RUSH ENTERPRISES

Excellence
Productivity Fairness
Integrity Positive Attitude

October 2026

expect more.

COMPANY OVERVIEW

- Total solutions provider to the commercial vehicle industry
- 7,990 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

expect more.

COMPANY HISTORY

1960s-70s

HUMBLE BEGINNINGS, BIG DREAMS

Company founded in 1965 by Marvin Rush

First Peterbilt dealership opened in 1967

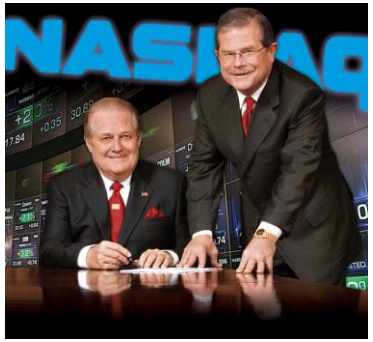
Opened dealership in San Antonio, Texas

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 and Ford

Added dealerships in Florida, Dallas, Nashville, Atlanta

Second public offering

Acquired first International dealership

Established Rush Bus Centers

Marvin Rush retired and Rusty Rush became 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 and Indiana

Launched RushCare Customer Support Center

Strategic Rush Truck Leasing expansion

Expanded into Canada with Tallman Group JV

2020s

POWERING THE FUTURE

Largest acquisition in Company history: 17 locations in Arkansas, Kansas, Missouri, Tennessee and Texas

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

Strategic focus on alternative fuel and electric vehicles

Established Rush Bus Centres in Canada

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

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

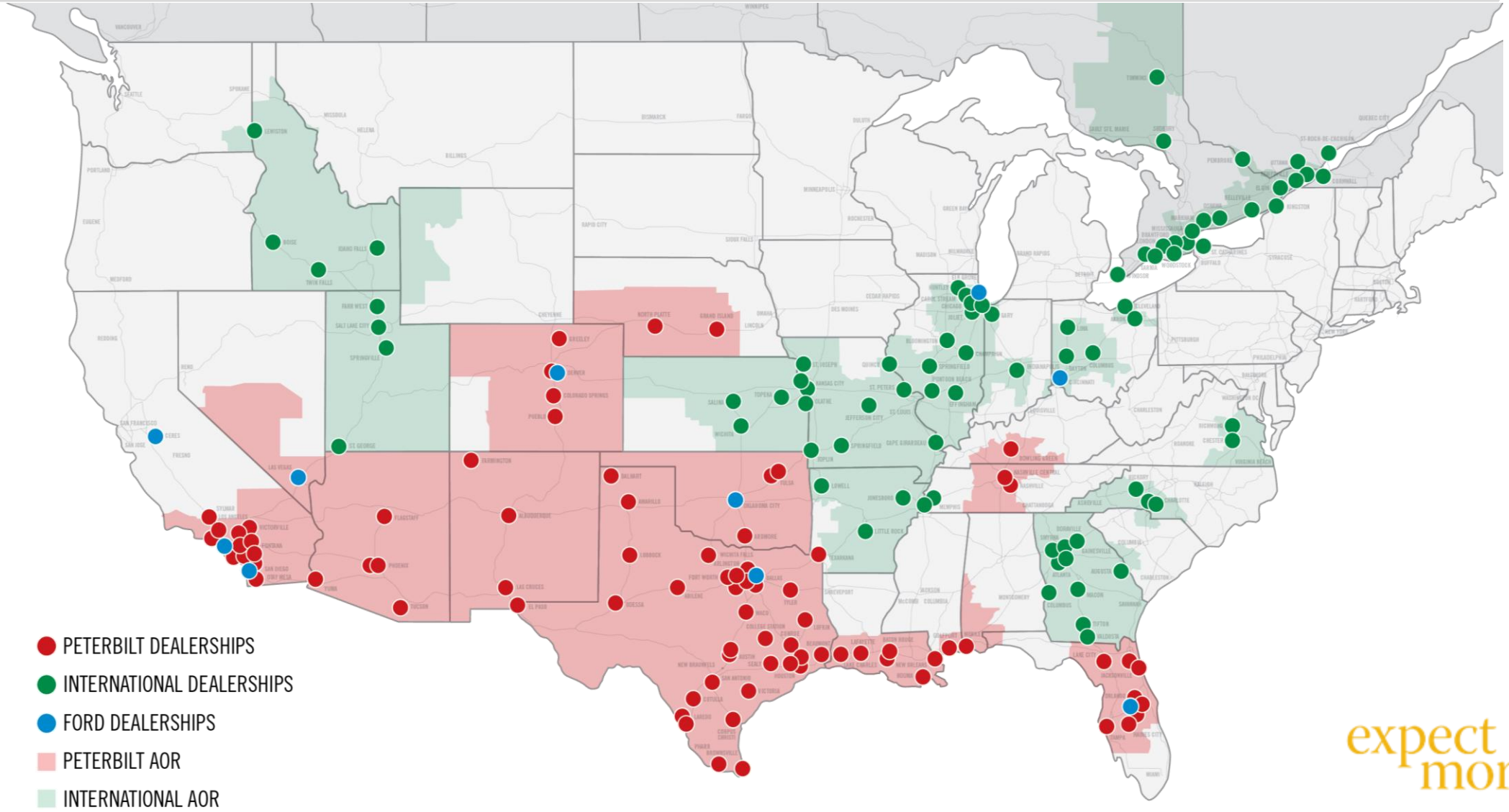
NETWORK REACH AND SCALE

RUSH TRUCK CENTERS

- Largest commercial vehicle dealer network in North America
- 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
- More than 7M square feet of premium facilities

expect more.

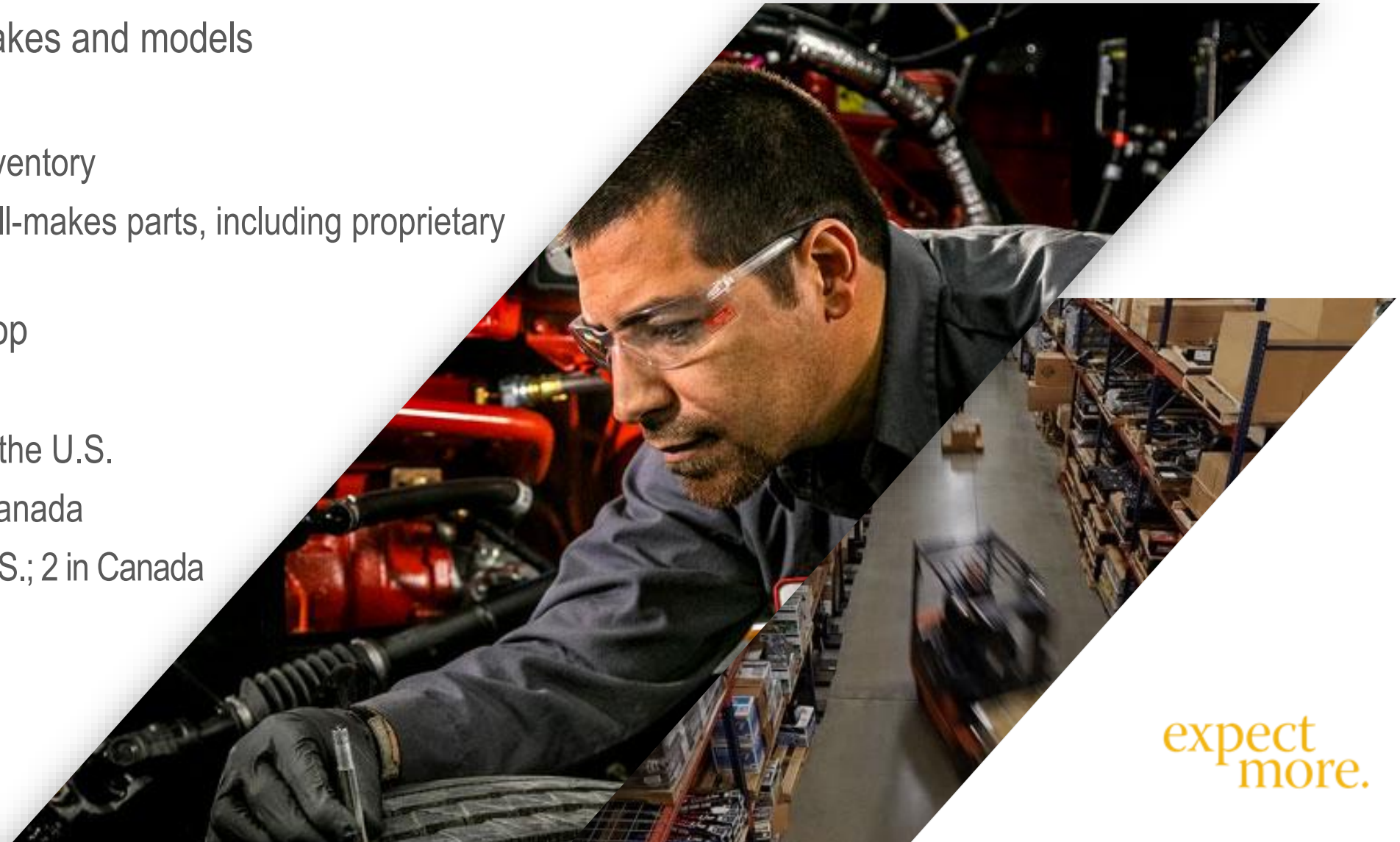
RUSH TRUCK CENTERS NETWORK



expect more.

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
  - 2,586 technicians in the U.S.
  - 230 technicians in Canada
  - 33 collision centers U.S.; 2 in Canada
  - 715 mobile units and onsite 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

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 service, 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.

715 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 estimates 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.

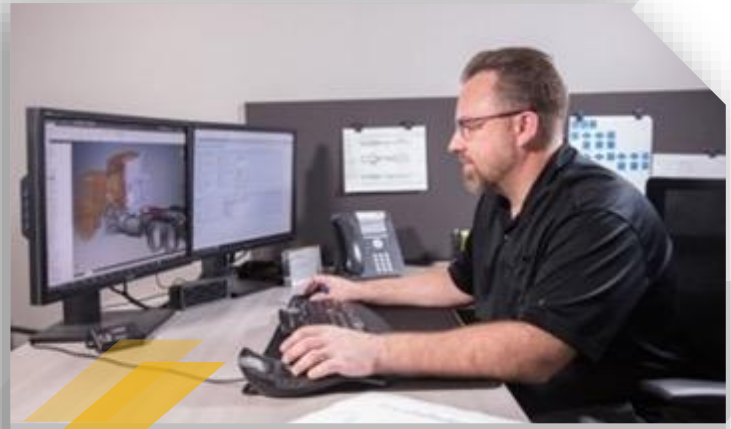
expect more.

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.

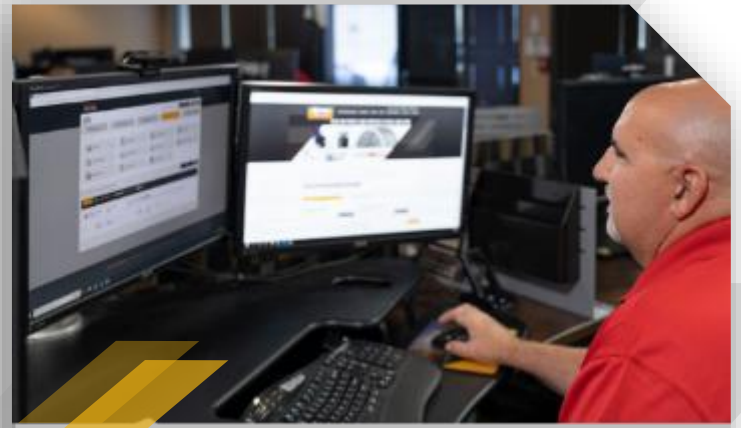
expect more.

DEDICATED CONCIERGE TEAM

SERVICE EXPERTISE AND SUPPORT LIKE NO OTHER.

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

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



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

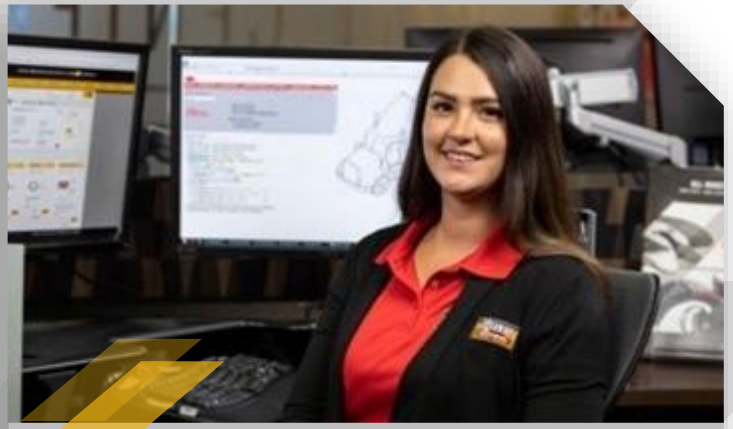
expect more.

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 an extensive inventory of genuine OEM and all-makes parts and accessories.



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 vehicles purchased from Rush Truck Centers or for customers' existing fleets.

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 pickup and delivery of your vehicle, a relaxing lounge to recharge while you wait, and coordination of hotel and transportation as needed.

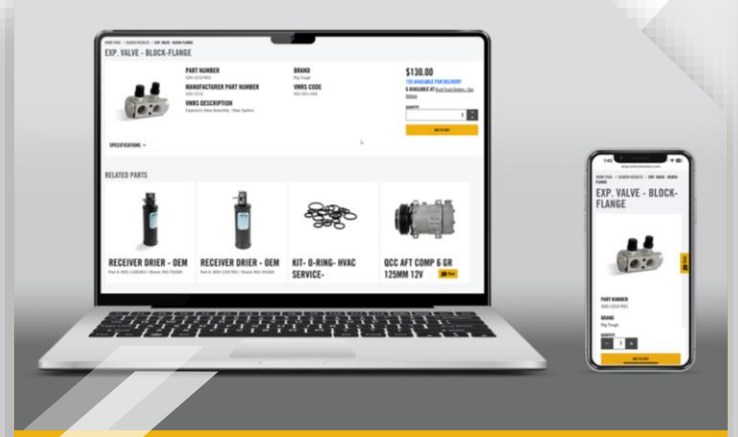
Certified diagnostic and repair facilities for major component manufacturers, FSX DPF and DOC testing and cleaning, and other state-of-the-art shop equipment.

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.

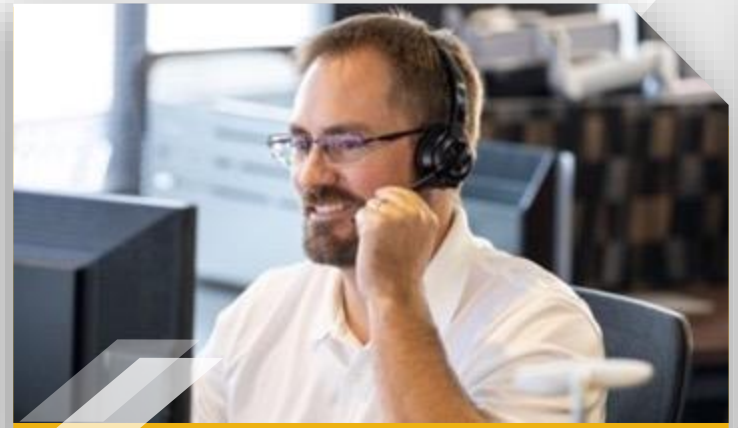
Search inventory locally or nationally and select pickup or delivery.

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 on 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.

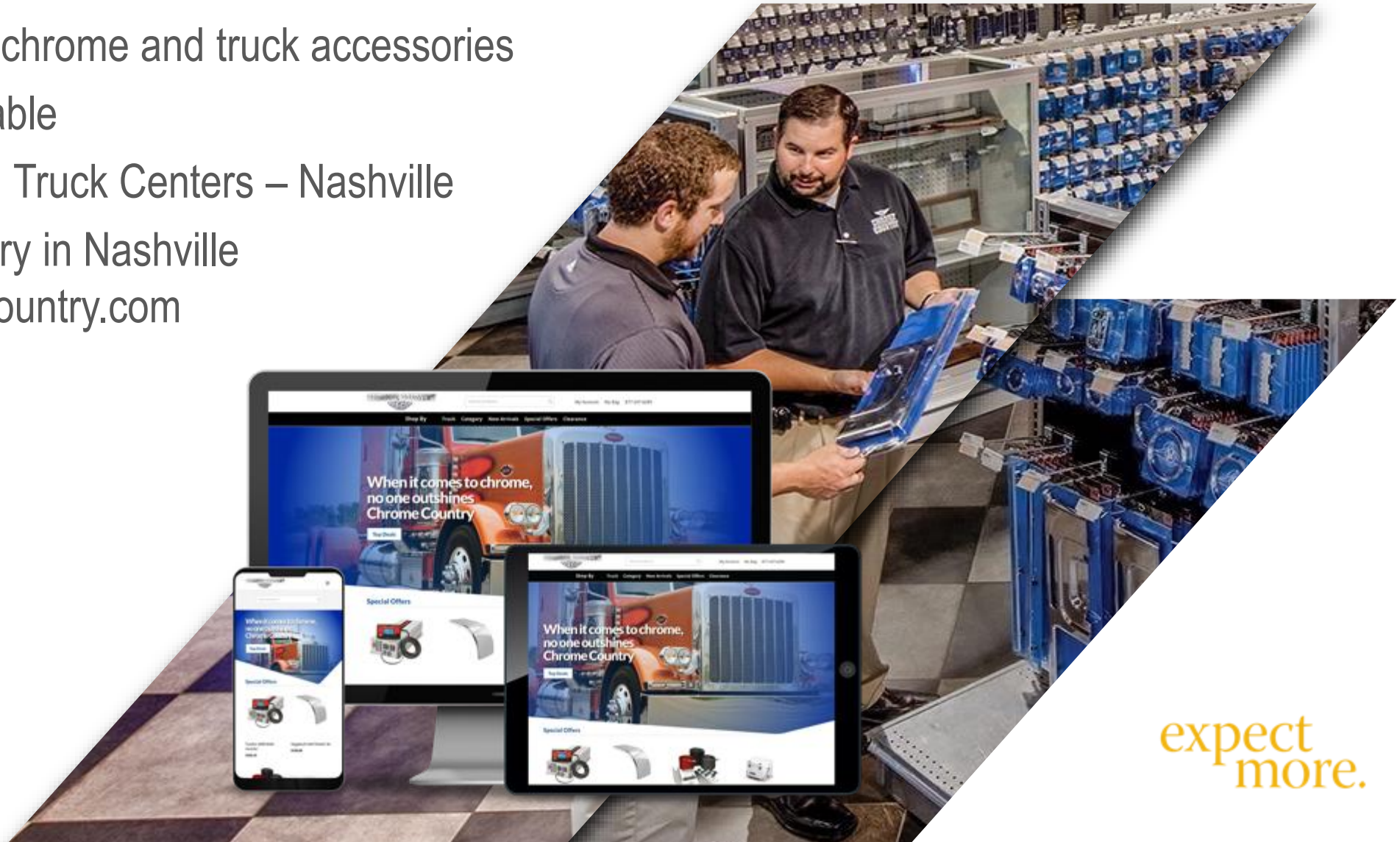
CUMMINS CLEAN FUEL TECHNOLOGIES™

- 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
  - Service for 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

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 more.

VEHICLE FRANCHISES

- Peterbilt, Class 6-8 – 80 locations, 13 states
- International, Class 5-8 – 57 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

expect more.

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

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

expect more.

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

expect more.

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

expect more.

ALTERNATIVE POWER SOLUTIONS EXPERTISE

- Rush Enterprises sales – 19,632 units since 2005
- Knowledgeable sales specialists
- Alternative fuel consultants
  - Experts in the field
  - Assistance with grants and incentive programs
  - Regulatory and ZEV consulting
  - Leader in electric vehicle sales
  - Cummins Clean Fuel Technologies™ CNG fuel systems

expect more.

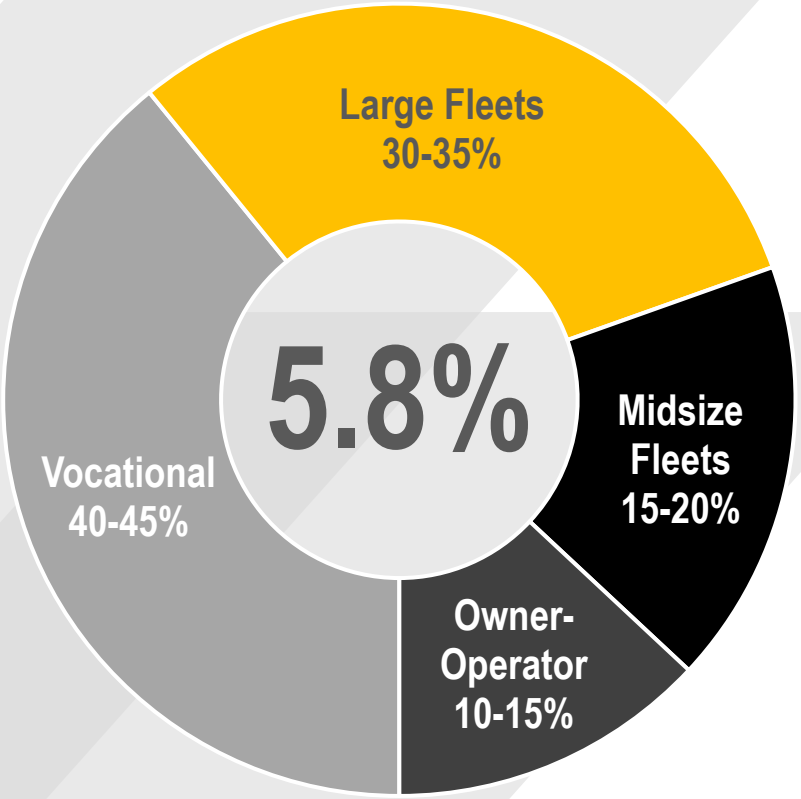
SALES CAPABILITIES

- 427 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

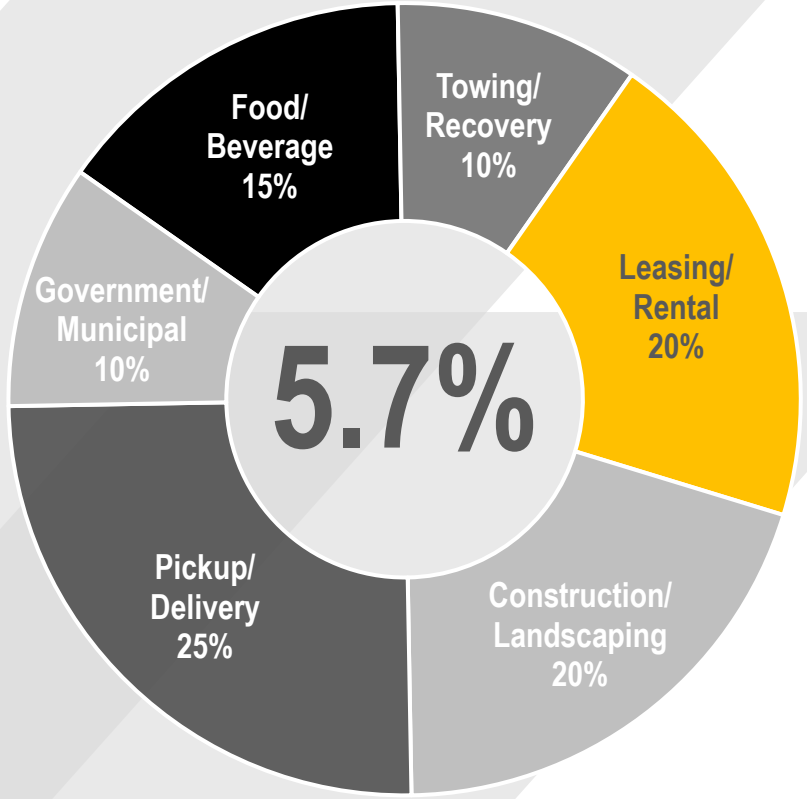
- Rush Enterprises 2025 U.S. Class 8 market share – 5.8%
- Strong vocational component
- Large fleets consolidating
- Private midsize fleets remain viable
- Independent owner-operator now variable component of truckload carrier



expect more.

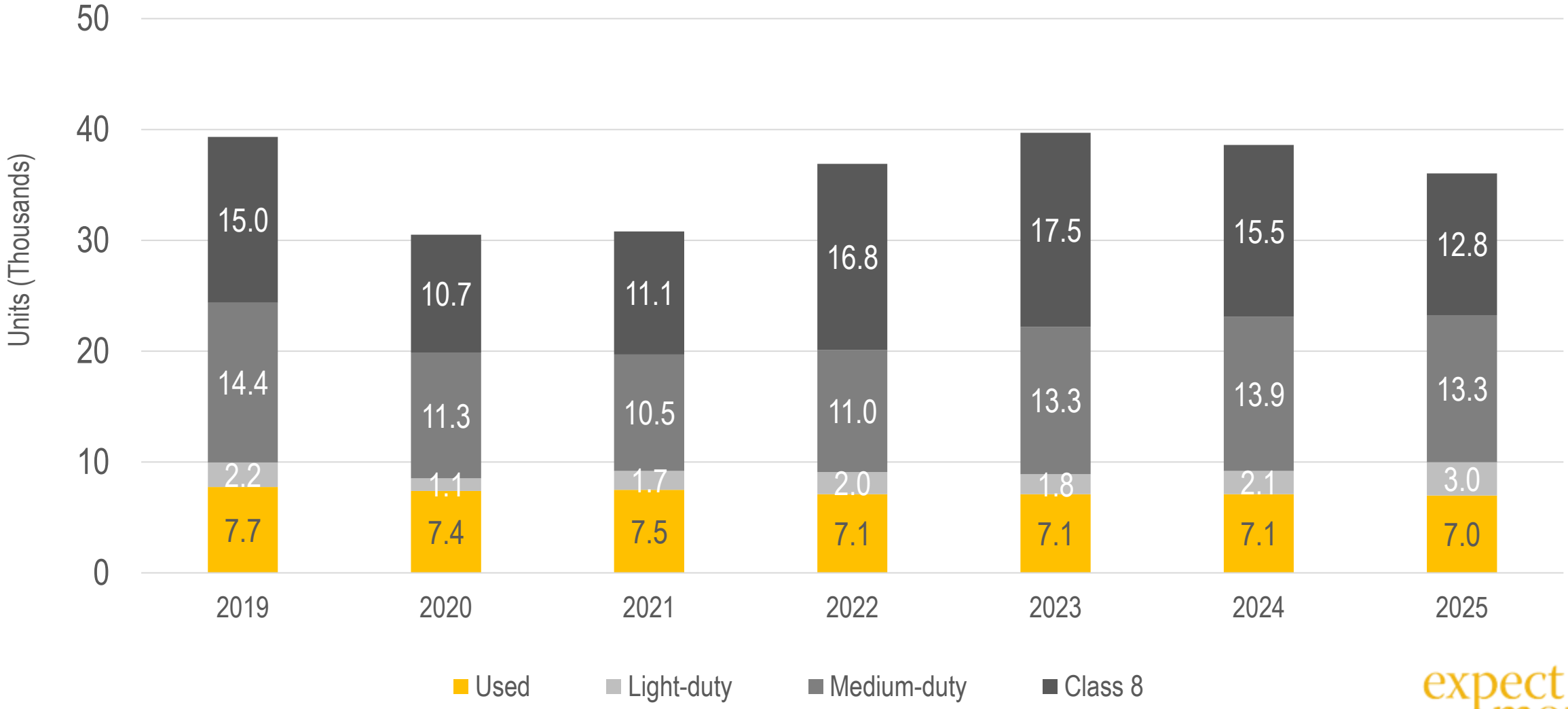
CLASS 4-7 CUSTOMERS

- 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



expect more.

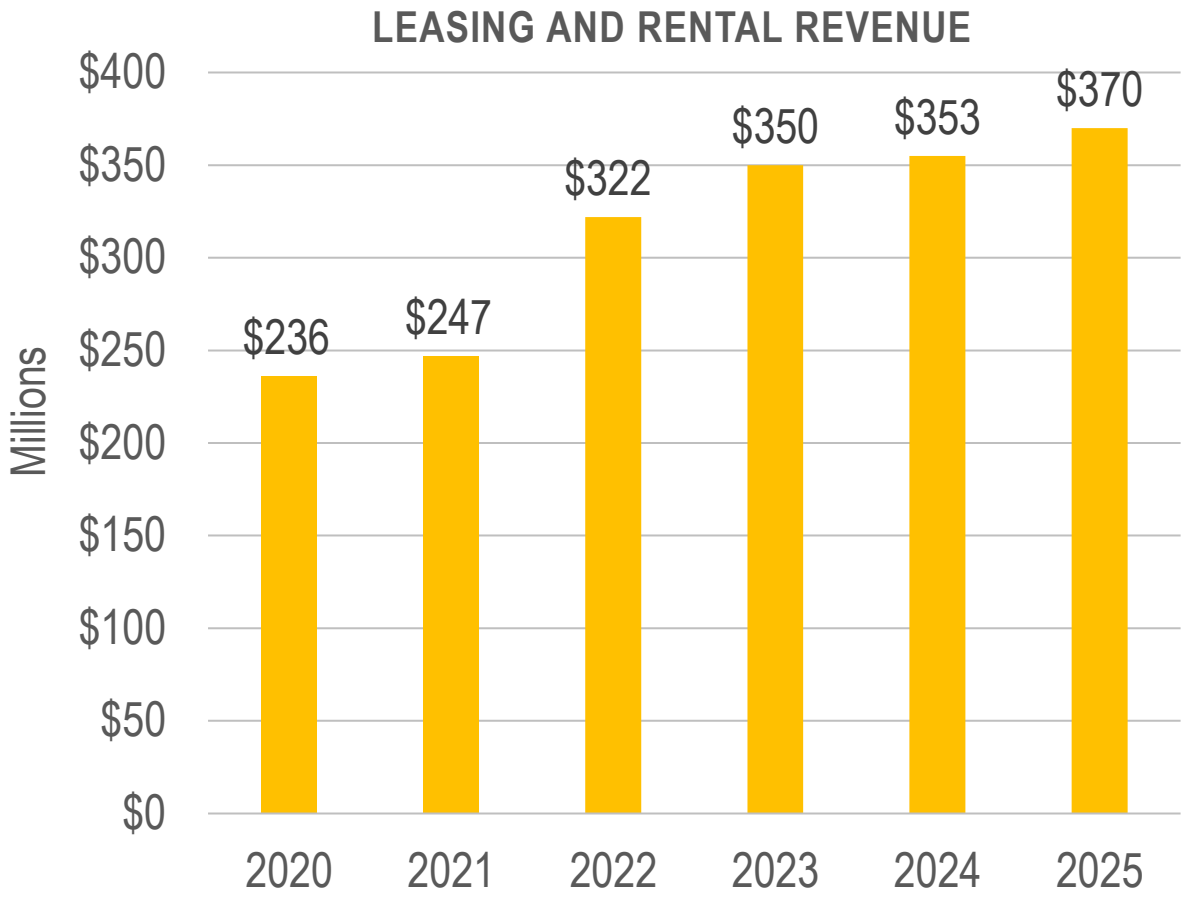
RUSH ENTERPRISES ANNUAL TRUCK SALES



expect more.

RUSH TRUCK LEASING

- Full-service leasing and rental
- PacLease and Idealease franchises
- 72 locations across the U.S. and Ontario, CAN
- 10,000+ units in truck fleet, including cranes
- 2,400 units under contract fleet maintenance
- Growing need by customers for outsourced maintenance



expect more.

FINANCING AND INSURANCE

- Financing
  - Third-party financing
  - PACCAR Financial, BMO Bank, International Financial, Ford Motor Credit, Isuzu Finance
- Rush Truck Insurance Services
  - Property and 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.

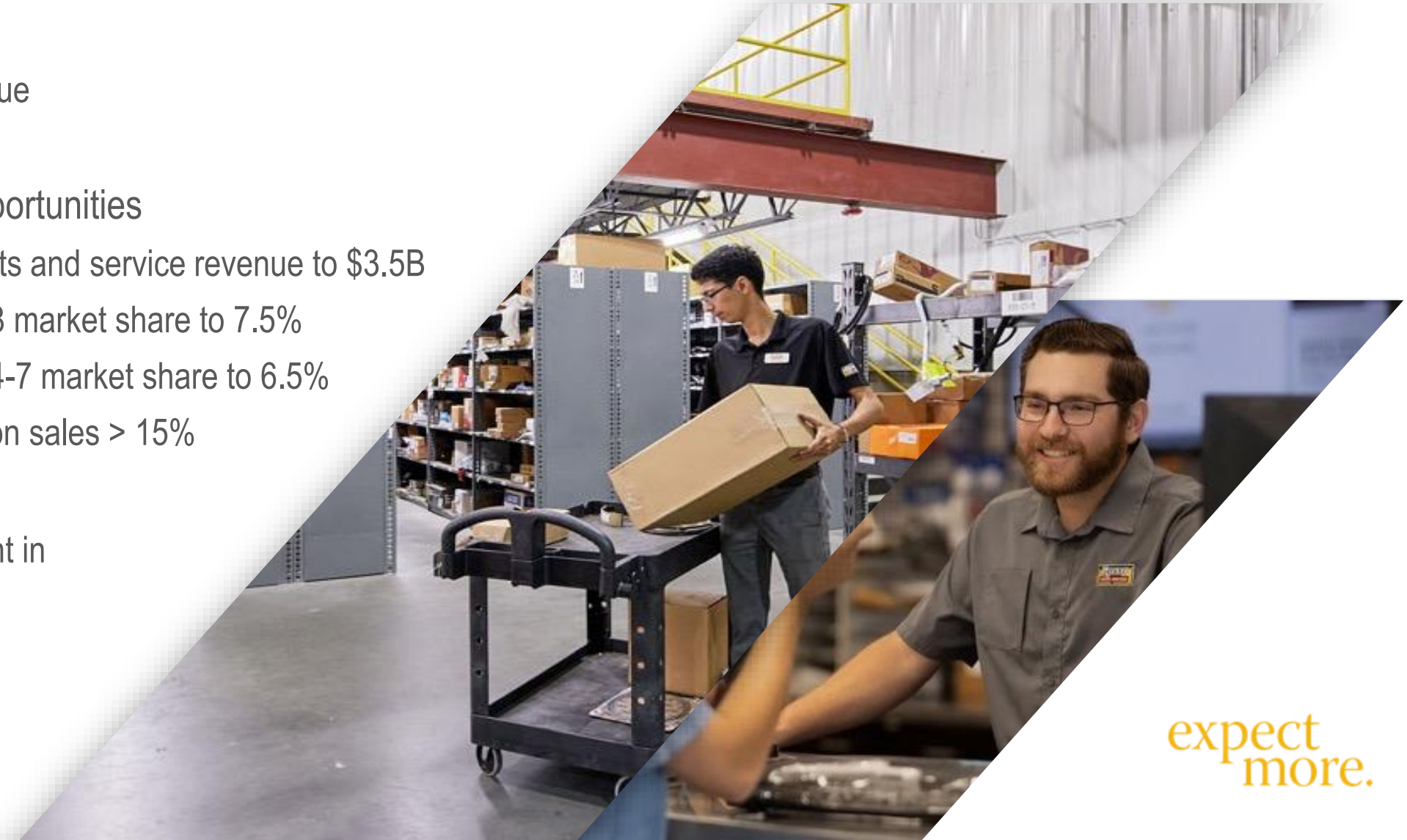
WORLD WIDE TIRES

- Offers commercial tires to 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
  - $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



expect more.

COMPANY HIGHLIGHTS

- Premier solutions provider to the commercial vehicle industry
- Largest commercial dealer network in North America
- Experienced and dedicated management
- Expertise across diverse market segments
- Proven history of acquisition success
- Well-defined strategy for future growth
- Strong balance sheet to support strategic objectives

expect more.

RUSH ENTERPRISES

Excellence
Productivity Fairness
Integrity Positive Attitude

October 2026

expect more.