

AUTONATION INC /FL  
Form 8-K  
September 09, 2004

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**SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

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**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) September 9, 2004

**AUTONATION, INC.**

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(Exact Name Of Registrant As Specified In Its Charter)

DELAWARE

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1-13107

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73-1105145

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(State Or Other Jurisdiction  
Of Incorporation)

(Commission  
File Number)  
110 S.E. 6th Street  
Ft. Lauderdale, Florida 33301

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(IRS Employer  
Identification No.)

(Address Of Principal Executive Offices, Including Zip Code)  
Registrant's Telephone Number, Including Area Code (954) 769-6000

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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 (see General Instruction A.2. below):

- 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))
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ITEM 7.01. REGULATION FD DISCLOSURE.

The following information is furnished pursuant to Item 7.01, Regulation FD Disclosure.

On September 9, 2004, AutoNation, Inc. (the Company ) issued a press release announcing plans to implement a streamlined regional management structure that is designed to generate improved efficiency and management effectiveness. A copy of the Company s press release is furnished as Exhibit 99.1 to this Current Report and is incorporated herein by reference.

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.

AUTONATION, INC.

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(Registrant)

By: /s/ Jonathan P. Ferrando  
Jonathan P. Ferrando  
Senior Vice President, General Counsel  
and Secretary

Dated: September 9, 2004

INDEX TO EXHIBITS

<b>Exhibit Number</b>	<b>Exhibit Description</b>
99.1	Press Release dated September 9, 2004 issued by AutoNation, Inc.