

LITHIA MOTORS INC  
Form 8-K  
April 08, 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): April 8, 2004

Lithia Motors, Inc.

(Exact Name of Registrant as specified in its charter)

<u>Oregon</u> (State or other jurisdiction of incorporation)	<u>0-21789</u> (Commission File Number)	<u>93 - 0572810</u> (IRS Employer Identification No.)
<u>360 E. Jackson Street, Medford, Oregon</u> Address of Principal Executive Office		<u>97501</u> Zip Code

Registrant's telephone number including area code 541-776-6868

(Former name or former address, if changed since last report) Not applicable

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Item 7. Financial Statements and Exhibits

(a) Financial statements of business acquired.

Not applicable.

(b) Pro forma financial information.

Not applicable.

(c) Exhibits.

The following Exhibit is filed or furnished as part of this Report to the extent described in Item 9.

(99) Investor Presentation

Item 9. Regulation FD Disclosure.

On April 8, 2004, Sid DeBoer, Chief Executive Officer, and other officers of Lithia Motors, Inc. will make the presentation attached as Exhibit 99 at the Morgan Stanley Global

Automotive Conference. All of the information in the press release, appearing in Exhibit 99, is not filed but is furnished pursuant to Regulation FD.

SIGNATURES

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.

LITHIA MOTORS, INC.  
(Registrant)

Date: April 8, 2004

By: /s/ Kenneth E.  
Roberts  
Kenneth E. Roberts  
Assistant Secretary

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EXHIBIT 99































































































































