

LITHIA HOLDING CO LLC

Form 4

August 02, 2012

FORM 4
UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

 1. Name and Address of Reporting Person *
LITHIA HOLDING CO LLC

(Last) (First) (Middle)

360 E. JACKSON ST.

(Street)

MEDFORD, OR 97501

(City) (State) (Zip)

 2. Issuer Name **and** Ticker or Trading Symbol
LITHIA MOTORS INC [LAD]

 3. Date of Earliest Transaction
 (Month/Day/Year)
08/01/2012

 4. If Amendment, Date Original
 Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

 _____ Director ☒ 10% Owner
 _____ Officer (give title below) _____ Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

 _____ Form filed by One Reporting Person
☒ Form filed by More than One Reporting Person
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
Class A Common	08/01/2012		S ⁽¹⁾	200 D \$ 29.13	38,800	D	
Class A Common	08/01/2012		S ⁽¹⁾	600 D \$ 29.15	38,200	D	
Class A Common	08/01/2012		S ⁽¹⁾	100 D \$ 29.18	38,100	D	
Class A Common	08/01/2012		S ⁽¹⁾	400 D \$ 29.2	37,700	D	
Class A Common	08/01/2012		S ⁽¹⁾	1,000 D \$ 29.21	36,700	D	
	08/01/2012		S ⁽¹⁾	100 D	36,600	D	

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Class A Common						\$ 29.22		
Class A Common	08/01/2012	S ⁽¹⁾	300	D		\$ 29.24	36,300	D
Class A Common	08/01/2012	S ⁽¹⁾	400	D		\$ 29.25	35,900	D
Class A Common	08/01/2012	S ⁽¹⁾	100	D		\$ 29.27	35,800	D
Class A Common	08/01/2012	S ⁽¹⁾	400	D		\$ 29.28	35,400	D
Class A Common	08/01/2012	S ⁽¹⁾	500	D		\$ 29.29	34,900	D
Class A Common	08/01/2012	S ⁽¹⁾	900	D		\$ 29.3	34,000	D
Class A Common	08/01/2012	S ⁽¹⁾	400	D		\$ 29.31	33,600	D
Class A Common	08/01/2012	S ⁽¹⁾	300	D		\$ 29.32	33,300	D
Class A Common	08/01/2012	S ⁽¹⁾	300	D		\$ 29.33	33,000	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repor Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LITHIA HOLDING CO LLC 360 E. JACKSON ST. MEDFORD, OR 97501		X		
DEBOER SIDNEY B 360 E. JACKSON ST. MEDFORD, OR 97501	X	X	CEO	

Signatures

By: Cliff E. Spencer, Attorney in Fact 08/01/2012

__Signature of Reporting Person

Date

By: Cliff E. Spencer, Attorney in Fact for 08/01/2012

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) These shares were sold pursuant to 10b5-1 Trading Plan adopted by Lithia Holding Company

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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