



Excellence
Productivity Fairness
Integrity Positive Attitude

July 2026

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COMPANY OVERVIEW

- *Full-service solutions provider to commercial vehicle industry*
- *7,970 dedicated employees*
- *\$7.4B in revenue in 2025*
- *36,032 vehicles sold in 2025*
- *2025 market share*
 - *Class 4-7: 5.7% U.S., 6.3% Canada*
 - *Class 8: 5.8% U.S., 1.4% Canada*



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COMPANY HISTORY



1960s-70s

HUMBLE BEGINNINGS, BIG DREAMS

*Company founded in 1965
by Marvin Rush*

*First Peterbilt dealership
opens in 1967*

*Opened dealership in
San Antonio, Texas*



1980s

A ONE-STOP PHILOSOPHY

*Developed one-stop sales
and service approach*

*Focused on leasing, finance
and insurance*



1990s

RAISING THE BAR

*Established goal to exceed
\$1 billion in revenue*

*Expanded into California,
Oklahoma, Colorado, Arizona
and New Mexico*

*Rush Enterprises;
Initial Public Offering*

*Established Specialty
Market Division*



2000s

EXPANDING OUR REACH

*Expanded Medium-Duty product
line with Hino, UD, Ford*

*Added dealerships in Florida,
Dallas, Nashville, Atlanta*

Second public offering

*Acquired first International
dealership*

Established Rush Bus Centers

*Marvin Rush Retires and
Rusty Rush becomes CEO
and President*



2010s

DRIVING BOLD GROWTH

*Rapid expansion, adding
dealerships in Utah, Idaho,
Georgia, Ohio, North Carolina,
Missouri, Virginia, Illinois*

*Acquired Ford dealerships in
Los Angeles, Orlando, Las Vegas*

*Established
Custom Vehicle Solutions*

*Added additional dealerships
in Dallas, Los Angeles, Orlando,
Illinois, Indiana*

*Launched RushCare
Customer Support Center*

*Strategic Rush Truck
Leasing expansion*

*Expansion into Canada with
Tallman Group JV*



2020s

POWERING THE FUTURE

*Largest acquisition in
Company history – 17 locations
in Arkansas, Kansas, Missouri,
Tennessee, Texas*

*JV with Cummins, Inc. to form
Cummins Clean Fuel Technologies*

*Strategic focus on alternative
fuel and electric*

*Established Rush Bus Centers
in Canada*

*Expanded 6 Peterbilt dealerships
in Louisiana and 5 International
dealerships in Southwestern
Ontario*

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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
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CULTURE AND VALUES
CUSTOMER SOLUTIONS
PREMIUM QUALITY
NETWORK REACH AND SCALE

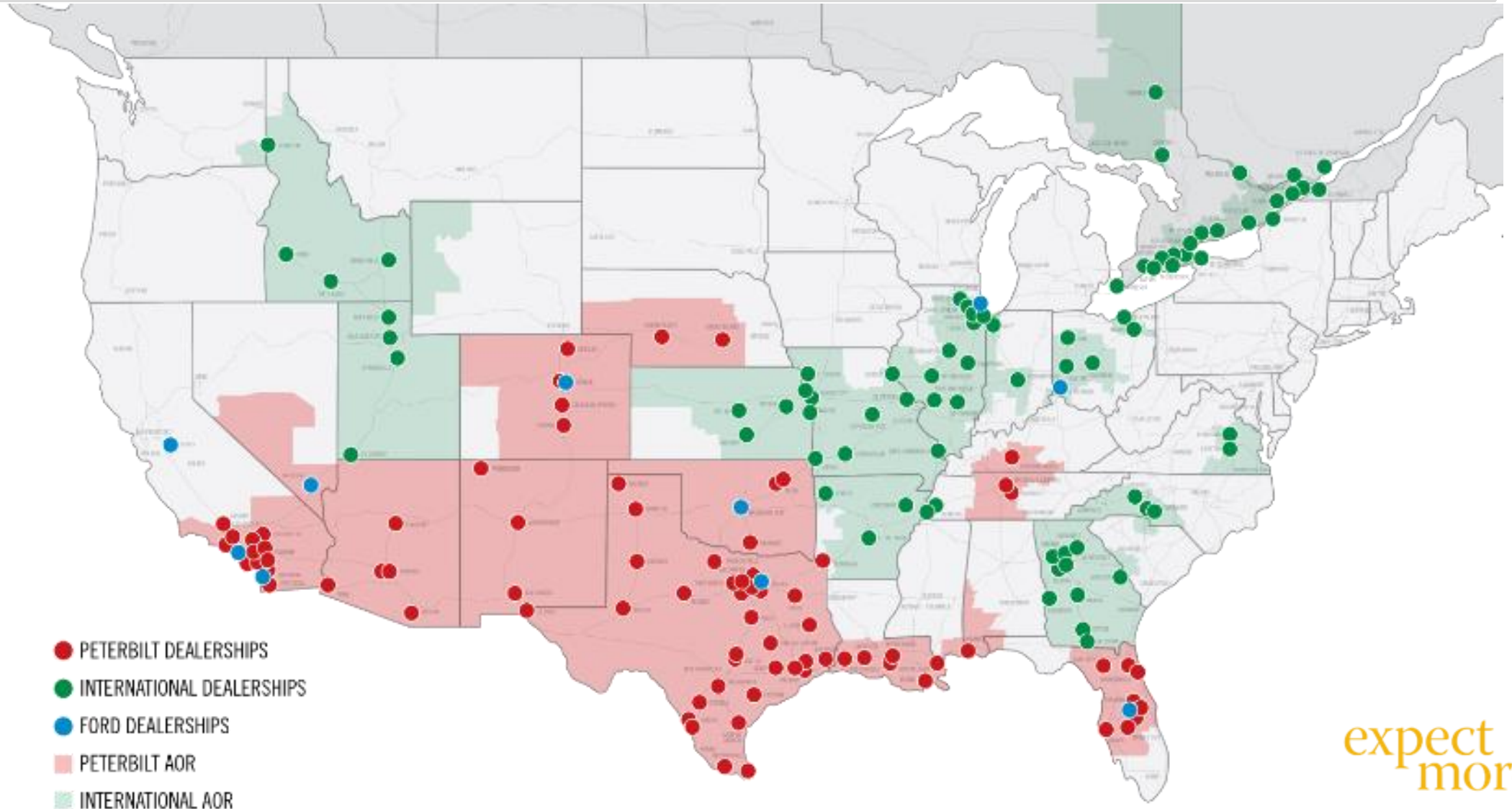
RUSH TRUCK CENTERS

- *Largest commercial vehicle dealer network in North America*
- *148 locations in 24 states, 19 locations in Canada*
- *Class 3-8 commercial vehicle sales, full range of aftermarket solutions*
- *Largest dealer group for Peterbilt, International, Hino, Isuzu, growing with Ford*
- *Broad market segment coverage*
- *Leasing and rental*
- *Finance and insurance services*
- *Over 7M 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*
 - *\$341 million parts inventory*
 - *Genuine OEM and all-makes parts, including proprietary Rig Tough brand*
- *Service and body shop*
 - *3,750 service bays*
 - *2,591 technicians in the U.S.*
 - *227 technicians in Canada*
 - *33 collision centers U.S., 2 in Canada*
 - *739 mobile units and onsite technicians*
 - *Alternative power service capabilities*



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AN UNRIVALED PORTFOLIO OF AFTERMARKET SOLUTIONS

SINGLE SOURCE SOLUTIONS



ALL-MAKES PARTS
AND SERVICE EXPERTISE



MOBILE SERVICE AND
EMBEDDED TECHNICIANS



SAME-DAY
XPRESS SERVICES



BODY REPAIR AND
REFURB 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



E-COMMERCE
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.



*\$341 million in genuine
OEM and aftermarket parts
for all makes and models.*



*Rig Tough® Truck Parts – a
proprietary line of replacement
parts and accessories.*



*All-makes parts and service specials
featured in a bi-monthly magazine,
and our all-makes parts catalog with
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
rebuilt 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.



740 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.**

BODY REPAIR AND REFURB SERVICES

PROVEN EXPERIENCE. NATIONWIDE NETWORK AND RESOURCES.



35 collision centers with highly skilled, certified technicians.



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



Extensive, nationwide refurb support for all makes and models – in our shops or at your location.

**expect
more.**

BODY AND COMPONENT INSTALLATION AND MODIFICATION

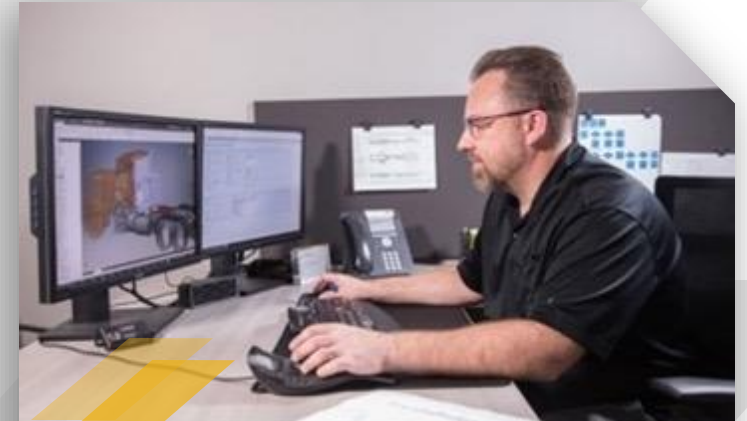
STAFFED BY SKILLED PROFESSIONALS.



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 concierge team to proactively manage the service process for customers.

*expect
more.*

DEDICATED CONCIERGE TEAM

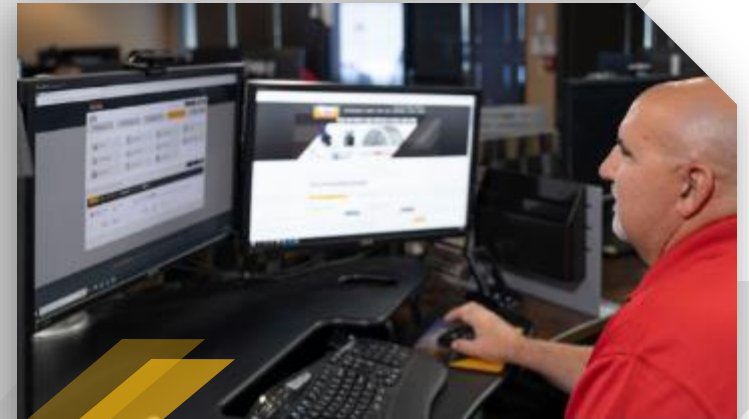
SERVICE EXPERTISE AND SUPPORT LIKE NO OTHER.



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.



RushCare 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 3,750 state-of-the-art service bays supported by 2,800+ 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.

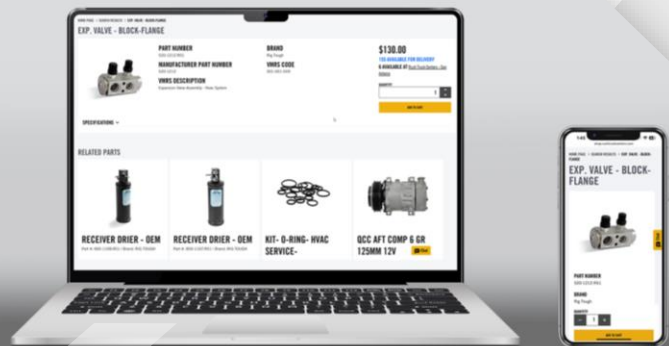
*expect
more.*

ONLINE PARTS ORDERING

A BETTER WAY TO BUY PARTS FOR ALL-MAKES AND MODELS.



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



Easy-to-use, e-commerce parts ordering interface to search parts – anywhere, anytime.



Search inventory locally or nationally and select pickup, 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

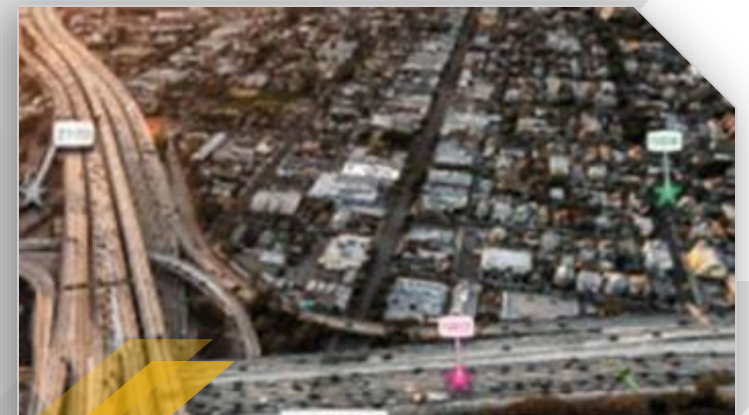
FLEET TECHNOLOGY SOLUTIONS TO INCREASE PRODUCTIVITY.



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 Centers – Nashville*
- *Visit Chrome Country in Nashville
or at www.chromecountry.com*



expect
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VEHICLE FRANCHISES

- *Peterbilt, Class 6-8 – 79 locations, 13 states*
- *International, Class 5-8 – 56 locations, 12 states, 80% ownership of 18 locations in Canada*
- *Ford, Class 3-7 – 10 locations, 8 states*
- *Hino, Class 5-7 – 36 locations, 11 states*
- *Isuzu, Class 4-5 – 30 locations, 13 states, 6 in Canada*
- *Autocar – 8 locations, 6 states*
- *Blue Bird – 25 locations, 1 state*
- *Collins – 36 locations, 4 states, 3 in Canada*
- *IC Bus – 40 locations, 10 states, 3 in Canada*
- *Jerr-Dan – 4 locations, 2 states*
- *PacLease – 26 locations, 11 states*
- *Idealease – 35 locations, 12 states, 9 in Canada*



◀ INTERNATIONAL ▶



JERR-DAN



IDEALEASE



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HEAVY-DUTY TRUCKS

- *Largest Peterbilt and International dealer group*
- *Largest inventory in North America*
- *Peterbilt and International stock truck programs*
- *12,770 Class 8 trucks sold in 2025*



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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*
- *13,278 Class 4-7 trucks sold in 2025*



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LIGHT-DUTY TRUCKS

- *Ford Commercial Vehicles – trucks, chassis cabs, vans and SUVs*
- *Sales, parts and service integrated into six Class 8 dealerships and four individual locations*
- *Dedicated sales staff and support*
- *Breadth of product offerings provides customer solutions*
- *3,007 Class 1-3 trucks sold in 2025*



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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 and Oklahoma*
- *Rush Bus Centers*
 - *IC Bus in Utah, Idaho, Ohio, Georgia and Eastern Canada*
 - *Blue Bird and Collins in Texas*
- *Dedicated market experts*
- *Rush Truck Centers service network*



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ALTERNATIVE POWER SOLUTIONS EXPERTISE

- *Rush Enterprises sales – 19,324 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 vehicle sales*
 - *Cummins Clean Fuel Technologies™ CNG fuel systems*



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SALES CAPABILITIES

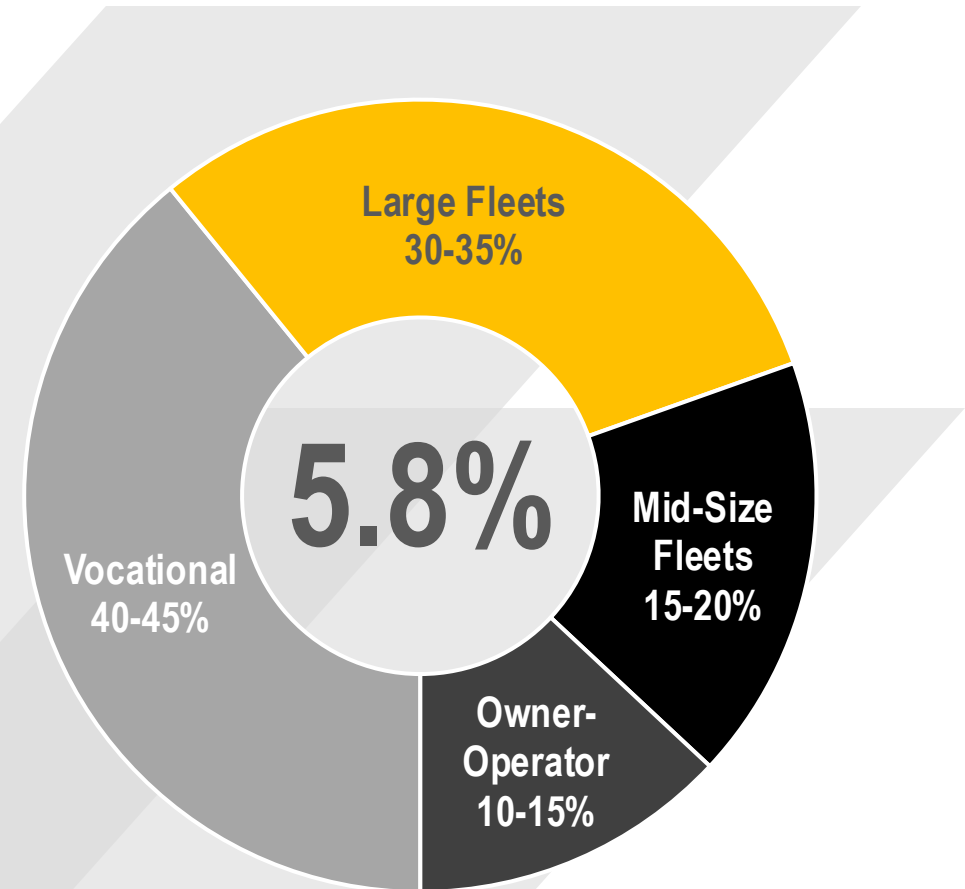
- *422 truck sales professionals*
- *Strong OEM and component supplier relationships*
- *Broad customer base – single owner to large fleets*
- *Broad market coverage – on-highway, ready mix, construction, refuse, crane, pumps, oilfield, service, beverage, towing, food service, landscaping, propane, pickup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



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CLASS 8 CUSTOMERS

- *Rush Enterprises 2025 U.S. Class 8 market share – 5.8%*
- *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 2025 U.S. Class 4-7 market share – 5.7%*
- *Vocational and specialty markets*
- *Ready-to-Roll® inventory*
- *National fleet accounts*
- *Market tied closely to general economy*

amazon

FedEx

EquipmentShare



PENSKE



enterprise

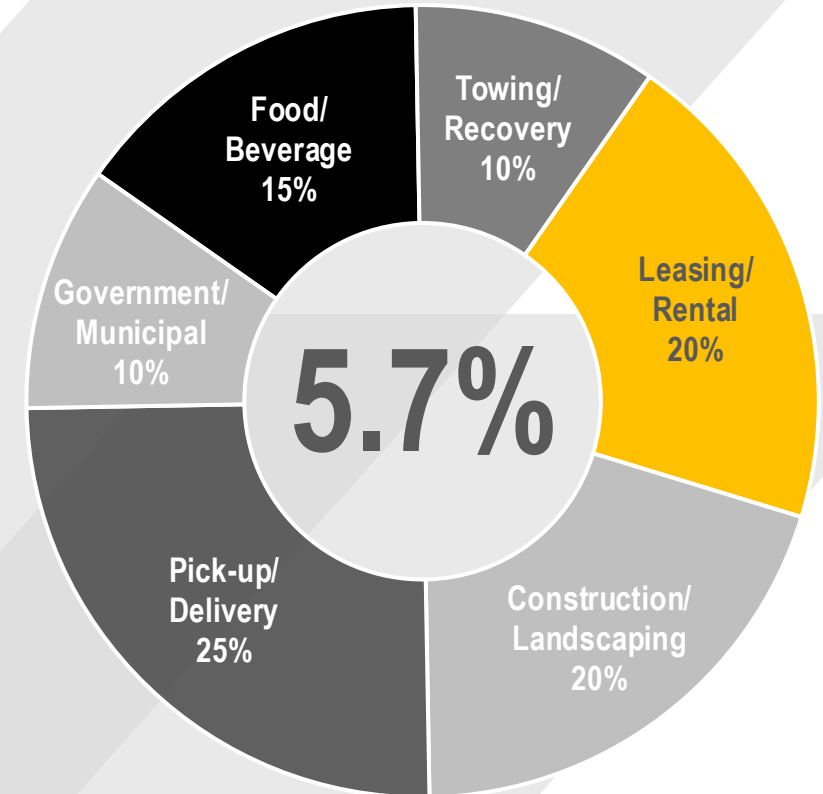


TRUGREEN

Office
DEPOT

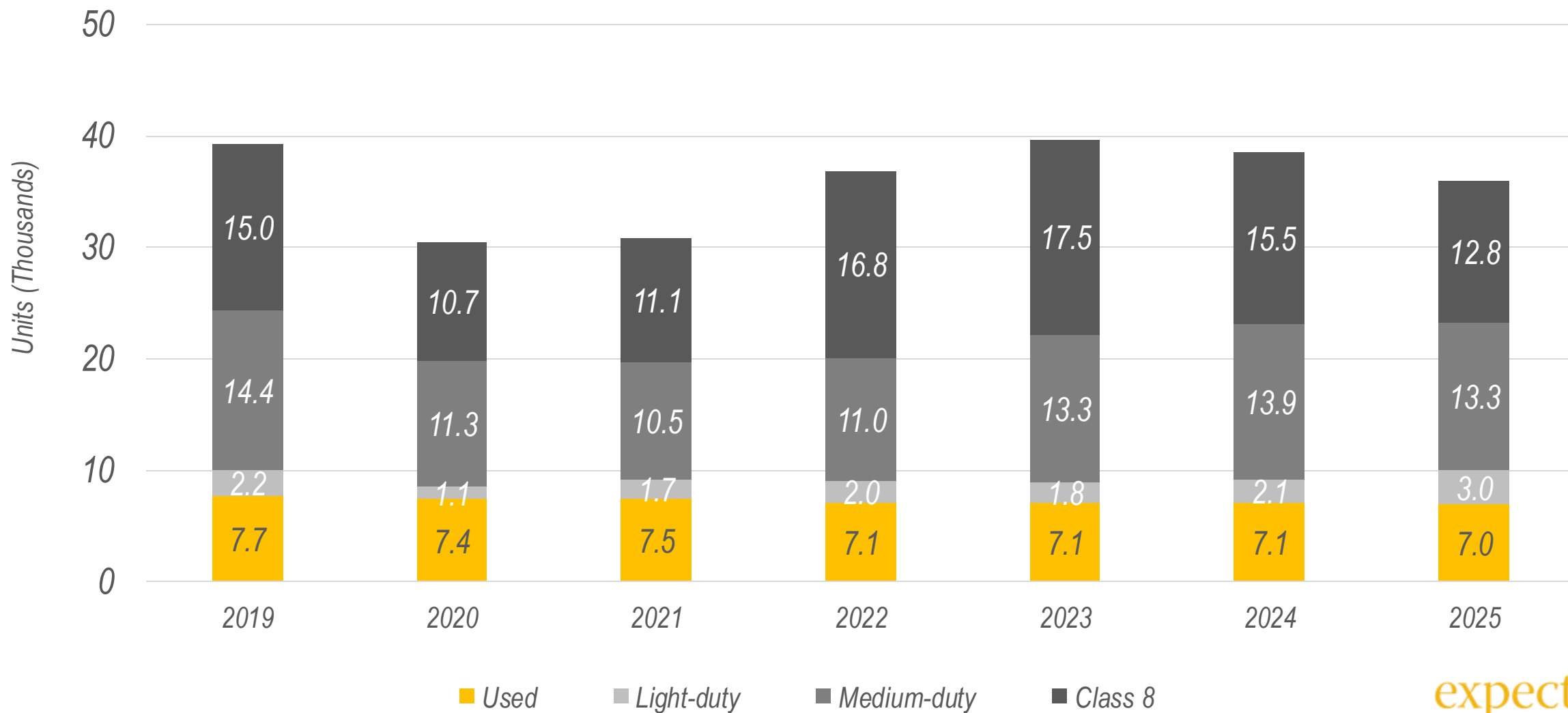
Altec

JERR-DAN



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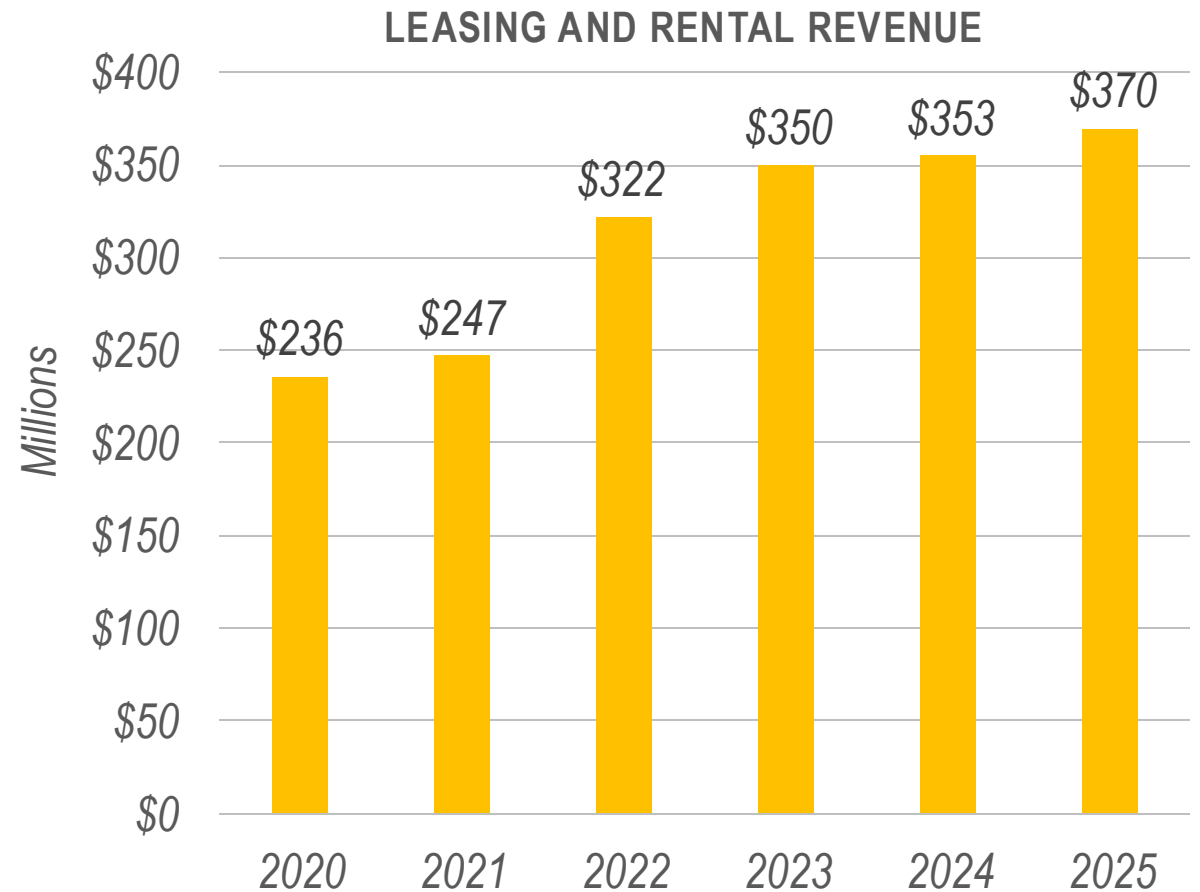
RUSH ENTERPRISES ANNUAL TRUCK SALES



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RUSH TRUCK LEASING

- *Full-service leasing and rental*
- *PacLease and Idealease franchises*
- *61 U.S. locations in 22 states; 9 in Canada*
- *9,690 units in truck fleet, including cranes*
- *2,581 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 Bank, International Financial, Ford Motor Credit, Isuzu Finance*
- *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*



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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*



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STRATEGIC GROWTH INITIATIVES

- *2027 financial goals*
 - *\$11B 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*



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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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more.



Excellence
Productivity Fairness
Integrity Positive Attitude

July 2026

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