FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| Washington,    | D.C. | 20549 |
|----------------|------|-------|
| vvasiliigtoii, | D.C. | 20049 |

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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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(b)

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

| Pollard (Last)  | <u>Jody</u><br>(F  | Reporting Person* irst) SUITE 500          | (Middle)                                       |                          | 3. [                   | 2. Issuer Name and Ticker or Trading Symbol RUSH ENTERPRISES INC \TX\ [ RUSHA ]  3. Date of Earliest Transaction (Month/Day/Year) 03/15/2023 |              |                             |   |                            |                      |  |                             |                            | below)  |   |   | g Person(s) to Issuer  10% Owner Other (specify below)  ee President     |  |  |
|---|--|--|--|--------------------------|------------------------|--|--------------|-----------------------------|---|----------------------------|----------------------|--|-----------------------------|----------------------------|---|---|---|--|--|--|
| (Street) NEW BRAUN (City)                                     |  |  | 78130<br>(Zip)                                 |                          | 4.1                    | 4. If Amendment, Date of Original Filed (Month/Day/Year)   |              |                             |   |                            |                      |  |                             | Individue) X               | Form fi   | ual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting Person |   |  |  |  |
|   | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned   |  |  |                          |                        |  |              |                             |   |                            |                      |  |                             |                            |   |   |   |  |  |  |
| 1. Title of Security (Instr. 3)  2. Transac Date (Month/Date) |  |  | action   | 2A. Deeme<br>Execution I |                        | A. Deemed xecution Date,   |              | 3. Transaction Code (Instr. |   | ies Acquire<br>Of (D) (Ins | d (A) or             | r 5. Amou<br>Securitie<br>Benefici<br>Owned I  |                             | s<br>ally<br>ollowing      | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) |   | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership |  |  |  |
|   |  |  |  |                          |                        |  |              |                             | Code  | v                          | Amount (A) or (D) Pr |  | Price                       | 17                         | Reported Transaction(s) (Instr. 3 and 4)                          |   |   |  | (Instr. 4)   |  |
| Class B Common Stock 03/15/2                                  |  |  |  |                          | 5/2023                 | 2023   |              | F                           |   | 1,889 <sup>(1)</sup> D     |                      | \$55   | .55                         | 82,899                     |   |   | D   |  |  |  |
| Class B Common Stock 03/15/                                   |  |  | 5/2023   | 2023                     |                        | F  |              | 2,021 <sup>(2)</sup> D      |   | \$55                       | .55                  | 80,  | 80,878                      |                            | D   |   |   |  |  |  |
| Class B Common Stock 03/15/                                   |  |  | 5/2023   | 2023                     |                        | A  |              | 17,400 <sup>(3)</sup> A     |   | \$                         | 0                    | 98,278   |                             |                            | D   |   |   |  |  |  |
|   | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |  |  |                          |                        |  |              |                             |   |                            |                      |  |                             |                            |   |   |   |  |  |  |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)           | Conversion   | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deeme<br>Execution<br>if any<br>(Month/Day | od<br>Date,              | 4.<br>Transa<br>Code ( | ction  | 5. Number of |                             | 6. Date Exercise<br>Expiration Date<br>(Month/Day/Yea |                            | able and             | 7. Title and Amo<br>of Securities<br>Underlying<br>Derivative Secu<br>(Instr. 3 and 4) |                             | 8. P<br>Der<br>Sec<br>(Ins | Price of<br>ivative<br>curity<br>str. 5)                          | 9. Number<br>derivative<br>Securities<br>Beneficial<br>Owned<br>Following<br>Reported<br>Transactic<br>(Instr. 4)           | Own<br>Form<br>Direct<br>or In<br>(I) (Ir           | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |
|   |  |  |  |                          | Code                   | v  | (A)          | (D)                         | Date<br>Exercisal                                     |                            | Expiration<br>Date   | Title  | or<br>Numbe<br>of<br>Shares | r                          |   |   |   |  |  |  |
| Option<br>(right to<br>buy)                                   | \$52.56  | 03/15/2023                                 |  |                          | A                      |  | 10,000       |                             | (4)   |                            | 03/15/2033           | Class A<br>Common<br>Stock   | 10,00                       | 0                          | \$0   | 10,000  | )   | D  |  |  |

## **Explanation of Responses:**

- 1. Shares reported are shares not reported to the reporting person in order to satisfy the reporting person's tax obligations with respect to vesting associated with the grant of restricted stock that occurred on March 15, 2021.
- 2. Shares reported are shares not reported to the reporting person in order to satisfy the reporting person's tax obligations with respect to vesting associated with the grant of restricted stock that occurred on March 15, 2022.
- 3. Reflects the grant of restricted stock. The restricted stock vests in increments of 1/3 on each of the first, second and third anniversary of the grant date, which is March 15, 2023.
- 4. Options may be exercised in increments of 1/3 on each anniversary of the grant date beginning on the third anniversary of the grant date. The grant date is ten years prior to the expiration date.

/s/ Matt Willcox, Attorney-in-03/17/2023 Fact for Jody Pollard

\*\* 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.