

LITHIA MOTORS INC  
Form 8-K  
July 20, 2010

**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: July 20, 2010**  
**(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, Oregon**  
**(Address of principal executive offices) 97501**  
**(Zip Code)**  
**5417766591**

**(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 8.01. Other Events**

Acquisition and sale

**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 July 20, 2010

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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: July 20, 2010

**LITHIA MOTORS, INC.**

By: /s/ Jeff DeBoer

Jeff DeBoer

*SVP and CFO*

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**Exhibit Index** **Exhibit No.** **Description** 99.1 Press Release of Lithia Motors, Inc. dated July 20, 2010