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ASBURY AUTOMOTIVE GROUP INC

Form 8-K

December 20, 2010

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): December 17, 2010

Asbury Automotive Group, Inc.

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

001-31262 01-0609375

(Commission File Number) (IRS Employer Identification No.)

2905 Premiere Parkway NW, Suite

300 30097

Duluth, GA

(Address of principal executive (Zip Code)

offices)

(770) 418-8200

(Registrant's telephone number, including area code)

None

(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:

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

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Item 7.01 Regulation FD Disclosure.

Senior management of Asbury Automotive Group, Inc. (the "Company") will conduct a series of investor meetings in Boston, Philadelphia, and New York on December 20, 21 and 22, 2010. Presentation slides will be available on the Company's website at http://www.asburyauto.com, under "Investor Relations" prior to the first investor meeting on the morning of December 20, 2010. The Company's fourth quarter and year end results will not be discussed during these meetings or in the presentation slides posted on the Company's website.

SIGNATURE

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.

ASBURY AUTOMOTIVE GROUP, INC.

Date: December 17, 2010 By: /s/ Craig T. Monaghan

Name: Craig T. Monaghan

Title: SVP & Chief Financial Officer