

LITHIA MOTORS INC
Form 8-K
October 27, 2010

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 8-K

CURRENT REPORT

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

Date of Report: 10-27-10
(Date of earliest event reported)

Lithia Motors, Inc.

(Exact Name of Registrant as Specified in Its Charter)

Oregon
(State or Other Jurisdiction of
Incorporation or Organization)

0-21789
(Commission File
Number)

93 - 0572810
(IRS Employer
Identification No.)

**360 E. Jackson Street
Medford, Oregon 97501**
(address of Principal Executive Offices) (Zip Code)

541-776-6868

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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))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 2.02 Results of Operations and Financial Condition.

On October 27, 2010, Lithia Motors, Inc. (the Company) issued a press release announcing financial results for the 3rd quarter of 2010. A copy of the press release is attached as Exhibit 99.1.

Item 7.01 Regulation FD Disclosure.

Attached as Exhibit 99.2 is a copy of the Company s investor slide deck to be presented at the quarterly earnings conference call on October 27, 2010.

Item 9.01 Financial Statements and Exhibits.

- (a) Not applicable.
- (b) Not applicable.
- (c) Not applicable.
- (d) Exhibits.
 - 99.1 Press Release - Earnings Release
 - 99.2 Press Release - Powerpoint Presentation

SIGNATURES

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.

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LITHIA MOTORS, INC.
(Registrant)

Date: October 27, 2010

By:

/s/ Kenneth E. Roberts

Kenneth E. Roberts
Assistant Secretary
