

DEBOER SIDNEY B  
Form 4  
September 13, 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)

150 NORTH BARTLETT STREET

(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)

09/12/2012

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_X\_\_\_ 10% Owner  
\_\_\_ Officer (give title below) \_\_\_ Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_\_\_ Form filed by One Reporting Person  
\_X\_ 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) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount                                                                                        | (A) or (D)                                               | Price                             |
| Class A Common                  | 09/12/2012                           |                                                    | C                              |                                                                   | 20,400                                                                                        | A                                                        | \$ 0                              |
| Class A Common                  | 09/12/2012                           |                                                    | S <sup>(1)</sup>               |                                                                   | 4,300                                                                                         | D                                                        | \$ 31.69                          |
| Class A Common                  | 09/12/2012                           |                                                    | S <sup>(1)</sup>               |                                                                   | 800                                                                                           | D                                                        | \$ 31.7                           |
| Class A Common                  | 09/12/2012                           |                                                    | S <sup>(1)</sup>               |                                                                   | 200                                                                                           | D                                                        | \$ 31.71                          |
| Class A Common                  | 09/12/2012                           |                                                    | S <sup>(1)</sup>               |                                                                   | 600                                                                                           | D                                                        | \$ 31.72                          |
|                                 | 09/12/2012                           |                                                    | S <sup>(1)</sup>               |                                                                   | 4,000                                                                                         | D                                                        |                                   |

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|                   |            |                  |       |   |       |       |   |  |
|-------------------|------------|------------------|-------|---|-------|-------|---|--|
| Class A<br>Common |            |                  |       |   | \$    |       |   |  |
|                   |            |                  |       |   | 31.75 |       |   |  |
| Class A<br>Common | 09/12/2012 | S <sup>(1)</sup> | 700   | D | \$    | 9,800 | D |  |
|                   |            |                  |       |   | 31.76 |       |   |  |
| Class A<br>Common | 09/12/2012 | S <sup>(1)</sup> | 2,200 | D | \$    | 7,600 | D |  |
|                   |            |                  |       |   | 31.77 |       |   |  |
| Class A<br>Common | 09/12/2012 | S <sup>(1)</sup> | 1,000 | D | \$    | 6,600 | D |  |
|                   |            |                  |       |   | 31.78 |       |   |  |
| Class A<br>Common | 09/12/2012 | S <sup>(1)</sup> | 2,100 | D | \$    | 4,500 | D |  |
|                   |            |                  |       |   | 31.79 |       |   |  |
| Class A<br>Common | 09/12/2012 | S <sup>(1)</sup> | 3,300 | D | \$    | 1,200 | D |  |
|                   |            |                  |       |   | 31.82 |       |   |  |
| Class A<br>Common | 09/12/2012 | S <sup>(1)</sup> | 1,200 | D | \$    | 0     | D |  |
|                   |            |                  |       |   | 31.83 |       |   |  |

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

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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. P... Der... Sec... (Ins... |                            |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|-------------------------------|----------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                               | Date Exercisable                                         | Expiration Date                                               | Title                         | Amount or Number of Shares |
| Class B<br>Common<br>(2)                   | (2)                                                    | 09/12/2012                           |                                                    | C                              | 20,400                                                                                  | (2)                                                      | (2)                                                           | Class A<br>Common             | 20,400                     |

## Reporting Owners

| Reporting Owner Name / Address                     | Relationships |           |         |       |
|----------------------------------------------------|---------------|-----------|---------|-------|
|                                                    | Director      | 10% Owner | Officer | Other |
| LITHIA HOLDING CO LLC<br>150 NORTH BARTLETT STREET |               |           | X       |       |

MEDFORD, OR 97501

DEBOER SIDNEY B  
150 NORTH BARTLETT STREET X  
MEDFORD, OR 97501

## Signatures

Cliff E Spencer, Attorney in Fact for Lithia Holding Company,  
LLC

09/13/2012

\_\_Signature of Reporting Person

Date

Cliff E Spencer, Attorney in Fact for Sidney B. DeBoer

09/13/2012

\_\_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

(2) Class B Common converts to Class A Common on a 1:1 ratio at holder's discretion

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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