

AUTONATION, INC.
 Form 3
 October 10, 2014

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 * Â BERMAN WILLIAM R (Last) (First) (Middle) 200 SW 1ST AVE,Â SUITE 1600 (Street) FORT LAUDERDALE,Â FLÂ 33301 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 10/01/2014	3. Issuer Name and Ticker or Trading Symbol AUTONATION, INC. [AN]	4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) SVP, Sales	5. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, par value \$0.01 per share	7,970	D	Â
Common Stock, par value \$0.01 per share	105	I	By 401(k) Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of	5. Ownership Form of Derivative	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Derivative Security	Security: Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (right to buy)	Â <u>(1)</u>	03/01/2020	Common Stock, par value \$0.01 per share	2,381	\$ 18.2	D	Â
Employee Stock Option (right to buy)	Â <u>(1)</u>	03/01/2020	Common Stock, par value \$0.01 per share	2,381	\$ 19.64	D	Â
Employee Stock Option (right to buy)	Â <u>(1)</u>	03/01/2020	Common Stock, par value \$0.01 per share	2,381	\$ 23.21	D	Â
Employee Stock Option (right to buy)	Â <u>(1)</u>	03/01/2020	Common Stock, par value \$0.01 per share	2,381	\$ 26.49	D	Â
Employee Stock Option (right to buy)	Â <u>(2)</u>	03/01/2021	Common Stock, par value \$0.01 per share	2,068	\$ 32.5	D	Â
Employee Stock Option (right to buy)	Â <u>(2)</u>	03/01/2021	Common Stock, par value \$0.01 per share	2,068	\$ 34.51	D	Â
Employee Stock Option (right to buy)	Â <u>(2)</u>	03/01/2021	Common Stock, par value \$0.01 per share	2,068	\$ 40.37	D	Â
Employee Stock Option (right to buy)	Â <u>(2)</u>	03/01/2021	Common Stock, par value \$0.01 per share	2,068	\$ 35.99	D	Â
Employee Stock Option (right to buy)	Â <u>(3)</u>	03/01/2022	Common Stock, par	2,352	\$ 34.09	D	Â

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Employee Stock Option (right to buy)	Â <u>(3)</u>	03/01/2022	value \$0.01 per share Common Stock, par value \$0.01 per share	2,352	\$ 35	D	Â
Employee Stock Option (right to buy)	Â <u>(3)</u>	03/01/2022	Common Stock, par value \$0.01 per share	2,352	\$ 41.16	D	Â
Employee Stock Option (right to buy)	Â <u>(3)</u>	03/01/2022	Common Stock, par value \$0.01 per share	2,352	\$ 38.63	D	Â
Employee Stock Option (right to buy)	Â <u>(4)</u>	03/01/2023	Common Stock, par value \$0.01 per share	2,033	\$ 43.45	D	Â
Employee Stock Option (right to buy)	Â <u>(4)</u>	03/01/2023	Common Stock, par value \$0.01 per share	2,033	\$ 46.22	D	Â
Employee Stock Option (right to buy)	Â <u>(4)</u>	03/01/2023	Common Stock, par value \$0.01 per share	2,033	\$ 47.25	D	Â
Employee Stock Option (right to buy)	Â <u>(4)</u>	03/01/2023	Common Stock, par value \$0.01 per share	2,033	\$ 48.8	D	Â
Employee Stock Option (right to buy)	Â <u>(5)</u>	03/03/2024	Common Stock, par value \$0.01 per share	1,704	\$ 52.65	D	Â
Employee Stock Option (right to buy)	Â <u>(5)</u>	03/03/2024	Common Stock, par value	1,704	\$ 57.44	D	Â

			\$0.01 per share				
Employee Stock Option (right to buy)	Â (5)	03/03/2024	Common Stock, par value \$0.01 per share	1,704	\$ 54.04	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BERMAN WILLIAM R 200 SW 1ST AVE SUITE 1600 FORT LAUDERDALE, FL 33301	Â	Â	Â SVP, Sales	Â

Signatures

/s/ Jonathan P. Ferrando,
Attorney-in-Fact

10/10/2014

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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).
- (1) The option became exercisable in 25% annual increments on each of the first four anniversaries of June 1, 2010.
- (2) The option becomes exercisable in 25% annual increments on each of the first four anniversaries of June 1, 2011, subject to continuous employment with the Company.
- (3) The option becomes exercisable in 25% annual increments on each of the first four anniversaries of June 1, 2012, subject to continuous employment with the Company.
- (4) The option becomes exercisable in 25% annual increments on each of the first four anniversaries of June 1, 2013, subject to continuous employment with the Company.
- (5) The option becomes exercisable in 25% annual increments on each of the first four anniversaries of June 1, 2014, subject to continuous employment with the Company.

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.