

DEBOER BRYAN B

Form 4

March 07, 2007

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
DEBOER BRYAN B

(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)
03/05/2007

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

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

President & COO

6. Individual or Joint/Group Filing(Check
Applicable Line)
__X__ 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)
			Code	V	Amount (A) or (D)	Price	
Class A Common	03/05/2007		M		8,000	A \$ 1	8,000 D
Class A Common	03/05/2007		M		4,000	A \$ 16.5	12,000 D
Class A Common	03/06/2007		S		1,000	D \$ 29.06	11,000 D
Class A Common	03/06/2007		S		1,000	D \$ 28.73	10,000 D
Class A Common	03/06/2007		S		1,000	D \$ 28.64	9,000 D

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Class A Common	03/06/2007	S	1,000	D	\$ 28.83	8,000	D
Class A Common	03/06/2007	S	1,000	D	\$ 29.01	7,000	D
Class A Common	03/06/2007	S	1,000	D	\$ 28.8	6,000	D

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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (1999bj) (NQ) (right to buy)	\$ 16.5	03/05/2007		M	4,000	01/01/2004 01/01/2009	Class A Common	4,000	
Stock Option (2001) (NQ) (right to buy)	\$ 1	03/05/2007		M	8,000	12/26/2005 12/26/2010	Class A Common	8,000	
Class B Common	\$ 0					(1) (1)	Class A Common	1,871	
Class B Common	\$ 0					(1) (1)	Class A Common	66,348	
Stock	\$ 16.75					(2) 01/06/2010	Class A	5,554	

Option (2000c) (NQ) (right to buy)					Common	
Stock Option (2002nq) (right to buy)	\$ 15.13		12/26/2007	12/26/2012	Class A Common	8,000
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	16,002
Stock Option (2000ab) (NQ) (right to buy)	\$ 16.75		<u>(3)</u>	01/06/2010	Class A Common	14,446
Stock Option (2000bj) (NQ) (right to buy)	\$ 16.75		01/06/2005	01/06/2010	Class A Common	4,000
Stock Option (2001nq) (right to buy)	\$ 19.24		12/26/2006	12/26/2011	Class A Common	8,000
Stock Option (right to buy)	\$ 31.67		03/10/2011	03/10/2012	Class A Common	18,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
			President & COO	

DEBOER BRYAN B
360 E. JACKSON ST.
MEDFORD, OR 97501

Signatures

By: Cliff E. Spencer, Attorney
in Fact

03/07/2007

__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 50% of total grant on 3rd anniversary of grant date and remaining 50% on 4th anniversary date.
- (3) The option vests as follows: 4,000 on 1/6/01; 4,000 on 1/6/02; 2,447 on 1/6/03; 2,029 on 1/6/04 and 1,970 on 1/6/05

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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