

LITHIA MOTORS INC
Form 8-K
October 21, 2008

**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: October 20, 2008
(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
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))

Item 7.01 Regulation FD Disclosure.

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On October 20, 2008, Lithia Motors, Inc. issued a press release announcing that its third quarter 2008 earnings will be released on Tuesday, October 28th at 1:05 p.m. PT. Lithia will conduct a conference call to discuss its third quarter earnings at 2:00 p.m. PT on Tuesday, October 28, 2008. Interested parties are invited to join the call by dialing 973-409-9255 the conference ID# is 68743692. Please call *10 minutes* prior to the beginning of the call. To listen live on the Lithia Motors website: Log-on to www.Lithia.com go to [Investor Relations](#) and click on the [Conference Call Icon](#). A replay will be available until November 11, 2008, at the [Investor Relations](#) section of the Lithia Motors website. A copy of the press release is attached as [Exhibit 99.1](#).

Item 9.01

Financial Statements and Exhibits.

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|-----|---|
| (a) | Not applicable. |
| (b) | Not applicable. |
| (c) | Not applicable. |
| (d) | Exhibits.
Exhibit 99.1 Press Release |

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.

LITHIA MOTORS, INC.
(Registrant)

Date: October 21, 2008

By: /s/ Kenneth E. Roberts
Kenneth E. Roberts
Assistant Secretary
