

For Immediate Release



Media Contacts

Rush Enterprises
Karen S. Konecny
(830) 302-5210

konecnyk@rushenterprises.com

Allison Teska, MBA
(830) 302-5243

teskaa@rushenterprises.com

RUSH ENTERPRISES LAUNCHES RUSHCARE[®] SERVICE CONNECT, NEW TECHNOLOGY PLATFORM

NASHVILLE, Tennessee, February 26, 2016 — Rush Enterprises, Inc. (NASDAQ: RUSHA & RUSHB), which operates the largest network of commercial vehicle dealerships in North America, continues to lead the industry by launching RushCare Service Connect, a state-of-the-art, service communication system that provides customers with an online on-demand, 360-degree view of the service process for vehicles in Rush Truck Centers service departments.

“RushCare Service Connect is the next step for our company in helping our customers improve uptime,” said W.M. “Rusty” Rush, Chairman, CEO and President, Rush Enterprises, Inc. For more than 50 years, we have been focused on keeping our customers up and running, and with this new, impressive technology, we are giving customers fast, convenient access to repair information and enhancing our communication with them,” he said. “We are proud to invest in this state-of-the-art technology to create a more efficient repair process for our customers,” Rush added.

Within the expertly-designed RushCare Service Connect online portal, customers can receive real-time repair updates about their vehicles, establish two-way communication with service advisors and service managers and have complete transparency regarding their vehicle status. Also in the online portal, which is available via tablet or mobile device, customers can request new service, review and approve repair orders quickly and easily as well as document all aspects of service events, anytime and anywhere. To aid in the repair process, customers can add and receive attachments of estimates, POs, photos and forms online and receive email notifications of updates.

“RushCare Service Connect offers the full suite of features on a tablet or mobile device, so our customers can make repair decisions anytime, anywhere,” said Paul Tucker, Director of eBusiness and Digital Marketing, Rush Enterprises, Inc. “We took particular care to address customer needs in designing this portal, giving them the ability to sort information within the platform, review trucks at each repair status level with a dashboard view and expand each area for more detailed vehicle information,” Tucker said.

For additional convenience, the system also features repair status that incorporates the TMC Vehicle Maintenance Record Standards (VMRS) with visual indicators for easy identification by users. RushCare Service Connect also integrates with a customer's own or third-party service event management system, such as Decisiv and Navistar OnCommand Repair Advocate, so customers can choose to access this data in whichever way is most convenient.

RushCare Service Connect is backed by the RushCare Customer Support team and is available in several support levels.

RushCare Service Connect Online Portal Only: Access to the system for a nominal annual fee.

RushCare Service Connect with Fault Code Management: A dedicated team of diagnostics experts proactively monitors vehicle fault codes, immediately notifies customers of critical faults, documents history of fault codes and provides comprehensive vehicle health reports. RushCare Service Connect with Fault Code Management can help to improve uptime and repair accuracy, provide faster diagnostics and minimize unexpected breakdowns and service costs.

RushCare Service Connect with Repair Management: A dedicated "service concierge" team provides personal communication, manages repair event oversight, expedites parts ordering and delivery, involves truck and engine OEMs when needed and schedules repairs. RushCare Service Connect with Repair Management can help to decrease repair time, improve communication about vehicle repairs and provide an optimized service experience.

With both Fault Code Management and Repair Management packages, customers receive access to the RushCare Service Connect online portal, recall/campaign management reporting, special labor pricing and support by the RushCare Customer Support Team.

RushCare Service Connect with Total Management offers all the features and benefits of both the Fault Code Management and Repair Management packages.

In addition to RushCare Service Connect monitoring, the RushCare Customer Support team also provides complimentary service scheduling, dealership location assistance, vehicle diagnostics, RushCare Rapid Parts support, emergency breakdown assistance and service issue resolution. RushCare is available at 855-787-4223.

"RushCare Service Connect is an exciting addition to our RushCare offerings and ties to our strengths and long-standing focus of providing best-in-class service to our customers," said Mike Besson, Managing Vice President, Service and Customer Solutions, Rush Enterprises, Inc. "As we look ahead, we will focus on an even closer connection between RushCare Service Connect and other initiatives in support of our customers," he added.

RushCare Service Connect is supported by Rush Truck Centers' powerful, integrated service communication system which connects all Rush Truck Center service locations nationwide. This

platform gives employees visibility to a truck's complete repair history and real-time service status, creating a seamless communication network with employees at other locations.

"Our integrated service communication system gives our employees fast access to a truck's history, so they can keep the repair process as efficient as possible," said Brian Mulshine, Director of Operations Technology and Innovation, Rush Enterprises, Inc. "No matter which of our locations a customer visits, they will receive the transparency and superior service they expect from Rush Truck Centers," he noted.

RushCare Service Connect will be fully integrated with the company's own advanced telematics offering, powered by Geotab, the world's largest provider of premium quality telematics hardware, later this year. "With this technology, customers will benefit greatly from real-time vehicle and driver risk alerts, and robust reporting will provide operators the data intelligence they need to analyze and improve fleet efficiency," Mulshine said.

Please visit Booth 1824 at TMC for additional information and a RushCare Service Connect demo.

About Rush Enterprises, Inc.

Rush Enterprises, Inc. is the premier solutions provider to the commercial vehicle industry. The Company owns and operates Rush Truck Centers, the largest network of commercial vehicle dealerships in the United States, with more than 100 dealership locations in 21 states. These vehicle centers, strategically located in high traffic areas on or near major highways throughout the United States, represent truck and bus manufacturers, including Peterbilt, International, Hino, Isuzu, Ford, IC Bus and Blue Bird. They offer an integrated approach to meeting customer needs — from sales of new and used vehicles to aftermarket parts, service and body shop operations plus financing, insurance, leasing and rental. Rush Enterprises' operations also provide CNG fuel systems, telematics products, vehicle up-fitting, chrome accessories and tires. For more information, please visit us at www.rushtruckcenters.com, www.rushenterprises.com and www.rushtruckcentersracing.com, on Twitter @rushtruckcenter and [Facebook.com/rushtruckcenters](https://www.facebook.com/rushtruckcenters).

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