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 26, 2005

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) 93 - 0572810

(IRS Employer Identification

No.)

360 E. Jackson Street <u>Medford, Oregon 97501</u> (Address of Principal Executive Office)

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

<u>Not applicable</u>

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

	Written communications pursuant to Rule 425 under the Securities Act (17
[]	CFR
	230.425)
	Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17
[]	CFR 240.14a-
	12)
	Pre-commencement communications pursuant to Rule 14d-2(b) under the
[]	Exchange
	Act (17 CFR 240.14d-2(b))
	Pre-commencement communications pursuant to Rule 13e-4(c) under the
[]	Exchange
	Act (17 CFR 240.13e-4(c))

Item 2.02 Results of Operations and Financial Condition.

On April 26, 2005, Lithia Motors, Inc. issued a press release announcing financial results the first quarter 2005. A copy of the press release is attached as Exhibit 99.1.

Item 8.01 Other Events.

On April 26, 2005, Lithia Motors, Inc. issued a press release announcing a cash dividend of \$0.08 per share for the first quarter of 2005. Shareholders of record as of May 6, 2005 will receive the dividend that will be payable May 20, 2005. A copy of the press release is attached as Exhibit 99.2.

Item 9.01 Financial Statements and Exhibits.

- (a) Not applicable.
- (b) Not applicable.
- (c) Exhibits.
 - 99.1 Press Release
 - 99.2 Press Release

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 28, 2005

By:

<u>/s/ Kenneth E. Roberts</u> Kenneth E. Roberts Assistant Secretary

EXHIBIT 99.1

LITHIA MOTORS Q1 EARNINGS PER SHARE RISE 30% TO A RECORD 52 CENTS PER SHARE

Lithia Motors' First-quarter 2005 Highlights for Continuing Operations:

Operating Profits:	+36%
Net Income:	+31%
Adjusted earnings per Share:	+30%

MEDFORD, OREGON, APRIL 26, 2005 (5:00 a.m. PDT) - Lithia Motors, Inc. (NYSE: LAD) today announced that first quarter 2005 net income from continuing operations increased 31% to \$10.0 million from \$7.7 million in the first quarter of 2004. Earnings per share from continuing operations, excluding the dilutive effect of the change in accounting for convertible notes, increased 30% to \$0.52 as compared to \$0.40 in the first quarter of 2004. Including the effect of the accounting change for convertible notes and discontinued operations, earnings per share were \$0.48 per fully diluted share.

First quarter 2005 sales increased 6% to \$670.8 million as compared to \$632.8 million in the same period last year. New vehicle sales increased 4%, used vehicle sales increased 7%, parts/service sales increased 11%, and finance/insurance sales increased 10%.

Sid DeBoer, Lithia's Chairman and CEO, commented, "In the first quarter, we saw sales growth and margin improvements across all business lines. Our operating margin improved by 80 basis points to a record level of 3.6% for the quarter."

The total gross profit margin for the quarter was 17.8%, an improvement of 110 basis points as compared to the same period last year. Sales general & administrative (SG&A) expense, as a percentage of gross profit, improved by 350 basis points as compared to last year.

"The benefits of Lithia's operating model are readily apparent. This is the eighth consecutive quarter of total gross margin improvement for the company. In 2004, our SG&A expense as a percentage of total gross profit improved by 160 basis points year-over-year, and we are pleased to see this positive trend continuing in the first quarter of 2005," concluded Mr. DeBoer.

Jeffrey B. DeBoer, Senior Vice President and CFO added, "In the first quarter, we completed three acquisitions; a Chrysler and Jeep franchise in Concord, California which was added to our Dodge store in that market, a Chrysler franchise in Eugene, Oregon which was added to our Dodge store in that market and a Chrysler Dodge Jeep store in Omaha, Nebraska. Last week we completed the acquisition of Lithia Chrysler Dodge in Eureka, California. These stores and franchises represent approximately \$178 million in annualized revenues."

"Our guidance for the second quarter and full-year 2005 is included in the table below. It includes the effect of the recent accounting pronouncements for convertible notes. Previous full-year 2005 guidance included the effect of accounting pronouncements for stock options that was to go into effect in the third quarter of the year and amounted to a five-cent decrease in annual earnings per share. A recent rule adopted by the SEC has delayed the required implementation of FAS 123(R) until the first quarter of 2006. The Company is not intending to implement FAS 123(R) early. Guidance for 2005 has been updated to reflect this delay," concluded Jeffrey B. DeBoer.

	Guidance	Actual	Guidance	Actual
EPS excluding new accounting	2Q 2005	2Q 2004	2005	<u>2004</u>
pronouncements:	\$0.59 - \$0.61	\$0.57	\$2.41 - \$2.49	\$2.22
Effect of Convertible Notes	(\$0.04)	(\$0.03)	(\$0.16)	(\$0.10)
Effect of FAS 123(R)	N/A	N/A	N/A	<u>N/A</u>
EPS - Reportable	\$0.55 - \$0.57	\$0.54	\$2.25 - \$2.33	\$2.12

In October of 2004, the Financial Accounting Standards Board's Emerging Issues Task Force (EITF) ratified Issue No. 04-8, requiring the company to include in its share count in determining diluted earnings per share, the shares potentially issuable to the holders of its \$85,000,000 in principle amount 2.875% Senior Subordinated Notes Due 2014, even though the holder of such notes cannot convert the notes into common stock except under certain limited circumstances and then only at a conversion price of approximately \$37.69 per share. Previously, the shares issuable would only have been included in the calculation of diluted EPS if the holders were then entitled to convert the notes. For purposes of calculating reported diluted EPS for the first quarter ended 2005, Lithia is required to increase its share count by the amount contingently issuable to the noteholders. This resulted in an additional 2.255 million shares for the first quarter of 2005. Adoption of the accounting statement does not affect the cash flow of the company.

Also in December 2004, the Financial Accounting Standards Board ("FASB") issued Financial Accounting Standards Statement 123 (revised 2004) ("FAS 123 (R)") that will require that the value of all equity-based compensation arrangements, including stock options and employee stock purchase plans, be accounted for using a "fair value" method. Previously, the Company had accounted for such arrangements under the "intrinsic method" permitted by APB 25. Previously, FASB had determined that the new rules, absent any change, would be effective for the Company commencing with the third quarter of 2005. A recent modification by the SEC has determined that these rules will not be effective until the first quarter of 2006. Company guidance for 2005 has been updated to account for this change. <u>Adoption of this accounting change will not affect the cash flow of the Company</u>.

Conference Call Information

Lithia Motors will be providing more detailed information on the results for the first quarter 2005 in its conference call scheduled for 11 a.m. PT today. The call can be accessed live by calling 973-582-2700. To listen to a live webcast or hear a replay, log-on to: **www.lithia.com** - go to Investor Relations - and click on the Live Webcast icon.

About Lithia

Lithia Motors, Inc. is a Fortune 1000 and Russell 2000 Company that sells 25 brands of new vehicles and operates 88 stores and 174 franchises in 13 states in the Western United States and over the Internet through "Lithia.com-America's Car & Truck Store." Lithia also sells used vehicles; arranges finance, warranty, and credit insurance contracts; and provides vehicle parts, maintenance, and repair services at all of its locations. Lithia retailed 98,331 new and used vehicles and had \$2.7 billion in total revenue in 2004.

Forward Looking Statements

This press release includes forward looking statements within the meaning of the "Safe-Harbor" provisions of the Private Securities Litigation Reform Act of 1995, which management believes are a benefit to shareholders. These statements are necessarily subject to risk and uncertainty and actual results could differ materially due to certain risk factors, including without limitation economic conditions, acquisition risk factors and others set forth from time to time in the company's filings with the SEC. Specific risks in this press release include the benefits or strength of Lithia's operating model, anticipated revenues of recently acquired stores and projected second quarter and full-year 2005 earnings per share guidance, and potential changes in accounting standards.

Additional Information

For additional information on Lithia Motors, contact the Investor Relations Department: (541) 776-6591 or log-on to: <u>www.lithia.com</u> - go to <u>Investor Relations</u>

LITHIA MOTORS, INC.

(In Thousands except per share and unit data)

<u>Unaudited</u>	Thre	e Months Ended		
		March 31,		
			\$Increase	% Increase
	2005	2004	(Decrease)	(Decrease)
New Vehicle Sales	\$365,647	\$351,405	\$14,242	4.1%
Used Vehicle Sales	200,534	187,856	12,678	6.7
Finance & Insurance	25,633	23,227	2,406	10.4
Service, Body & Parts Sales	76,027	68,771	7,256	10.6
Fleet & Other Revenues	2,964	1,531	1,433	93.6
Total Revenues	670,805	632,790	38,015	6.0
Cost of Sales	551,533	527,302	24,231	4.6
Gross Profit	119,272	105,488	13,784	13.1
SG&A Expense	91,681	84,853	6,828	8.0
Depreciation/Amortization	3,441	2,900	541	18.7
Income from Operations	24,150	17,735	6,415	36.2
Flooring Interest Expense	(5,248)	(3,582)	1,666	46.5
Other Interest Expense	(2,809)	(1,734)	1,075	62.0
Other Expense, net	317	221	96	43.4
Income from continuing operations				
before income taxes	16,410	12,640	3,770	29.8
Income Tax Expense	(6,350)	(4,930)	1,420	28.8
Income Tax Rate	38.7%	39.0%		
Net Income from continuing ops.	10,060	7,710	2,350	<u>30.5</u>
Income (Loss) from discontinued				
operations, net of income taxes	(70)	(231)	161	(69.7)
Net Income	\$9,990	\$7,479	2,511	<u>33.6%</u>

Including effect of convertibles notes: Continuing Operations \$0.52 \$0.40 \$0.12 30.0% Effects of convertible senior sub. notes (0.03) N/A 30.0% 30.0% Effects of convertible senior sub. 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0%	Diluted Net income per share					
Effects of convertible senior sub. (0.03) N/A Discontinued Operations (0.01) (0.01) Net Income per share \$0.48 \$0.39 0.09 \$23.1% Diluted Shares Outstanding 21,704 19,111 2,593 13.6% Diluted Shares Outstanding 21,704 19,111 2,593 13.6% Diluted Shares Outstanding 21,704 19,111 2,593 13.6% Discontinued Operations (0.01) (0.01) 0 0 Net Income per share \$0.51 \$0.39 0.12 30.8% Diluted Shares Outstanding 19,449 19,111 338 1.8% Unit Sales: 2005 2004 New Vehicle 13,065 12,756 309 2.4% Used - Netail Vehicle 10,965 10,658 307 2.9 1.0 Average Selling Price: 2005 2004 1.0 1.0 Average Selling Price: 2005 2004 1.0 1.0 Average Selling Price: 2005 2004 5.305 6.37 12.0 Kew Financial Data:	including effect of convertibles no	tes:				
notes (0.03) N/A Discontinued Operations (0.01) (0.01) Net Income per share \$0.48 \$0.39 0.09 23.1% Diluted Shares Outstanding 21,704 19,111 2,593 13.6% Diluted Shares Outstanding 21,704 19,111 2,593 13.6% Diluted Shares Outstanding 50.52 \$0.40 \$0.12 30.0% Discontinued Operations \$0.51 \$0.39 0.12 30.6% Discontinued Operations (0.01) (0.01) 338 1.8% Ditted Shares Outstanding 19,449 19,111 338 1.8% Unit Sales: 2005 2004 New Vehicle 13,065 12,756 307 2.9 Used - Netail Vehicle 13,065 12,756 300 1.0 1.0 Variage Selling Price: 2005 2004 2.9,721 300 1.0 Average Selling Price: 205 24,63 569 3.9 1.6% 3.9 1.6% 3.9	Continuing Operations		\$0.52	\$0.40	\$0.12	30.0%
Discontinued Operations (0.01) (0.01) Net Income per share \$0.48 \$0.39 0.09 23.1% Diluted Shares Outstanding 21,704 19,111 2,593 13.6% Diluted Net Income per share before effect of convertibles notes: \$0.52 \$0.40 \$0.12 30.0% Continuing Operations \$0.51 \$0.39 0.12 30.0% Discontinued Operations \$0.51 \$0.39 0.12 30.0% Discontinued Operations \$0.51 \$0.39 0.12 30.0% Discontinued Operations \$0.51 \$0.39 0.12 30.8% Diluted Shares Outstanding 19,449 19,111 338 1.8% Used - Nethicle 13,065 12,756 309 2.4% Used - Wholesale 5,691 6.007 (316) (5.3) Total Units Sold 29,721 29,421 300 1.0 Average Selling Price: 2005 2004 \$439 1.6% New Vehicle \$27,987 \$27,548 \$43			(0.00)			
Net Income per share \$0.48 \$0.39 0.09 23.1% Diluted Shares Outstanding 21,704 19,111 2,593 13.6% Diluted Net Income per share before effect of convertibles notes: \$0.52 \$0.40 \$0.12 30.0% Obicontinuing Operations \$0.51 \$0.39 0.12 30.0% Discontinued Operations (0.01) (0.01) 0.01) 10.01 Net Income per share \$0.51 \$0.39 0.12 30.8% Diluted Shares Outstanding 19,449 19,111 338 1.8% Vait Sales: 2005 2004 2.9 New Vehicle 13.065 12.756 309 2.4% Used - Wholesale 5.691 6.007 (316) (5.3) Total Units Sold 29,721 2004 New Vehicle \$27,987 \$27,548 \$439 1.6% Used - Wholesale 5,942 5.305 637 12.0% Coross Pronclit Margin 17.8%						
Diluted Shares Outstanding 21,704 19,111 2,593 13.6% Diluted Net income per share before effect of convertibles notes: \$0.52 \$0.40 \$0.12 30.0% Discontinued Operations (0.01) (0.01) 0.01) 0.01) 0.01) 0.01) Net Income per share \$0.51 \$0.39 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 0.12 30.8% 1.8% 0.12 30.8% 1.8% 0.12 30.8% 1.8% 0.12 30.8% 1.6% 307 2.9 2.4% 0.3% 1.6% 2.9% 2.4% 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0	Discontinued Operations					
Diluted Net income per share before effect of convertibles notes: \$0.52 \$0.40 \$0.12 30.0% Discontinued Operations (0.01)	Net Income per share		\$0.48	\$0.39	0.09	<u>23.1%</u>
Defore effect of convertibles notes: Sol.52 \$0.40 \$0.12 30.0% Discontinued Operations (0.01)	Diluted Shares Outstanding		21,704	19,111	2,593	13.6%
Discontinued Operations (0.01) (0.01) Net Income per share \$0.51 \$0.39 0.12 30.8% Diluted Shares Outstanding 19,449 19,111 338 1.8% Unit Sales: 2005 2004 New Vehicle 13,065 12,756 309 2.4% Used - Retail Vehicle 10,965 10,658 307 2.9 Used - Wholesale 5,691 6,007 (316) (5.3) Total Units Sold 29,721 29,421 300 1.0 Average Selling Price: 2005 2004 8439 1.6% Used - Wholesale 5,691 6,007 (316) (5.3) Used - Wholesale 5,691 6,007 (316) (5.3) Used - Wholesale 5,691 6,007 (316) (5.3) Used - Wholesale 5,092 5004 509 3.9 Used - Wholesale 15,205 14,636 569 3.9 Used - Wholesale 17.8%	before effect of convertibles					
Net Income per share \$0.51 \$0.39 0.12 30.8% Diluted Shares Outstanding 19,449 19,111 338 1.8% Unit Sales: 2005 2004 2005 2004 New Vehicle 13,065 12,756 309 2.4% Used - Retail Vehicle 10,965 10,658 307 2.9 Used - Wholesale 5,691 6,007 (316) (5.3) Total Units Sold 29,721 29,421 300 1.0 Average Selling Price: 2005 2004 \$439 1.6% Used - Wholesale 5,942 5,305 637 12.0 Key Financial Data: Statil Vehicle \$439 1.6% 3.9 Used - Wholesale 5,942 5,305 637 12.0 Key Financial Data: Statil Vehicle 2.8% 2.8% 9761 3.0,4% 9.2% Operating Margin 7.6.9% 80.4% 2.0% 2.0% 2.8% 7.5% 7.5% 2.4% 2.0%	Continuing Operations		\$0.52	\$0.40	\$0.12	30.0%
Diluted Shares Outstanding 19,449 19,111 338 1.8% Unit Sales: 2005 2004 2005 2004 New Vehicle 13,065 12,756 309 2.4% Used - Retail Vehicle 10,965 10,658 307 2.9 Used - Wholesale 5,691 6,007 (316) (5.3) Total Units Sold 29,721 29,421 300 1.0 Average Selling Price: 2005 2004 8439 1.6% New Vehicle \$27,987 \$27,548 \$439 1.6% Used - Retail Vehicle 15,205 14,636 569 3.9 Used - Wholesale 5,942 5,305 637 12.0 Key Financial Data: 5 5 637 12.0 Gross Profit Margin 3.6% 2.8% 2.8% 7.5% Pro-Tax Margin 2.4% 2.0% 2.8% 7.5% Data Three Months Ended March 31, 2.5% 14.2% 14.2% 14.2% 14.2%	Discontinued Operations		(0.01)	(0.01)		
Unit Sales: 2005 2004 New Vehicle 13,065 12,756 309 2.4% Used - Retail Vehicle 10,965 10,658 307 2.9 Used - Wholesale 5,691 6,007 (316) (5.3) Total Units Sold 29,721 29,421 300 1.0 Average Selling Price: 2005 2004 New Vehicle \$27,987 \$27,548 \$439 1.6% Used - Retail Vehicle 15,205 14,636 569 3.9 Used - Wholesale 5,942 5,305 637 12.0 Key Financial Data: T 16.7% 5664 as a % of Gross Profit Margin 17.8% 16.7% 5664 as a % of Gross Profit 76.9% 80.4% 0.0% 7.5% 2.0% 7.5% 2.0% 7.5% 2.0% 7.5% 2.0% 7.5% 2.0% 7.5% 2.0% 7.5% 2.0% 7.5% 2.0% 7.5% 2.0% 7.5% 2.0% 7.5% 2.0% 7.5% 2.0% <td>Net Income per share</td> <td></td> <td>\$0.51</td> <td>\$0.39</td> <td>0.12</td> <td><u>30.8%</u></td>	Net Income per share		\$0.51	\$0.39	0.12	<u>30.8%</u>
New Vehicle 13,065 12,756 309 2.4% Used - Retail Vehicle 10,965 10,658 307 2.9 Used - Wholesale 5,691 6,007 (316) (5.3) Total Units Sold 29,721 29,421 300 1.0 Average Selling Price: 2005 2004 1.0 New Vehicle \$27,987 \$27,548 \$439 1.6% Used - Retail Vehicle 15,205 14,636 569 3.9 Used - Wholesale 5,942 5,305 637 12.0 Key Financial Data: 564A as a % of Gross 637 12.0 Yere-Tax Margin 17.8% 16.7% 506A as a % of Gross 2.8% Profit 76.9% 80.4% 2.0% 2.0% 2.8% 2.8% 2.8% 2.8% 2.0% 2.8% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% 2.0% <td< td=""><td>Diluted Shares Outstanding</td><td></td><td>19,449</td><td>19,111</td><td>338</td><td>1.8%</td></td<>	Diluted Shares Outstanding		19,449	19,111	338	1.8%
Used - Retail Vehicle 10,965 10,658 307 2.9 Used - Wholesale 5,691 6,007 (316) (5.3) Total Units Sold 29,721 29,421 300 1.0 Average Selling Price: 2005 2004 1.0 New Vehicle \$27,987 \$27,548 \$439 1.6% Used - Retail Vehicle 15,205 14,636 569 3.9 Used - Wholesale 5,942 5,305 637 12.0 Key Financial Data: Trans 16.7% 5654 3.6% 2.8% Profit 76.9% 80.4% 0.0% 3.6% 2.8% 3.6% 2.8% Pre-Tax Margin 2.4% 2.0% 3.0% 3.1%	<u>Unit Sales</u> :		2005	2004		
Used - Wholesale Total Units Sold 5,691 29,721 6,007 29,421 (316) (5.3) 300 1.0 Average Selling Price: New Vehicle 2005 \$27,987 2004 \$27,548 439 1.6% Used - Retail Vehicle 15,205 14,636 569 3.9 Used - Wholesale 5,942 5,305 637 12.0 Key Financial Data: Gross Profit Margin SG&A as a % of Gross Profit 17.8% 16.7% 80.4% 2.0% Gross Margin/Profit Data 76.9% 80.4% 2.0% 76.9% 2.0% Gross Margin/Profit Data 76.9% 2.0% 76.9% 2.0% 76.9% 2.0% March 31, March 31, Used Vehicle Retail 8.1% 7.5% 2004 7.5% 2004	New Vehicle		13,065	12,756	309	2.4%
Total Units Sold 29,721 29,421 300 1.0 Average Selling Price: 2005 2004 New Vehicle \$27,987 \$27,548 \$439 1.6% Used - Retail Vehicle 15,205 14,636 569 3.9 Used - Retail Vehicle 15,205 14,636 569 3.9 Used - Wholesale 5,942 5,305 637 12.0 Key Financial Data:	Used - Retail Vehicle		10,965	10,658	307	2.9
Total Units Sold 29,721 29,421 300 1.0 Average Selling Price: 2005 2004 New Vehicle \$27,987 \$27,548 \$439 1.6% Used - Retail Vehicle 15,205 14,636 569 3.9 Used - Retail Vehicle 15,205 14,636 569 3.9 Used - Wholesale 5,942 5,305 637 12.0 Key Financial Data:	Lised - Wholesale		5 691	6 007	(316) (5	(3)
New Vehicle \$27,987 \$27,548 \$439 1.6% Used - Retail Vehicle 15,205 14,636 569 3.9 Used - Wholesale 5,942 5,305 637 12.0 Key Financial Data:						
New Vehicle \$27,987 \$27,548 \$439 1.6% Used - Retail Vehicle 15,205 14,636 569 3.9 Used - Wholesale 5,942 5,305 637 12.0 Key Financial Data:						
Used - Retail Vehicle 15,205 14,636 569 3.9 Used - Wholesale 5,942 5,305 637 12.0 Key Financial Data: Key Financial Data:				2004		
Used - Wholesale5,9425,30563712.0Key Financial Data: Gross Profit Margin SG&A as a % of Gross17.8%16.7%63712.0Profit76.9%80.4%16.7%10.1%<						
Key Financial Data:Gross Profit Margin17.8%SG&A as a % of GrossProfit76.9%Operating Margin3.6%Pre-Tax Margin2.4%Cross Margin/ProfitDataThree Months Ended March 31,20052004New Vehicle Retail8.1%7.5%Used Vehicle Retail15.2%						
Gross Profit Margin SG&A as a % of Gross17.8%16.7%Profit76.9%80.4%Operating Margin3.6%2.8%Pre-Tax Margin2.4%2.0%Three Months Ended March 31,Data2005New Vehicle Retail8.1%New Vehicle Retail8.1%15.2%14.2%	Used - Wholesale	5,942		5,305	637	12.0
Profit76.9%80.4%Operating Margin3.6%2.8%Pre-Tax Margin2.4%2.0%Gross Margin/ProfitThree Months EndedDataMarch 31,20052004New Vehicle Retail8.1%7.5%Used Vehicle Retail15.2%14.2%	Gross Profit Margin	17.8%		16.7%		
Pre-Tax Margin2.4%2.0%Gross Margin/ProfitThree Months EndedDataMarch 31,20052004New Vehicle Retail8.1%7.5%Used Vehicle Retail15.2%14.2%		76.9%		80.4%		
Gross Margin/ProfitDataThree Months EndedDataMarch 31,20052004New Vehicle Retail8.1%15.2%14.2%	Operating Margin					
Data Three Months Ended March 31, 2005 2004 New Vehicle Retail 8.1% 7.5% Used Vehicle Retail 15.2% 14.2%	Pre-Tax Margin	2.4%		2.0%		
March 31, 2005 2004 New Vehicle Retail 8.1% 7.5% Used Vehicle Retail 15.2% 14.2%						
2005 2004 New Vehicle Retail 8.1% 7.5% Used Vehicle Retail 15.2% 14.2%	<u>Data</u>		Three			
New Vehicle Retail 8.1% 7.5% Used Vehicle Retail 15.2% 14.2%		2005				
Used Vehicle Retail 15.2% 14.2%	New Vehicle Retail					
	Used Vehicle Wholesale					

57
32
51
35
3

<u>Same Store Data</u>		Three Months Ended March 31,
	2005	2004
New Vehicle Retail Sales	-6.4%	1.4%
Used Vehicle Sales (includes Wh Total Vehicle Sales	olesale) -1.9%	-1.4%
(excludes fleet)	-4.8%	0.4%
Finance & Insurance Sales Service, Body & Parts	-1.8%	2.7%
Sales Total Sales (Excluding	-0.1%	8.0%
Fleet) Total Gross Profit	-4.2%	1.2%
(Excluding Fleet)	1.1%	6.8%

Balance Sheet Highlights (Dollars in Thousands)

	March 31, 2005	December 31, 2004
	Unaudited	
Cash & Cash Equivalents	\$19,562	\$29,264
Trade Receivables*	84,615	84,489
Inventory	563,995	536,653
Assets Held for Sale	15,260	135
Other Current Assets	14,072	12,334
Total Current Assets	697,504	662,875
Real Estate, net	233,113	226,356
Equipment & Leases, net	75,095	73,275
Goodwill, net	249,905	244,532
Other Assets	49,950	49,866
Total Assets	\$1,305,567	\$1,256,904 _
Floorplan Notes Payable	\$467,929	\$450,859
Liabilities Held for Sale	3,719	-
Other Current Liabilities	86,122	85,839
Total Current Liabilities	557,770	536,698

Used Vehicle Flooring	-	-
Real Estate Debt	147,677	139,702
Other Long-Term Debt	131,820	127,608
Other Liabilities	48,912	46,950

Total Liabilities	886,179	850,958		
Shareholders' Equity	419,388	405,946		
Total Liabilities &				
Shareholders' Equity	\$1,305,567	\$1,256,904		
* Includes contracts-in-transit of \$42,683 and \$42,913 for 2005 and 2004.				
Other Balance Sheet Data (Dollars in Thou	sands)			
Current Ratio LT Debt/Total Cap. (Excludes Used -Vehicle Flooring	1.3x	1.2x		
and Real Estate)	24%	24%		
Working Capital	\$139,734	\$126,177		
Book Value per Basic Share	\$22.00	\$21.79		

EXHIBIT 99.2

Lithia Motors Inc. Declares Quarterly Dividend of \$0.08 Per Share for the First Quarter of 2005

MEDFORD, Ore.--(BUSINESS WIRE)--April 26, 2005--Lithia Motors, Inc. (NYSE:LAD) today announced that the Board of Directors has approved a dividend of \$0.08 per share for the first quarter of 2005. Shareholders of record as of May 6, 2005 will receive the dividend that will be payable May 20, 2005.

About Lithia

Lithia Motors, Inc. is a Fortune 1000 and Russell 2000 Company that sells 25 brands of new vehicles and operates 88 stores and 174 franchises in 13 states in the Western United States and over the Internet through "Lithia.com-America's Car & Truck Store." Lithia also sells used vehicles; arranges finance, warranty, and credit insurance contracts; and provides vehicle parts, maintenance, and repair services at all of its locations. Lithia retailed 98,331 new and used vehicles and had \$2.7 billion in total revenue in 2004.

#

CONTACT: Lithia Motors Investor Relations, 541-776-6591 www.lithia.com - go to Investor Relations