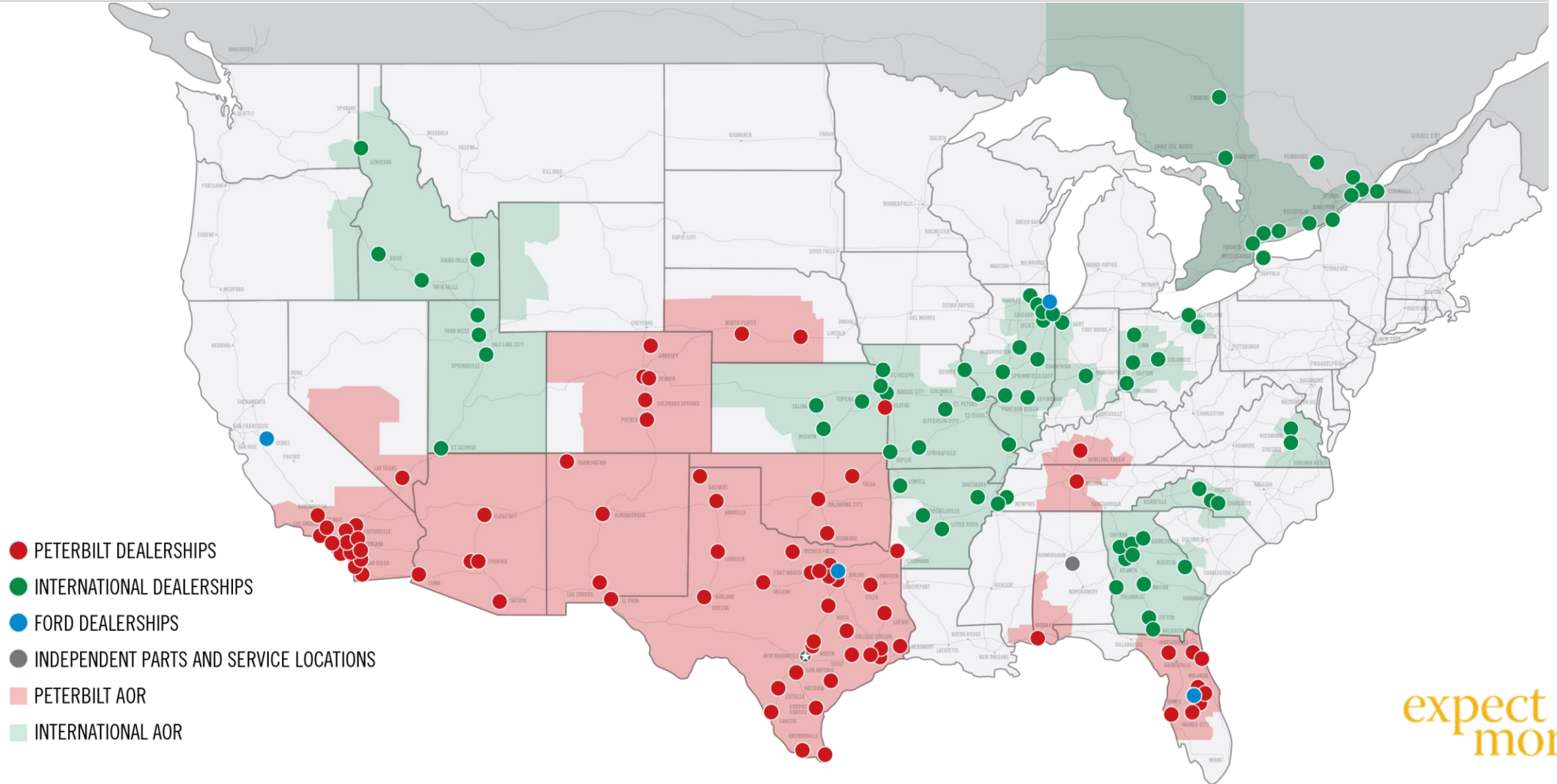
# RUSH TRUCK CENTERS

- Largest commercial vehicle dealer network in North America
- 141 locations in 23 states, 13 locations in Canada
- Class 3-8 commercial vehicle sales, full range of aftermarket solutions
- Largest dealer group for Peterbilt, Navistar, Hino, Isuzu, Dennis Eagle, Blue Arc, growing with Ford
- Broad market segment coverage
- Leasing and rental
- Finance and insurance services
- Over 6.5M square feet of premium facilities



expect  
more.

# RUSH TRUCK CENTERS NETWORK



expect  
more.

# SOLUTIONS NETWORK

- Capabilities for all makes and models
- Aftermarket parts
  - \$320 million parts inventory
  - Genuine OEM and all-makes parts, including proprietary Rig Tough and Premium Power powertrain parts
- Service and body shop
  - 2,678 service bays
  - 2,401 technicians in the U.S.
  - 174 technicians in Canada
  - 32 collision centers U.S., 1 in Canada
  - 659 mobile and embedded technicians
  - Alternative power service capabilities



expect  
more.



# AN UNRIVALED PORTFOLIO OF AFTERMARKET SOLUTIONS

## SINGLE SOURCE SOLUTIONS



ALL-MAKES PARTS AND SERVICE EXPERTISE



MOBILE SERVICE AND EMBEDDED TECHNICIANS



SAME-DAY XPRESS SERVICES



COLLISION AND BODY REPAIR SERVICES



VEHICLE MODIFICATION AND UPFITTING

## RUSHCARE CUSTOMER EXPERIENCE



DEDICATED SERVICE CONCIERGE TEAM



RAPID PARTS DEDICATED PARTS AGENTS



RUSHCARE COMPLETE ALL-INCLUSIVE SERVICE SUPPORT



MAINTENANCE PLANS FOR ALL MAKES



STATE-OF-THE-ART FACILITIES AND TOOLING

## DATA AND TECHNOLOGY



PARTS CONNECT ONLINE PARTS ORDERING



SERVICE CONNECT COMMUNICATION PORTAL



VEHICLE RECALL AND CAMPAIGN MANAGEMENT



ADVANCED TELEMATICS CONNECTED FLEET SOLUTIONS



ALTERNATIVE POWER TECHNOLOGIES AND SUPPORT

# ALL-MAKES PARTS SOLUTIONS

QUALITY PRODUCTS BACKED BY INDUSTRY-LEADING BRANDS.



\$320 million in genuine OEM and aftermarket parts for all makes and models.



Proprietary Rig Tough truck parts and accessories and Rush Truck Centers Premium Power powertrain replacement parts.



All-makes parts and service specials with great savings, and all-makes parts catalog with more than 16,000 popular products.

expect  
more.



# ALL-MAKES SERVICE EXPERTISE

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 of all makes and models.



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

expect  
more.



# MOBILE SERVICE AND EMBEDDED TECHNICIANS

MOBILE AND ON-SITE TECHNICIAN SUPPORT.



Nationwide network – when and where customers need us.



Factory-trained technicians qualified to work on all makes and models – on the road or at customer facilities.



650+ mobile service trucks and embedded technicians across the United States.

expect  
more.

# SAME-DAY 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.

expect  
more.

# COLLISION AND BODY REPAIR SERVICES

TRUCK COLLISION AND BODY REPAIR SERVICES.



33 collision centers with highly skilled, certified technicians.



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



Certified and expert Axalta Commercial Refinishers.

expect  
more.



# VEHICLE MODIFICATION AND UPFITTING

## VEHICLE MODIFICATION AND UPFITTING



Vehicle upfitting and component installation services for all makes.



Natural gas fuel system installations.



Highly trained staff of engineers, designers and craftsmen.

expect  
more.

# THE RUSHCARE CUSTOMER EXPERIENCE

WE APPROACH CUSTOMER SERVICE DIFFERENTLY.



Our commitment to providing the highest level of service and an exceptional customer experience.



Supported by industry-leading solutions designed to keep customers up and running.



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

expect  
more.

# DEDICATED SERVICE CONCIERGE TEAM

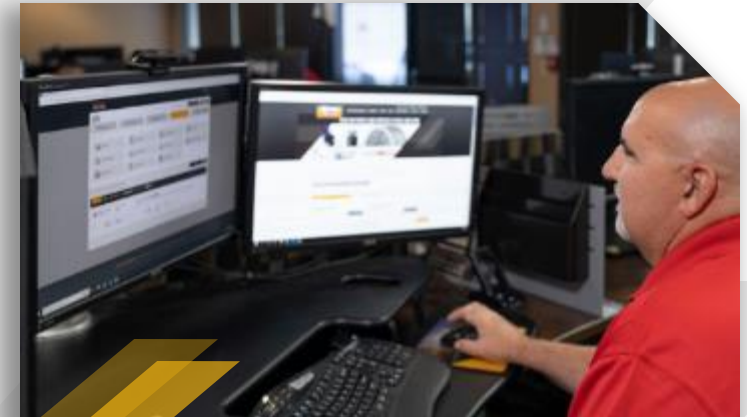
SERVICE EXPERTISE AND SUPPORT LIKE NO OTHER.



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



First contact point for technical support, service scheduling, and issue resolution.



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

expect  
more.



# 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 part and accessories inventory.



Knowledgeable agents with OEM parts experience.

expect  
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 with every new truck purchase.

expect  
more.

# RUSH TRUCK CENTERS MAINTENANCE PLANS

PLANNED MAINTENANCE MADE SIMPLE.™



Three customizable plan options for all makes and models of new and used trucks – DIY, PM-Only and Full-Service.



Available for customers who purchased vehicles from Rush Truck Centers or for their existing fleet.



Factory-recommended maintenance and repairs available at our shops or through Mobile Service.

expect  
more.



# STATE-OF-THE-ART FACILITIES AND TOOLING

HIGHEST QUALITY EQUIPMENT AND SERVICES.



We offer more than 2,600 state-of-the-art service bays supported by 2,600 factory-trained technicians across the U.S. and Canada.



Driver amenities include pick up and delivery of your vehicle, a relaxing lounge to recharge while you wait, and coordinating hotel and transportation as needed.



Certified diagnostics and repair facilities for major component manufacturers, FSX DPF and DOC testing and cleaning, and other state-of-the-art shop equipment.

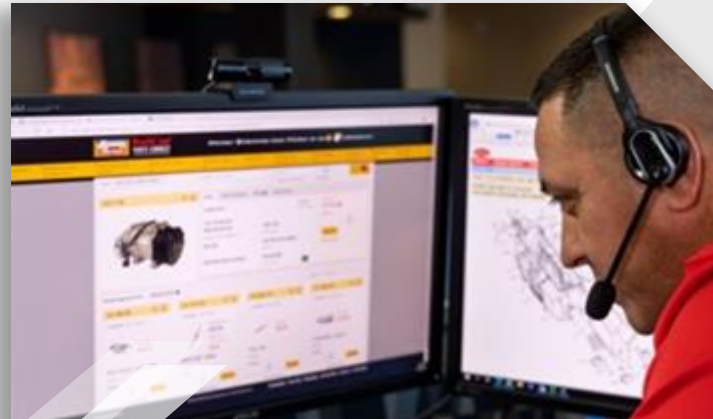
expect  
more.

# PARTS CONNECT ONLINE PARTS ORDERING

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.

expect  
more.

# SERVICE CONNECT COMMUNICATION PORTAL

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.

expect  
more.



# 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.

expect  
more.

# TELEMATICS – CONNECTED FLEET SOLUTIONS

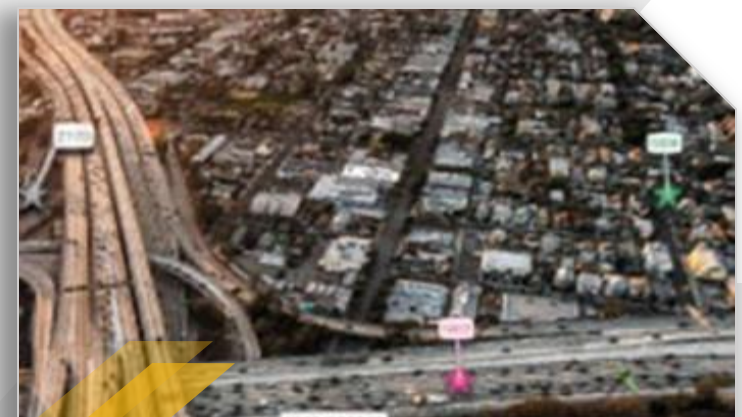
FLEET TECHNOLOGY SOLUTIONS TO INCREASE PRODUCTIVITY.



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.

expect  
more.

# ALTERNATIVE POWER TECHNOLOGIES AND SUPPORT

SERVICE, SUPPORT AND CONSULTING FOR CURRENT AND EMERGING TECHNOLOGIES.



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



Rush Truck Centers offers a consultative approach including expert guidance in available grants and funding.



Dedicated service bays and certified technicians for natural gas and hybrid vehicles, as well as electric vehicle service and support.

expect  
more.



# CUMMINS CLEAN FUEL TECHNOLOGIES™

- Joint venture between Rush Enterprises and Cummins
- 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



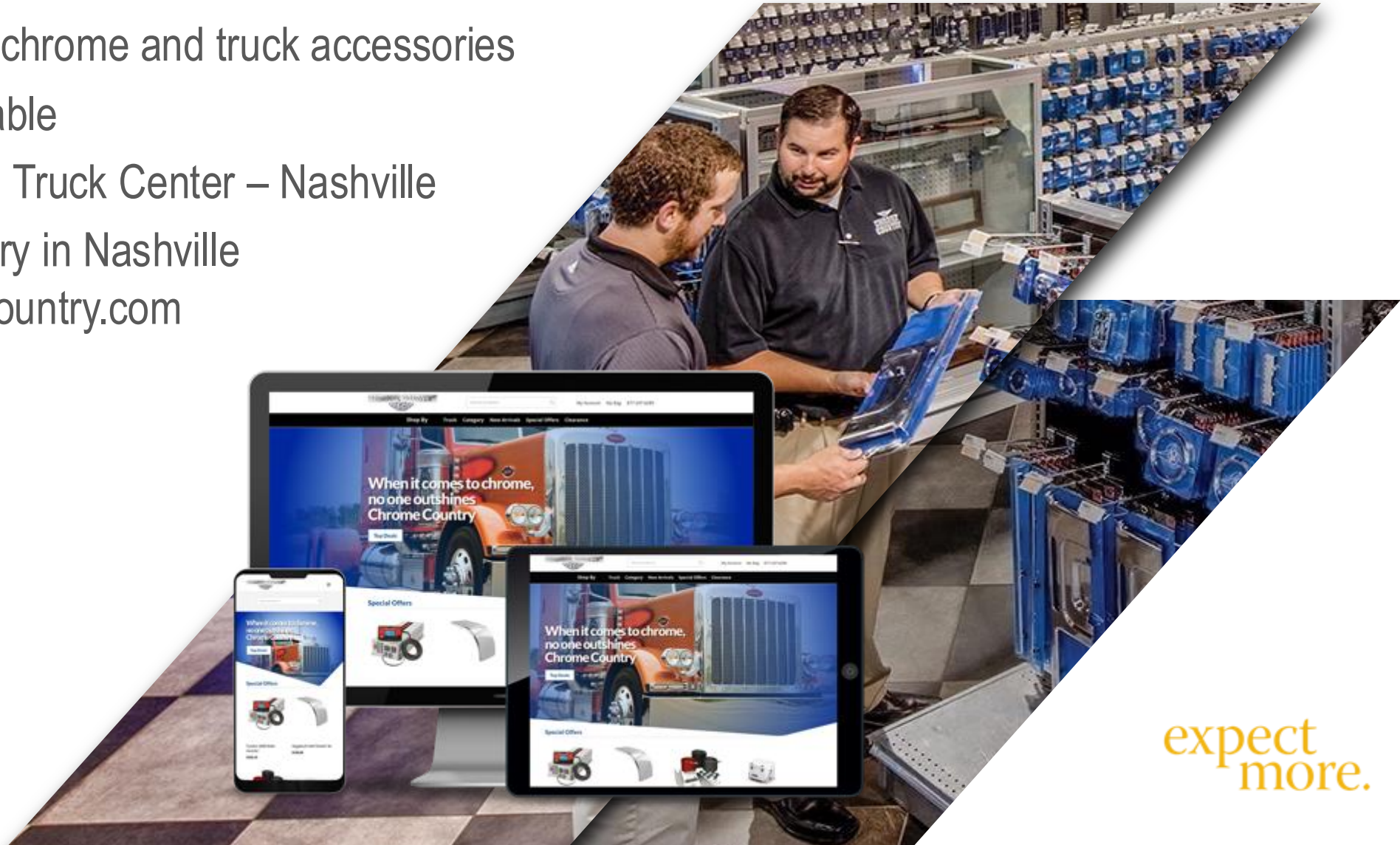
**CLEAN FUEL  
TECHNOLOGIES™**



expect  
more.

# 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](http://www.chromecountry.com)



expect  
more.

# VEHICLE FRANCHISES

- Peterbilt, Class 6-8 – 71 locations, 12 states
- International, Class 5-8 – 57 locations, 12 states, 80% ownership of 12 locations in Canada
- Ford, Class 3-7 – 10 locations, 8 states
- Hino, Class 5-7 – 35 locations, 9 states
- Isuzu, Class 4-5 – 30 locations, 13 states
- Blue Arc – 38 locations, 2 states
- Dennis Eagle, Class 7 – 16 locations, 4 states
- Blue Bird – 25 locations, 1 state
- Collins – 35 locations, 3 states
- IC Bus – 40 locations, 10 states
- Jerr-Dan – 5 locations, 3 states
- PacLease – 26 locations, 9 states
- Idealease – 35 locations, 12 states, 6 locations in Canada



BLUE BIRD



JERR-DAN



BLUE ARC

IDEALEASE



expect  
more.



# HEAVY-DUTY TRUCKS

- Largest Peterbilt and International dealer group
- Largest inventory in North America
- Peterbilt and International stock truck programs
- 15,465 Class 8 trucks sold in 2024



expect  
more.

# 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
- 13,935 Class 4-7 trucks sold in 2024



expect  
more.

# 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



expect  
more.



# ALTERNATIVE POWER SOLUTIONS EXPERTISE

- Rush Enterprises sales – 17,200 units since 2005
- Knowledgeable sales specialists
- Alternative fuel consultants
  - Experts in the field
  - Assistance for grants and incentive programs
  - Regulatory and ZEV consulting
  - Leader in Electric Vehicles sales
  - Cummins Clean Fuel Technologies™ CNG fuel systems



expect  
more.

# SALES CAPABILITIES

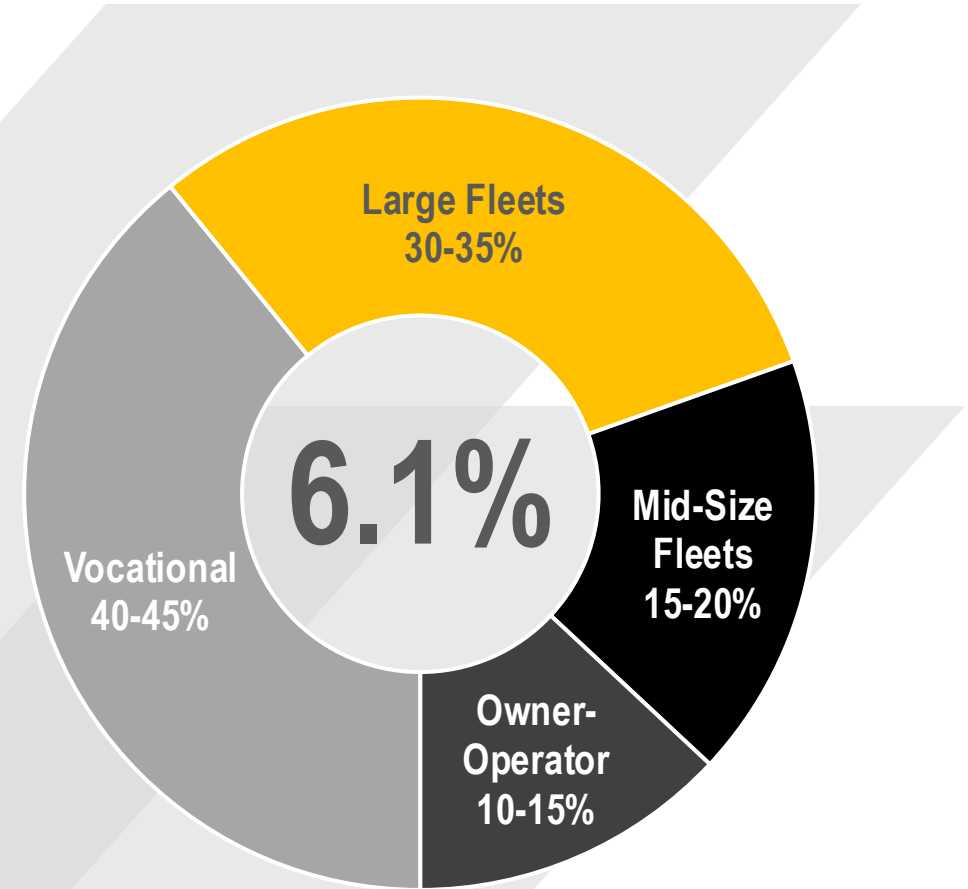
- 394 truck sales professionals
- Strong OEM and component supplier relationships
- Broad customer base – single owner to large fleets
- Broad market coverage: On-highway, ready mix, construction, refuse, crane, pumps, oilfield, service, beverage, towing, food service, landscaping, propane, pickup and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



expect  
more.

# CLASS 8 CUSTOMERS

- Rush Enterprises 2024 U.S. Class 8 market share – 6.1%
- 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 2023 U.S. Class 4-7 market share – 5.3%
- Vocational and specialty markets
- Ready-to-Roll<sup>®</sup> inventory
- National fleet accounts
- Market tied closely to general economy

amazon

AT&T

FedEx

PENSKE

THE HOME DEPOT

FritoLay  
Good fun!

pepsi

Red Bull

Attec

Office DEPOT

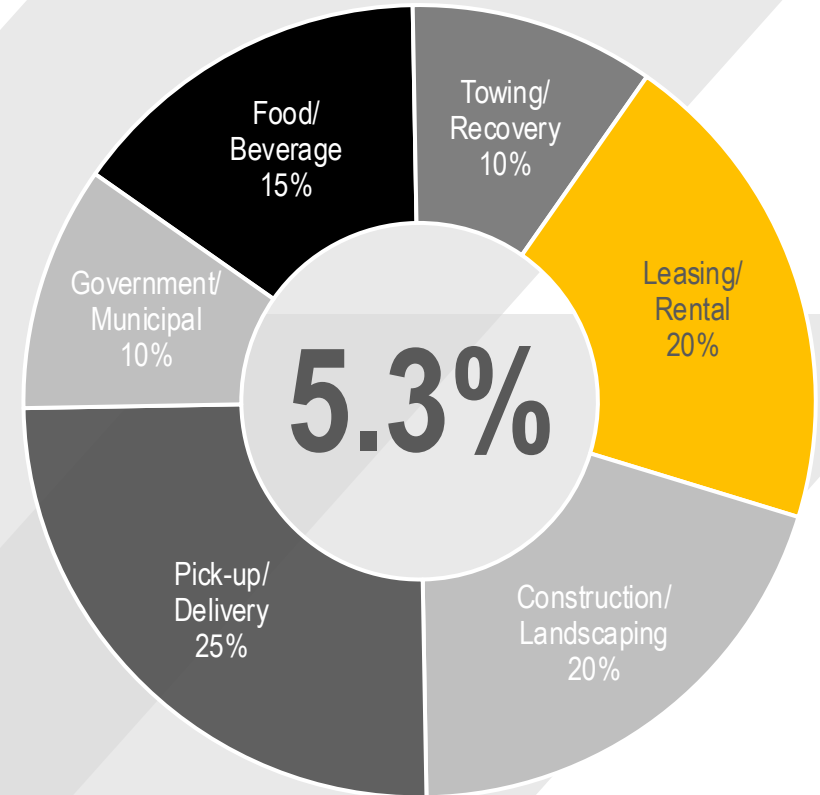
TRUGREEN

enterprise

JERR-DAN

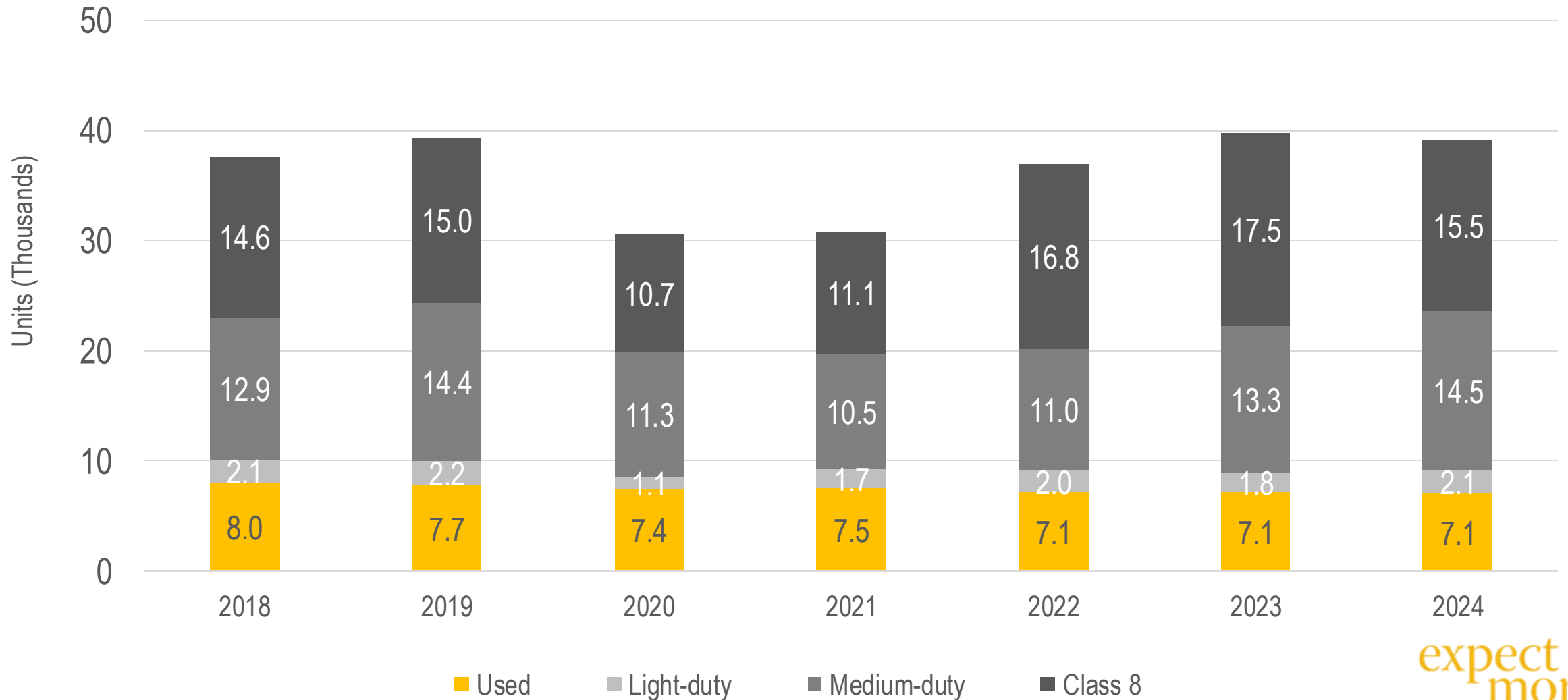
IRON MOUNTAIN

Apple



expect more.

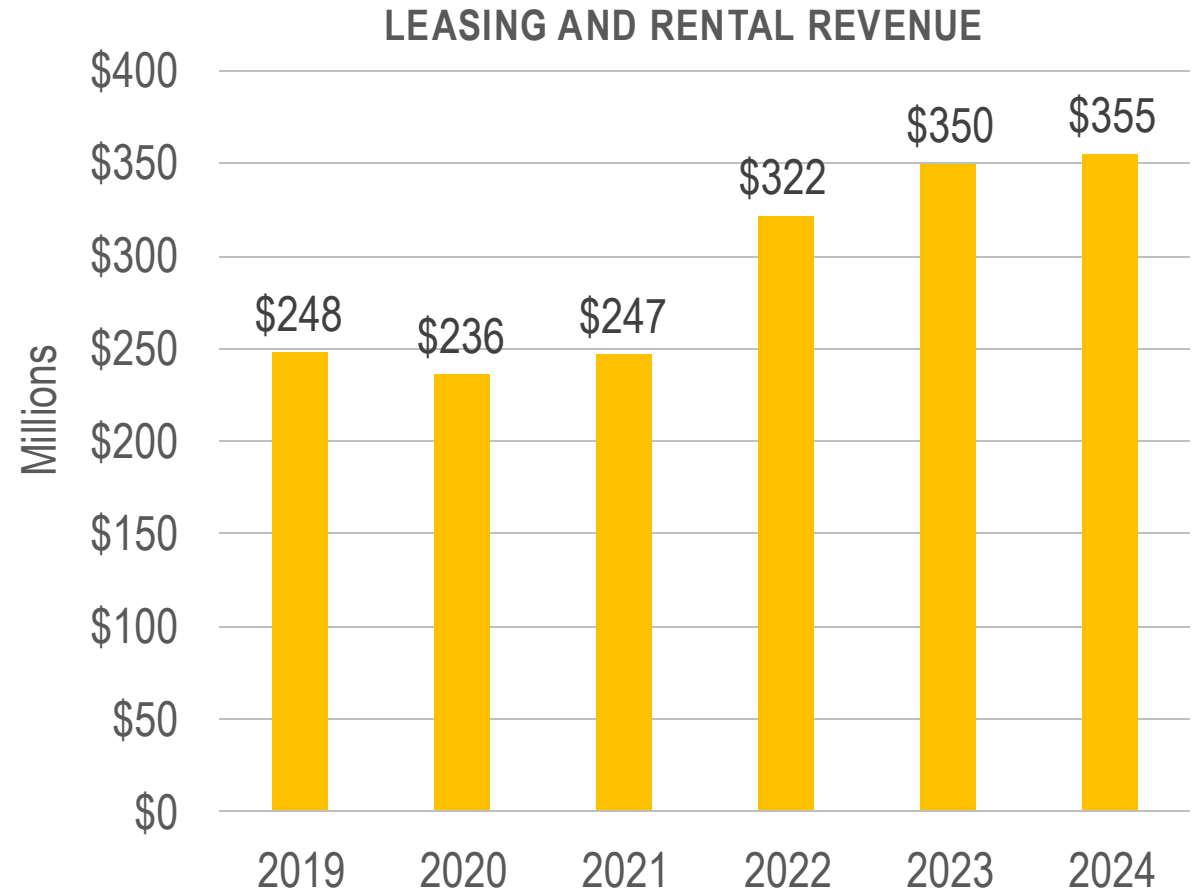
# RUSH ENTERPRISES ANNUAL TRUCK SALES



expect  
more.

# RUSH TRUCK LEASING

- Full-service leasing and rental
- PacLease and Idealease franchises
- 61 locations in 21 states
- 10,100+ units in truck fleet, including cranes
- 2,900 units under contract fleet maintenance
- Growing need by customers for outsourced maintenance



expect  
more.



# FINANCING AND INSURANCE

- Financing
  - Third-party financing
  - PACCAR Financial, BMO Harris, Navistar Capital, Wells Fargo
- Rush Truck Insurance Services
  - Property, casualty insurance
  - Sentry, Lancer
  - 4 locations, 4 states



expect  
more.

# PERFECTION TRUCK PARTS & EQUIPMENT

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



expect  
more.

# 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



expect  
more.



# 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 6.5%
  - Maintain RTL return on sales > 15%
- Capital deployment
  - Disciplined investment in strategic growth
  - Annual cash dividend increases 5-10%
  - Opportunistic share repurchase program



expect  
more.

# 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



expect  
more.



Excellence  
Productivity Fairness  
Integrity Positive Attitude

February 2025

expect  
more.