

O REILLY AUTOMOTIVE INC  
Form 8-K  
October 18, 2006  
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): October 17, 2006

O'REILLY AUTOMOTIVE, INC.  
(Exact name of registrant as specified in its charter)

Missouri  
(State or other jurisdiction)

44-0618012  
(I.R.S. Employer Identification No.)

of incorporation or

organization)

233 South Patterson  
Springfield, Missouri 65802  
(Address of principal executive offices, Zip code)

(417) 862-6708  
(Registrant's telephone number, including area code)

(Not Applicable)  
(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 (see General Instruction A.2):

## Edgar Filing: O REILLY AUTOMOTIVE INC - Form 8-K

- 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))

**Section 7 Regulation FD**

**Item 7.01 Regulation FD Disclosure**

On October 17, 2006, O Reilly Automotive, Inc. issued a press release announcing the date of their 2006 third quarter earnings release and conference call. The text of the press release is attached hereto as Exhibit 99.1.

**Section 9 Financial Statements and Exhibits**

**Item 9.01 Financial Statements and Exhibits**

| <u>Exhibit Number</u> | <u>Description</u>                   |
|-----------------------|--------------------------------------|
| 99.1                  | Press Release dated October 17, 2006 |

The information in this Current Report on Form 8-K, including the exhibit hereto, shall not be deemed filed for the purposes of Section 18 of the Securities and Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended.

**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.

Date: October 18, 2006

O REILLY AUTOMOTIVE, INC.

By: /s/ Thomas McFall  
Thomas McFall  
Chief Financial Officer  
(principal financial officer)

Exhibit 99.1

**FOR IMMEDIATE RELEASE**

For further information contact:

Greg Henslee  
Tom McFall  
(417) 862-3333

---

**O'REILLY AUTOMOTIVE, INC. ANNOUNCES DATES FOR THE 2006 THIRD QUARTER EARNINGS RELEASE AND CONFERENCE CALL**

---

**Springfield, MO, October 17, 2006** O'Reilly Automotive, Inc. (the Company) (Nasdaq: ORLY) announces the release date for third quarter 2006 earnings as Tuesday, October 24, 2006, with a conference call to follow Wednesday, October 25, 2006.

The Company's third quarter 2006 earnings will be released after 5:30 p.m. central time on Tuesday, October 24, 2006, and can be viewed, at that time on the Company's website at [www.oreillyauto.com](http://www.oreillyauto.com) by clicking on Investor Relations then News Room.

Investors are invited to listen to the Company's conference call discussing the financial results for the third quarter of 2006, on Wednesday, October 25, 2006, at 10:00 a.m. central time, via webcast on the Company's website at [www.oreillyauto.com](http://www.oreillyauto.com) by clicking on Investor Relations then News Room. A replay of the call will also be available on the Company's website following the conference call.

**O'Reilly Automotive, Inc.** is one of the largest specialty retailers of automotive aftermarket parts, tools, supplies, equipment and accessories in the United States, serving both the do-it-yourself and professional installer markets. Founded in 1957 by the O'Reilly family, the Company operated 1,555 stores within the states of Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Montana, Nebraska, North Carolina, North Dakota, Oklahoma, South Carolina, South Dakota, Tennessee, Texas, Virginia, Wisconsin and Wyoming as of June 30, 2006.

