

Groves Jeffrey Lynn  
 Form 4  
 September 21, 2010

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Groves Jeffrey Lynn

2. Issuer Name and Ticker or Trading Symbol  
 O REILLY AUTOMOTIVE INC  
 [ORLY]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 233 S PATTERSON  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 09/20/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 VP of Legal & General Counsel

SPRINGFIELD, MO 65802

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |   |                                       |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|---|---------------------------------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |   |                                       |
| Common Stock                    | 09/20/2010                           |  | M <sup>(1)</sup>               |   | 9,000   | A  | \$ 24.645 9,780                                       | D |                                       |
| Common Stock                    | 09/20/2010                           |  | M <sup>(1)</sup>               |   | 1,250   | A  | \$ 24.84 11,030                                       | D |                                       |
| Common Stock                    | 09/20/2010                           |  | S <sup>(1)</sup>               |   | 10,250  | D  | \$ 52.0255 780 <sup>(2)</sup>                         | D |                                       |
| Common Stock                    |                                      |  |                                |   |   |  | 172   | I | Indirectly in the Company's 401k plan |

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3)         | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| Nonqualified employee stock options (right to buy) | \$ 24.645  | 09/20/2010                           |  | M <sup>(1)</sup>               | 9,000   | 06/21/2005 <sup>(3)</sup> 06/21/2014                     | Common Stock 9,   |
| Nonqualified employee stock options (right to buy) | \$ 24.84   | 09/20/2010                           |  | M <sup>(1)</sup>               | 1,250   | 04/06/2006 <sup>(3)</sup> 04/06/2015                     | Common Stock 1,   |

**Reporting Owners**

| Reporting Owner Name / Address                                  | Relationships |           |                               |       |
|---|---------------|-----------|-------------------------------|-------|
|   | Director      | 10% Owner | Officer                       | Other |
| Groves Jeffrey Lynn<br>233 S PATTERSON<br>SPRINGFIELD, MO 65802 |               |           | VP of Legal & General Counsel |       |

**Signatures**

/s/ Jeffrey Groves 09/21/2010

\*\*Signature of Reporting Person Date

**Explanation of Responses:**

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

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- (1) The transactions reported on this Form 4 were made pursuant to a 10b5-1 trading plan adopted on August 13, 2010.
- (2) Total includes 97 shares held under the Company's Employee Stock Purchase Plan, 538 restricted shares granted under the Company's Performance Incentive Plan and 145 shares held directly by Mr. Groves.
- (3) The options vest in four equal installments beginning on this date.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.