

ASBURY AUTOMOTIVE GROUP INC
 Form 4
 July 31, 2006

FORM 4

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

OMB APPROVAL

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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 *
 COGGIN LUTHER

2. Issuer Name and Ticker or Trading Symbol
 ASBURY AUTOMOTIVE GROUP INC [NYSE: ABG]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
 07/27/2006

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

4306 PABLO OAKS COURT,

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 ____ Form filed by One Reporting Person
 Form filed by More than One Reporting Person

JACKSONVILLE, FL 32224

(City) (State) (Zip)

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 Indirect Beneficial Ownership (Instr. 4)
Common stock, par value \$0.01 per share	07/27/2006		S	2,000 D	\$ 20.5 78,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006		S	1,000 D	\$ 20.44 77,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾

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Common stock, par value \$0.01 per share	07/27/2006	S	1,000	D	\$ 20.6	76,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	2,000	D	\$ 20.58	74,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	1,900	D	\$ 20.42	72,500	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	1,700	D	\$ 20.41	70,800	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	700	D	\$ 20.43	70,100	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	2,000	D	\$ 20.48	68,100	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	1,700	D	\$ 20.37	66,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	2,000	D	\$ 20.46	64,400	I	By The Luther W. Coggin Revocable Trust U/A

Common stock, par value \$0.01 per share	07/27/2006	S	1,000	D	\$ 20.32	63,400	I	12/13/94 ⁽¹⁾ By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	3,000	D	\$ 20.3	60,400	I	12/13/94 ⁽¹⁾ By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	2,000	D	\$ 20.31	58,400	I	12/13/94 ⁽¹⁾ By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	300	D	\$ 20.56	58,100	I	12/13/94 ⁽¹⁾ By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	100	D	\$ 20.49	58,000	I	12/13/94 ⁽¹⁾ By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	3,000	D	\$ 20.29	55,000	I	12/13/94 ⁽¹⁾ By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	400	D	\$ 20.36	54,600	I	12/13/94 ⁽¹⁾ By The Luther W. Coggin Revocable Trust U/A 12/13/94 ⁽¹⁾
Common stock, par value \$0.01 per share	07/27/2006	S	2,000	D	\$ 20.28	52,600	I	By The Luther W. Coggin Revocable

share

Trust U/A
12/13/94 ⁽¹⁾

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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 3)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COGGIN LUTHER 4306 PABLO OAKS COURT JACKSONVILLE, FL 32224		X		
Luther Coggin Revocable Trust U/A 12/13/94 C/O COGGIN AUTOMOTIVE GROUP 4306 PABLO OAKS COURT JACKSONVILLE, FL 32224		X		

Signatures

Lynne A. Burgess,
Attorney-in-Fact

07/31/2006

**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).

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(1) Luther W. Coggin is the trustee of The Luther W. Coggin Revocable Trust

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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