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O REILLY AUTOMOTIVE INC  
Form 8-K  
October 20, 2004

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): October 19, 2004

O'REILLY AUTOMOTIVE, INC.

(Exact Name of Registrant as Specified in Its Charter)

Missouri

44-0618012

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(State or Other Jurisdiction  
of Incorporation)

(IRS Employer Identification No.)

233 S. Patterson  
Springfield, Missouri 65802

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(Address of Principal Executive Offices) (Zip Code)

417-862-6708

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(Registrant's Telephone Number, Including Area Code)

(Not Applicable)

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(Former name or former address, if changed since last report.)

ITEM 9. REGULATION FD DISCLOSURE

The press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

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.

Date: October 20, 2004

O'REILLY AUTOMOTIVE, INC.

By:/s/ James R. Batten

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James R. Batten  
Executive Vice President of Finance  
Chief Financial Officer and Treasurer  
(principal financial officer)

EXHIBIT INDEX

Exhibit Number	Description
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99.1	Press Release dated October 19, 2004

FOR IMMEDIATE RELEASE

For further information contact:

David O'Reilly  
James R. Batten  
(417) 862-3333

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O'REILLY AUTOMOTIVE, INC. ANNOUNCES THIRD  
QUARTER 2004 EARNINGS RELEASE AND CONFERENCE CALL

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Springfield, MO, October 19, 2004 - O'Reilly Automotive, Inc. (the "Company") (Nasdaq: ORLY) announced the release date for third quarter 2004 earnings as Tuesday, October 26, 2004, with a conference call to follow Wednesday, October 27, 2004.

The Company's third quarter 2004 earnings will be released after 5:30 p.m. central time on Tuesday, October 26, 2004, and can be viewed, at that time, on the Company's website at [www.oreillyauto.com](http://www.oreillyauto.com) by clicking on "News".

Investors are invited to listen to the Company's conference call discussing the financial results for the third quarter of 2004, on Wednesday, October 27, 2004, at 10:00 a.m. central time, via webcast on the company's website at [www.oreillyauto.com](http://www.oreillyauto.com) by clicking on "News". A replay of the call will also be available on the Company's website following the conference call.

O'Reilly Automotive, Inc. is one of the largest specialty retailers of automotive aftermarket parts, tools, supplies, equipment and accessories in the United States, serving both the do-it-yourself and professional installer markets. Founded in 1957 by the O'Reilly family, the Company operated 1,170 stores within the states of Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Mississippi, Missouri, Nebraska, North Carolina, Oklahoma, Tennessee, Texas and Virginia as of June 30, 2004.