

ROBERTS BRETT A
Form 4
February 15, 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)
02/11/2011

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)		
				Code	V	Amount				(A) or (D)	Price
Common Stock	02/11/2011		M			14,484	A	\$ 9.25	298,557 ⁽¹⁾	D	
Common Stock	02/11/2011		S			1,000	D	\$ 65	297,557 ⁽¹⁾	D	
Common Stock	02/11/2011		S			1,000	D	\$ 65.03	296,557 ⁽¹⁾	D	
Common Stock	02/11/2011		S			2,000	D	\$ 65.06	294,557 ⁽¹⁾	D	
Common Stock	02/11/2011		S			1,000	D	\$ 65.08	293,557 ⁽¹⁾	D	

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Common Stock	02/11/2011	S	1,000	D	\$ 65.1	292,557 ⁽¹⁾	D
Common Stock	02/11/2011	S	2,000	D	\$ 65.15	290,557 ⁽¹⁾	D
Common Stock	02/11/2011	S	3,000	D	\$ 65.2	287,557 ⁽¹⁾	D
Common Stock	02/11/2011	S	2,000	D	\$ 65.24	285,557 ⁽¹⁾	D
Common Stock	02/11/2011	S	1,484	D	\$ 65.3	284,073 ⁽¹⁾	D
Common Stock	02/14/2011	M	3,516	A	\$ 9.25	287,589 ⁽¹⁾	D
Common Stock	02/14/2011	S	516	D	\$ 65.35	287,073 ⁽¹⁾	D
Common Stock	02/14/2011	S	1,000	D	\$ 65.4	286,073 ⁽¹⁾	D
Common Stock	02/14/2011	S	1,000	D	\$ 65.43	285,073 ⁽¹⁾	D
Common Stock	02/14/2011	S	1,000	D	\$ 65.45	284,073 ⁽¹⁾	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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 9.25	02/11/2011		M	14,484	⁽²⁾	01/02/2012	Common Stock	14,484

Employee Stock Option (right to buy)	\$ 9.25	02/14/2011	M	3,516	(2)	01/02/2012	Common Stock	3,516
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Reporting Owners

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

Signatures

/s/ Brett A.
Roberts

02/15/2011

**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.

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.