

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

OMB APPROVAL	
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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* <u>Keller Steven L</u>  (Last) (First) (Middle) RUSH ENTERPRISES, INC. P. O. BOX 34630  (Street) NEW BRAUNFELS TX 78256  (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 03/20/2007	3. Issuer Name and Ticker or Trading Symbol <u>RUSH ENTERPRISES INC TX</u> [ RUSH ]	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Vice President & CFO	5. If Amendment, Date of Original Filed (Month/Day/Year)  6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Option (right to buy)	03/15/2007	03/15/2012	Class A Common	584	3.53	D	
Option (right to buy)	(1)	03/15/2013	Class A Common	2,334	3.65	D	
Option (right to buy)	(2)	03/15/2014	Class A Common	1,750	11.96	D	
Options (right to buy)	(3)	03/15/2015	Class A Common	2,500	15.76	D	
Options (right to buy)	(4)	03/15/2016	Class A Common	2,500	19.37	D	
Options (right to buy)	(5)	03/15/2017	Class A Common	2,750	19.15	D	
Options (right to buy)	03/15/2007	03/15/2012	Class B Common	584	3.53	D	

**Explanation of Responses:**

- 1,167 options vested on March 15, 2007. The remaining options will vest on March 15, 2008.
- 583 options vested on March 15, 2007. 583 options will vest on March 15, 2008. The remaining options will vest on March 15, 2009.
- 833 options will vest on March 15, 2008. 833 options will vest on March 15, 2009. The remaining options will vest on March 15, 2010.
- 833 options will vest on March 15, 2009. 833 options will vest on March 15, 2010. The remaining options will vest on March 15, 2011.
- 917 options will vest on March 15, 2010. 917 options will vest on March 15, 2011. The remaining options will vest on March 15, 2012.

Steven L. Keller

03/22/2007

\*\* 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 5 (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.

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