

ROBERTS BRETT A  
Form 4  
February 17, 2011

**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 \*  
ROBERTS BRETT A

2. Issuer Name and Ticker or Trading Symbol  
CREDIT ACCEPTANCE CORP  
[CACC]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
25505 WEST TWELVE MILE ROAD

3. Date of Earliest Transaction (Month/Day/Year)  
02/15/2011

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chief Executive Officer

(Street)  
SOUTHFIELD, MI 48034-8334

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |
|                                 |                                      |  |                                | Code  | V   | Amount   |   |
| Common Stock                    | 02/15/2011                           |  | M                              | A   | 3,494   | \$ 9.25  | 287,567 <sup>(1)</sup> D                              |
| Common Stock                    | 02/15/2011                           |  | M                              | A   | 2,979   | \$ 9.885   | 290,546 <sup>(1)</sup> D                              |
| Common Stock                    | 02/15/2011                           |  | S                              | D   | 2,000   | \$ 65.29   | 288,546 <sup>(1)</sup> D                              |
| Common Stock                    | 02/15/2011                           |  | S                              | D   | 1,000   | \$ 65.35   | 287,546 <sup>(1)</sup> D                              |
| Common Stock                    | 02/15/2011                           |  | S                              | D   | 1,000   | \$ 65.4  | 286,546 <sup>(1)</sup> D                              |

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|              |            |   |       |   |           |                        |   |
|--------------|------------|---|-------|---|-----------|------------------------|---|
| Common Stock | 02/15/2011 | S | 1,000 | D | \$ 65.42  | 285,546 <sup>(1)</sup> | D |
| Common Stock | 02/15/2011 | S | 1,473 | D | \$ 65.44  | 284,073 <sup>(1)</sup> | D |
| Common Stock | 02/16/2011 | M | 6,527 | A | \$ 9.885  | 290,600 <sup>(1)</sup> | D |
| Common Stock | 02/16/2011 | S | 500   | D | \$ 65.32  | 290,100 <sup>(1)</sup> | D |
| Common Stock | 02/16/2011 | S | 500   | D | \$ 65.35  | 289,600 <sup>(1)</sup> | D |
| Common Stock | 02/16/2011 | S | 1,000 | D | \$ 65.4   | 288,600 <sup>(1)</sup> | D |
| Common Stock | 02/16/2011 | S | 1,000 | D | \$ 65.44  | 287,600 <sup>(1)</sup> | D |
| Common Stock | 02/16/2011 | S | 1,527 | D | \$ 65.45  | 286,073 <sup>(1)</sup> | D |
| Common Stock | 02/16/2011 | S | 981   | D | \$ 65.48  | 285,092 <sup>(1)</sup> | D |
| Common Stock | 02/16/2011 | S | 9     | D | \$ 65.5   | 285,083 <sup>(1)</sup> | D |
| Common Stock | 02/16/2011 | S | 10    | D | \$ 65.505 | 285,073 <sup>(1)</sup> | D |
| Common Stock | 02/16/2011 | S | 1,000 | D | \$ 65.55  | 284,073 <sup>(1)</sup> | D |

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**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 Securities (Instr. 3 and 4) | 8. Date of Acquisition or Disposition (Instr. 3, 4, and 5) |                     |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title  | Amount or Number of |

|  |          |            |   |       |            |            |                 | Shares |
|--|----------|------------|---|-------|------------|------------|-----------------|--------|
| Employee<br>Stock<br>Option<br>(right to<br>buy) | \$ 9.25  | 02/15/2011 | M | 3,494 | <u>(2)</u> | 01/02/2012 | Common<br>Stock | 3,494  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) | \$ 9.885 | 02/15/2011 | M | 2,979 | <u>(3)</u> | 01/02/2012 | Common<br>Stock | 2,979  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) | \$ 9.885 | 02/16/2011 | M | 6,527 | <u>(3)</u> | 01/02/2012 | Common<br>Stock | 6,527  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                         |       |
|---|---------------|-----------|-------------------------|-------|
|   | Director      | 10% Owner | Officer                 | Other |
| ROBERTS BRETT A<br>25505 WEST TWELVE MILE ROAD<br>SOUTHFIELD, MI 48034-8334 | X             |           | Chief Executive Officer |       |

## Signatures

/s/ Brett A.  
Roberts

02/17/2011

    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).
- (1) Includes 150,000 restricted stock units that have vested under the Company's Incentive Compensation Plan.
- (2) The employee stock options vested in installments based on the Company's satisfaction of certain performance-related criteria and became vested in full on March 29, 2005.
- (3) The employee stock options vested in installments based on the Company's satisfaction of certain performance-related criteria and became vested in full on February 27, 2006.

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.