

LITHIA MOTORS INC  
Form 8-K  
August 15, 2011

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

**Date of Report: August 15, 2011**  
**(Date of earliest event reported)**

**Lithia Motors, Inc.**  
**(Exact name of registrant as specified in its charter)**

**OR**  
**(State or other jurisdiction**  
**of incorporation) 001-14733**  
**(Commission File Number) 93-0572810**  
**(IRS Employer**  
**Identification Number)**

**360 E. Jackson Street, Medford, OR**  
**(Address of principal executive offices) 97501**  
**(Zip Code)**

**541-776-6401**  
**(Registrant's telephone number, including area code)**

**Not Applicable**  
**(Former Name or Former Address, if changed since last report)**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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**Item 7.01. Regulation FD Disclosure**

On August 15, 2011, Lithia Motors, Inc., an Oregon corporation, announced that senior management will present at the BB&T Auto Aftermarket Conference on August 17, 2011 in New York City, New York. A copy of the press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

**Item 9.01. Financial Statements and Exhibits**

**(a) Financial statements:**

None

**(b) Pro forma financial information:**

None

**(c) Shell company transactions:**

None

**(d) Exhibits**

99.1 Press Release of Lithia Motors, Inc. dated August 15, 2011

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: August 15, 2011

**LITHIA MOTORS, INC.**

By: /s/ Christopher S. Holzshu

Christopher S. Holzshu

*Senior Vice President and Chief Financial Officer*

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**Exhibit Index** **Exhibit No. Description** 99.1 Press Release of Lithia Motors, Inc. dated August 15, 2011