

LITHIA MOTORS INC
 Form 4
 September 01, 2005

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 *
GRAY R BRADFORD

(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)
08/31/2005

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)
Executive Vice President

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)
				(A) or (D)	Price		
Class A Common	08/31/2005		S	950	D \$ 29.3	47,000	D
Class A Common	08/31/2005		S	1,000	D \$ 29.63	46,000	D
Class A Common	08/31/2005		S	1,000	D \$ 29.74	45,000	D
Class A Common	08/31/2005		S	2,000	D \$ 29.66	43,000	D
Class A Common	08/31/2005		S	2,000	D \$ 29.65	41,000	D

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Class A
Common 08/31/2005 S 1,000 D \$ 29.7 40,000 D

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

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SEC 1474
(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. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class B Common	\$ 0					(1)	(1)	Class A Common	278,978
Stock Option (1997) (NQ) (right to buy)	\$ 1					(2)	12/31/2005	Class A Common	2,909
Stock Option (1998b) (ISO) (right to buy)	\$ 14.75					(3)	12/31/2005	Class A Common	8,000
Stock Option (1999) (ISO) (right to buy)	\$ 16.5					01/01/2004	01/01/2009	Class A Common	6,060
Stock Option (1999b)	\$ 16.5					01/01/2005	01/01/2009	Class A Common	1,940

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(ISO) (right to buy)						
Stock Option (2000) (NQ) (right to buy)	\$ 16.75		01/06/2005	01/06/2010	Class A Common	3,941
Stock Option (2000b) (ISO) (right to buy)	\$ 16.75		<u>(4)</u>	01/06/2010	Class A Common	15,949
Stock Option (2000c) (NQ) (right to buy)	\$ 16.75		<u>(5)</u>	01/06/2010	Class A Common	8,110
Stock Option (2001iso) (right to buy)	\$ 19.24		12/26/2006	12/26/2011	Class A Common	5,197
Stock Option (2002iso) (right to buy)	\$ 15.13		12/26/2007	12/26/2012	Class A Common	6,609
Stock Option (2002nq) (right to buy)	\$ 15.13		12/26/2007	12/26/2012	Class A Common	5,391
Stock Option (right to buy)	\$ 29.42		03/11/2009	03/11/2010	Class A Common	12,000
Stock Option (right to buy)	\$ 27.58		02/09/2010	02/09/2011	Class A Common	14,001
Stock Option	\$ 1		12/26/2005	12/26/2010	Class A Common	12,000

(2001)
(NQ)
(right to
buy)

Stock
Option

(2001nq) \$ 19.24
(right to
buy)

12/26/2006 12/26/2011 Class A
Common 6,803

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GRAY R BRADFORD 360 E. JACKSON ST. MEDFORD, OR 97501	X		Executive Vice President	

Signatures

By: Cliff E. Spencer,
Attorney-in-Fact for

09/01/2005

____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) Class B Common converts to Class A Common on a 1:1 ratio at holder's discretion.
- (2) The options vest as to 20% of the total grant on the date of grant and 20% each anniversary date thereafter.
- (3) The options vest as follows: 1,221 on 12/31/02; and 6,779 on 1/1/03.
- (4) The options vest as follows: 3,498 on 12/31/00; 3,498 on 1/6/01; and 4,894 on 1/6/02.
- (5) The options vest as to 50% of total grant on 3rd anniversary of grant date and remaining 50% on 4th anniversary date.

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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