

O REILLY AUTOMOTIVE INC  
Form 8-K  
January 07, 2011

**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 Exchange Act of 1934**

Date of Report (Date of earliest event reported): January 5, 2011

**O'Reilly Automotive, Inc.**

(Exact name of registrant as specified in its charter)

**Missouri**  
(State or other jurisdiction  
of incorporation)

**000-21318**  
(Commission File Number)

**27-4358837**  
(IRS Employer Identification No.)

**233 South Patterson, Springfield, Missouri 65802**  
(Address of principal executive offices, Zip Code)

**(417) 862-6708**  
(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 (see General Instruction A.2. below):

- 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))

## Section 7 - Regulation FD

### Item 7.01. Regulation FD Disclosure.

On January 5, 2011, O'Reilly Automotive, Inc. issued a press release announcing the date of its 2010 fourth quarter and year-end earnings release and conference call. The text of the press release is attached hereto as Exhibit 99.1.

The information in Item 7.01 of this Current Report on Form 8-K, including Exhibit 99.1, shall not be deemed "filed" for the purposes of Section 18 of the Securities and Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended.

## Section 9 - Financial Statements and Exhibits

### Item 9.01. Financial Statements and Exhibits.

| <u>Exhibit<br/>Number</u> | <u>Description</u>                     |
|---------------------------|--|
| 99.1                      | Press Release dated January 5,<br>2011 |

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## SIGNATURES

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

Date: January 7, 2011

**O'Reilly Automotive, Inc.**

By: /s/ THOMAS MCFALL  
Thomas McFall  
*Chief Financial Officer*  
*(principal financial and accounting officer)*

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## EXHIBIT INDEX

| <u>Exhibit<br/>Number</u> | <u>Description</u>                     |
|---------------------------|--|
| 99.1                      | Press Release dated January 5,<br>2011 |