FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| Washington, | D.C. | 20549 |
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| | | |

| Check this box if no longer subject to |
|--|
| Section 16. Form 4 or Form 5 |
| obligations may continue. See |
| Instruction 1/h) |

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

OMB Number: 3235-0287

Estimated average burden hours per response: 0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| 1. Name and Address of Reporting Person* Ryan Richard J | | | | | 2. Issuer Name and Ticker or Trading Symbol RUSH ENTERPRISES INC \TX\ [RUSH] | | | | | | | | | | Check al | nship of Reporti I applicable) Director Officer (give title pelow) | 10% | Owner (specify |
|--|--|--------|-----------|--|--|---|---|---|------------------|---------------------------------------|---|---|--|---|--------------------------------|--|--|---|
| (Last) (First) (Middle) 555 IH 35 SOUTH, SUITE 500 | | | | | | 3. Date of Earliest Transaction (Month/Day/Year) 08/25/2016 | | | | | | | | | ' | , | tar Dealership | , |
| (Street) NEW BRAUNFELS TX 78130 | | | | 4. If | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | 5. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | | |
| (City) | (St | ate) (| Zip) | | | | | | | | | | | | | | | |
| | | Tabl | e I - Nor | n-Deriv | ative | Se | curitie | s Ac | quired, | Dis | | | | | | wned | | |
| Da | | | | 2. Transaction Date (Month/Day/Year) | | ar) | 2A. Deemed Execution Date, if any (Month/Day/Year) | | Code (| Transaction Disposion Code (Instr. 5) | | rities Acquired (A) ed Of (D) (Instr. 3, | | | ind Se | Amount of ecurities eneficially wned Following eported | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
| | | | | | | | | | Code | v | Amount | | (A) or (D) | Price | , ∣ти | ansaction(s) astr. 3 and 4) | | (|
| Class A Common Stock 08 | | | | | 25/2016 | | | | S | | 3,335 | 5 | D | \$23 | 3.7 | 9,027(1) | D | |
| | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) | | | | | | | | | | | | | | | | | |
| 1. Title of Derivative Security (Instr. 3) | ative Conversion Date Execution Date, if any | | | | Transaction Code (Instr. | | rative rities ir osed) 1. 3, 4 | 6. Date Exercis Expiration Date (Month/Day/Ye | | е | 7. Title and Amount of Securities Underlying Derivative Security (Instr. and 4) | | | 8. Price Derivat Securit (Instr. § | ive derivative y Securities | Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | |
| | | | | Code V | | v | (A) | (D) | Date Exercisa | | Expiration Date | Title | Nur | nber ires | | | | |

Explanation of Responses:

1. Includes 581 shares acquired on July 1, 2016, under the Rush Enterprises, Inc. Employee Stock Purchase Plan.

Steven L. Keller, Attorney-in-Fact for Richard J. Ryan

08/29/2016

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.