

Holzshu Chris
 Form 4
 December 07, 2012

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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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 *
 Holzshu Chris

2. Issuer Name and Ticker or Trading Symbol
 LITHIA MOTORS INC [LAD]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 150 N. BARTLETT STREET

3. Date of Earliest Transaction
 (Month/Day/Year)
 12/06/2012

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

Sr. Vice President & CFO

(Street)
 MEDFORD, OR 97501

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

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount | (D) | Price |
| Class A Common Stock | 12/06/2012 | | S | | 86 | D | \$ 35.5 27,669 |
| Class A Common Stock | 12/06/2012 | | S | | 92 | D | \$ 35.54 27,577 |
| Class A Common Stock | 12/06/2012 | | S | | 200 | D | \$ 35.55 27,377 |
| Class A Common | 12/06/2012 | | S | | 1,160 | D | \$ 35.58 26,217 |

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| | | | | | | | | |
|----------------------------|------------|---|-------|---|---------------|--------|---|--|
| Stock | | | | | | | | |
| Class A Common Stock | 12/06/2012 | S | 114 | D | \$ 35.59 | 26,103 | D | |
| Class A Common Stock | 12/06/2012 | S | 531 | D | \$ 35.63 | 25,572 | D | |
| Class A Common Stock | 12/06/2012 | S | 1,640 | D | \$ 35.64 | 23,932 | D | |
| Class A Common Stock | 12/06/2012 | S | 339 | D | \$ 35.65 | 23,593 | D | |
| Class A Common Stock | 12/06/2012 | S | 300 | D | \$ 35.66 | 23,293 | D | |
| Class A Common Stock | 12/06/2012 | S | 814 | D | \$ 35.67 | 22,479 | D | |
| Class A Common Stock | 12/06/2012 | S | 100 | D | \$ 35.675 | 22,379 | D | |
| Class A Common Stock | 12/06/2012 | S | 701 | D | \$ 35.68 | 21,678 | D | |
| Class A Common Stock | 12/06/2012 | S | 900 | D | \$ 35.69 | 20,778 | D | |
| Class A Common Stock | 12/06/2012 | S | 300 | D | \$ 35.7 | 20,478 | D | |
| Class A Common Stock | 12/06/2012 | S | 375 | D | \$ 35.72 | 20,103 | D | |
| Class A Common Stock | 12/06/2012 | S | 100 | D | \$ 35.722 | 20,003 | D | |
| Class A Common Stock | 12/06/2012 | S | 400 | D | \$ 35.74 | 19,603 | D | |
| Class A Common Stock | 12/06/2012 | S | 100 | D | \$ 35.7425 | 19,503 | D | |

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| | | | | | | | | |
|----------------------------|------------|---|-----|---|-----------|--------|---|-----------|
| Class A Common Stock | 12/06/2012 | S | 800 | D | \$ 35.75 | 18,703 | D | |
| Class A Common Stock | 12/06/2012 | S | 100 | D | \$ 35.752 | 18,603 | D | |
| Class A Common Stock | 12/06/2012 | S | 100 | D | \$ 35.77 | 18,503 | D | |
| Class A Common Stock | | | | | | 2,587 | I | By 401(k) |

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

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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 (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | | | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| | | | | | | Code | V (A) (D) | | |

Reporting Owners

Reporting Owner Name / Address

Holzshu Chris
150 N. BARTLETT STREET
MEDFORD, OR 97501

Relationships

Director 10% Owner Officer Other

Sr. Vice President & CFO

Signatures

Larissa McAlister,
Attorney-in-Fact

12/07/2012

__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).

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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