

From time to time, Lithia Motors makes presentations to investor conferences or investor groups. The current version of its presentation is attached as Exhibit 99. All of the information in the presentation, appearing in Exhibit 99, is not filed but is furnished pursuant to Regulation FD.

Item 9.01 Financial Statements and Exhibits.

- (a) Not applicable.
- (b) Not applicable.
- (c) Exhibits.
 - (99) Presentation

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.

Date: October 13, 2004

LITHIA MOTORS, INC.
(Registrant)

By: /s/ Kenneth E. Roberts

Kenneth E. Roberts
Assistant Secretary

