LITHIA MOTORS INC Form SC 13G/A June 10, 2004 SCHEDULE 13G Amendment No. 2 Name of Issuer: Lithia Motors, Inc. Title of Class of Securities: Class A CUSIP Number: 536797103 Item 1: Reporting Person: Wasatch Advisors, Inc. 87-0319391 Item 2: Check Box If Member of Group: Not Applicable Item 3: SEC Use Item 4: Place of Organization: Utah Items 5-8: Number of Shares Owned With: Item 5: Sole Voting Power: 1,654,691 Item 6: Shared Voting Power: 0 Item 7: Sole Dispositive Power: 1,654,691 Item 8: Shared Dispositive Power: 0 Item 9: Aggregate Amount Owned: 1,654,691 Item 10: Check Box If Aggregate Amount Excludes Certain Shares: N/A Item 11: Percent of Class Owned: 11.0% Item 12: Type of Reporting Person: IA Item 1(a): Name of Issuer: Lithia Motors, Inc. Item l(b): Address of Issuer: 360 East Jackson Street, Medford, OR 97501 Item 2(a): Name of Person Filing: Wasatch Advisors, Inc. Item 2(b): Address: 150 Social Hall Avenue, Salt Lake City, UT 84111 Item 2(c): Citizenship: Not Applicable Item 2(d): Title of Class of Securities: Class A Item 2(e): CUSIP Number: 536797103 Item 3(e): Investment Adviser registered under section 203 of the Investment Advisers Act of 1940 Item 4(a): Amount Owned: 1,654,691 Amount owned. 1, ... Percent of Class Owned: 11.0% Item 4(b): Item 4(c)(i): Sole Voting Power: 1,654,691 Item 4(c)(ii): Shared Voting Power: 0 Item 4(c)(iii): Sole Dispositive Power: 1,654,691 Item 4(c)(iv): Shared Dispositive Power: 0 Item 5: Check Box If Ownership Is 5% or Less of Class: [] Item 6. Ownership of More Than 5% on Behalf of Another Person: N/A Item 7: Identification of Subsidiary: Not Applicable Item 8: Identification of Members of Group: Not Applicable Item 9: Notice of Dissolution of Group: Not Applicable Item 10: Certification: By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purpose or effect. SIGNATURE After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct as of May 31, 2004. Date: 06/10/04 Signature: /s/Jeff S. Cardon Name/Title: Jeff S. Cardon/President