ASBURY AUTOMOTIVE GROUP INC

Form 4 July 31, 2006

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

if no longer subject to Section 16. Form 4 or

Check this box

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

Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading **COGGIN LUTHER** Issuer Symbol ASBURY AUTOMOTIVE GROUP (Check all applicable) INC [NYSE: ABG] (Last) (First) (Middle) 3. Date of Earliest Transaction Director _X__ 10% Owner _ Other (specify Officer (give title (Month/Day/Year) below) 4306 PABLO OAKS COURT, 07/27/2006 (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) Form filed by One Reporting Person _X_ Form filed by More than One Reporting JACKSONVILLE, FL 32224 Person

(City)	(State)	(Zip) Tab	le I - Non-I	Derivative	Secu	rities Acq	uired, Disposed	of, or Beneficia	ally Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	4. Securi on(A) or Di (Instr. 3,	ispose	d of (D)	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)
Common stock, par value \$0.01 per share	07/27/2006		S	2,000	D	\$ 20.5	78,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006		S	1,000	D	\$ 20.44	77,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)

OMB APPROVAL

3235-0287

January 31,

2005

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Number:

Expires:

response...

Estimated average

burden hours per

Common stock, par value \$0.01 per share	07/27/2006	S	1,000	D	\$ 20.6	76,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	2,000	D	\$ 20.58	74,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	1,900	D	\$ 20.42	72,500	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	1,700	D	\$ 20.41	70,800	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	700	D	\$ 20.43	70,100	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	2,000	D	\$ 20.48	68,100	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	1,700	D	\$ 20.37	66,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	2,000	D	\$ 20.46	64,400	I	By The Luther W. Coggin Revocable Trust U/A

								12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	1,000	D	\$ 20.32	63,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	3,000	D	\$ 20.3	60,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	2,000	D	\$ 20.31	58,400	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	300	D	\$ 20.56	58,100	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	100	D	\$ 20.49	58,000	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	3,000	D	\$ 20.29	55,000	I	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per share	07/27/2006	S	400	D	\$ 20.36	54,600	Ι	By The Luther W. Coggin Revocable Trust U/A 12/13/94 (1)
Common stock, par value \$0.01 per	07/27/2006	S	2,000	D	\$ 20.28	52,600	I	By The Luther W. Coggin Revocable

share Trust U/A 12/13/94 (1)

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.

SEC 1474

(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. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	.	ate	7. Titl Amou Under Securi (Instr.	nt of lying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owno Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Relationships

Reporting Owners

Reporting Owner Name / Address	Keiationships						
Reporting Owner Function	Director	10% Owner	Officer	Other			
COGGIN LUTHER 4306 PABLO OAKS COURT JACKSONVILLE, FL 32224		X					
Luther Coggin Revocable Trust U/A 12/13/94 C/O COGGIN AUTOMOTIVE GROUP 4306 PABLO OAKS COURT JACKSONVILLE, FL 32224		X					

Signatures

Lynne A. Burgess, Attorney-in-Fact 07/31/2006

**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).

Reporting Owners 4

(1) Luther W. Coggin is the trustee of The Luther W. Coggin Revocable Trust

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.