



# Rush Enterprises Inc.

Locations: Texas (HQ)

Industries: Transportation

RISK LEVEL:



Lower Risk

## DESCRIPTION:

Rush Enterprises Inc. does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Overall, Rush Enterprises does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

## Corporate Weaponization

**Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries.** Lower Risk

*Rush Enterprises has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs.** Lower Risk

*Rush Enterprises does not appear to discriminate against charitable organizations based on views or beliefs. Rush Enterprises' charitable giving focus areas are serving the community and donating to food banks (1).*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature.** High Risk

*Rush Enterprises appears to prioritize diversity over merit in its supply chain. From its 2023 Corporate Responsibility Report: "the Company is also paying attention to the diversity of its suppliers and vendors. Procurement professionals at Rush Enterprises gather and review information on the women-owned, minority-owned and other underrepresented businesses that support the Company's operations to allow the Company to competitively respond to bids and obtain contracts from customers who also value and promote diversity" (1). Rush Enterprises does not provide viewpoint protections for its employees (2).*

## Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.**

**Medium Risk**

*Rush Enterprises supports ESG within its business practices, stating that "being responsive to important Environmental, Social and Governance ("ESG") factors...benefits all of its stakeholders...and is essential to the sustainable growth of the Company" (1). Otherwise, Rush Enterprises has not supported ideological causes or policies (2).*

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression.**

**Lower Risk**

*Rush Enterprises has not used corporate funds to advance ideological causes, organizations, or policies (1).*

**Uses corporate political actions and/or financial contributions for ideological, non-business purposes.**

**N/A**

*Rush Enterprises "generally does not make political contributions and will not reimburse employees for contributions they make." The company "does not have a political action committee at this time but recognizes that there may be situations in which it is in the Company's best interests to make political contributions to candidates, political parties or political organizations in the future"(1)(2). Rush Enterprises does not operate a PAC or engage in lobbying at this time (3)(4)(5).*

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