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## **NEW BRAUNFELS, TEXAS TRUCK DEALER NOMINATED FOR TOP INDUSTRY HONOR**

**McLean, Va. (March 17, 2008)** — W. Marvin Rush, chairman of Rush Enterprises, New Braunfels, Texas, is nominated for the American Truck Dealers/*Heavy Duty Trucking* Truck Dealer of the Year Award. The winner will be announced at the opening general session of the 45th Annual ATD Convention and Exposition in Dallas on April 26.

### **Building the Business**

Rush founded the company in 1965, with two partners and opened the first dealership that year in Houston, Texas. In 1967, he made his first 100-unit fleet sale of Peterbilt trucks, and started a leasing company and a finance and insurance division. Nine years later, Rush bought out his partners to become the sole owner of Rush Enterprises. In 1996, the company was the first franchised dealership to go public and was listed on the NASDAQ under the symbol RUSH. Today the stock trades as RUSHA and RUSHB. As the company grew it continued to acquire dealerships in the southern belt, and today is North America's largest heavy- and medium-duty dealership organization.

Rush attributes much of the company's success to the contributions of the dedicated, talented and motivated employees that make up the organization.

### **Honors, Awards and Service to the Industry**

Awards earned by Rush Enterprises include GMC's and Isuzu Truck's Top Performer (2003, 2004, 2005, 2006); Hino Motors Market Top Dealer (2006); the President's Hiyaku Award for national excellence (2006); the President's Sales Leadership Award (2006); and 29 separate Peterbilt Platinum Oval Awards for dealership excellence. In addition, Rush received the 2007 Ernst & Young Entrepreneur of the Year® Award in the Distribution and Construction category for the Houston and Gulf Coast areas. The award recognizes outstanding entrepreneurs who build and lead dynamic, growing businesses and have demonstrated excellence in business practices.

### **Community Service**

Rush and his wife Barbara live in Seguin, Texas, where he is involved in organizations dedicated to developing the leadership skills of children and young adults by encouraging a college education for high school students. As director and life member, Rush has consistently been a top ten supporter of Youth in Agriculture, and helped established the Rush Family Scholarship Endowment nearly 10 years ago to provide scholarships to underprivileged Texas high school students pursuing careers in agriculture.

Rush also contributes financially to numerous organizations that serve the San Antonio and New Braunfels' communities.

### **The Award**

The American Truck Dealers/*Heavy Duty Trucking* Truck Dealer of the Year Award nominees are evaluated on dealership performance, civic contributions and industry leadership.

### **About ATD**

Founded in 1970, the American Truck Dealers division of the National Automobile Dealers Association is the only national organization representing dealers selling new medium- and heavy-duty trucks.