

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

SCHEDULE 13G
Under the Securities Exchange Act of 1934
(Amendment No. 1)*

ASBURY AUTOMOTIVE GROUP, INC.

(Name of Issuer)

Common Stock, \$.01 par value

(Title of Class of Securities)

043436104

(CUSIP Number)

December 31, 2009

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

☒ Rule 13d-1(b)

☐ Rule 13d-1(c)

☐ Rule 13d-1(d)

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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CUSIP No. 043436104

13G

1. Name of Reporting Person
I.R.S. Identification No. of above Person

Goldman Sachs Asset Management
(Goldman Sachs Asset Management, L.P., together with GS
Investment Strategies, LLC, "Goldman Sachs Asset Management")

2. Check the Appropriate Box if a Member of a Group

(a) ☐
(b) ☐

3. SEC Use Only

4. Citizenship or Place of Organization

Delaware

5. Sole Voting Power

Number of 0

Shares

Beneficially

6. Shared Voting Power

925,901

Owned by

Each

7. Sole Dispositive Power

Reporting

0

Person

8. Shared Dispositive Power

With:

1,055,060

9. Aggregate Amount Beneficially Owned by Each Reporting Person

1,055,060

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares

[_]

11. Percent of Class Represented by Amount in Row (9)

3.3 %

12. Type of Reporting Person

IA

Item 1(a). Name of Issuer:
ASBURY AUTOMOTIVE GROUP, INC.

Item 1(b). Address of Issuer's Principal Executive Offices:
2905 Premiere Parkway NW
Suite 300
Duluth, GA 30097

Item 2(a). Name of Persons Filing:

GOLDMAN SACHS ASSET MANAGEMENT

Item 2(b). Address of Principal Business Office or, if none, Residence:

Goldman Sachs Asset Management
32 Old Slip
New York, NY 10005

Item 2(c). Citizenship:
GOLDMAN SACHS ASSET MANAGEMENT, L.P. - Delaware
GS INVESTMENT STRATEGIES, LLC - Delaware

Item 2(d). Title of Class of Securities:
Common Stock, \$.01 par value

Item 2(e). CUSIP Number:
043436104

Item 3. If this statement is filed pursuant to Rules 13d-1(b) or 13d-2(b) or (c), check whether the person filing is a:

(a).[] Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o).

(b).[] Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c).

(c).[] Insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c).

(d).[] Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).

(e).[X] An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E);
Goldman Sachs Asset Management, L.P.
GS Investment Strategies, LLC

(f).[] An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F);

(g).[] A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G);

(h).[] A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);

(i).[] A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);

(j).[] Group, in accordance with Rule 13d-1(b)(1)(ii)(J).

- Item 4. Ownership.*
- (a). Amount beneficially owned:
 See the response(s) to Item 9 on the attached cover page(s).
- (b). Percent of Class:
 See the response(s) to Item 11 on the attached cover page(s).
- (c). Number of shares as to which such person has:
- (i). Sole power to vote or to direct the vote: See the
 response(s) to Item 5 on the attached cover page(s).
- (ii). Shared power to vote or to direct the vote: See the
 response(s) to Item 6 on the attached cover page(s).
- (iii). Sole power to dispose or to direct the disposition
 of: See the response(s) to Item 7 on the attached
 cover page(s).
- (iv). Shared power to dispose or to direct the disposition
 of: See the response(s) to Item 8 on the attached
 cover page(s).
- Item 5. Ownership of Five Percent or Less of a Class.
 If this statement is being filed to report the fact that as
 of the date hereof the reporting persons have ceased to be
 the beneficial owners of more than five percent of the class
 of securities, check the following [X].
- Item 6. Ownership of More than Five Percent on Behalf of Another
 Person.
 Not Applicable
- Item 7. Identification and Classification of the Subsidiary Which
 Acquired the Security Being Reported on by the Parent
 Holding Company.
 Not Applicable
- Item 8. Identification and Classification of Members of the Group.
 Not Applicable
- Item 9. Notice of Dissolution of Group.
 Not Applicable
- Item 10. Certification.
 By signing below I certify that, to the best of my knowledge
 and belief, the securities referred to above were acquired
 and are held in the ordinary course of business and were not
 acquired and are not held for the purpose of or with the
 effect of changing or influencing the control of the issuer
 of the securities and were not acquired and are not held in
 connection with or as a participant in any transaction having
 that purpose or effect.

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* In accordance with Securities and Exchange Commission Release No. 34-39538 (January 12, 1998) (the "Release"), this filing reflects the securities beneficially owned by Goldman Sachs Asset Management, L.P. ("GSAM") and GS Investment Strategies, LLC ("GSIS"), each a wholly-owned subsidiary of The Goldman Sachs Group, Inc. ("GS Group"). This filing does not reflect securities, if any, beneficially owned by any other subsidiaries of GS Group whose ownership is disaggregated from that of GSAM and GSIS in accordance with the Release. GSAM and GSIS, each an investment adviser, disclaim beneficial ownership of the securities beneficially owned by (i) any client accounts with respect to which GSAM or GSIS or their employees have voting or investment discretion, or both and (ii) securities managed, if any, on GSAM's or GSIS's behalf, by third parties.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 12, 2010

GOLDMAN SACHS ASSET MANAGEMENT, L.P.

By:/s/ John Colangelo

Name: John Colangelo
Title: Attorney-in-fact

GS INVESTMENT STRATEGIES, LLC

By:/s/ John Colangelo

Name: John Colangelo
Title: Attorney-in-fact

INDEX TO EXHIBITS

Exhibit No.	Exhibit
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99.1	Joint Filing Agreement
99.2	Power of Attorney, relating to GOLDMAN SACHS ASSET MANAGEMENT, L.P.
99.3	Power of Attorney, relating to GS INVESTMENT STRATEGIES, LLC

JOINT FILING AGREEMENT

In accordance with Rule 13d-1(k)(1) promulgated under the Securities Exchange Act of 1934, the undersigned agree to the joint filing of a Statement on Schedule 13G (including any and all amendments thereto) with respect to the Common Stock, \$.01 par value, of ASBURY AUTOMOTIVE GROUP, INC. and further agree to the filing of this agreement as an Exhibit thereto. In addition, each party to this Agreement expressly authorizes each other party to this Agreement to file on its behalf any and all amendments to such Statement on Schedule 13G.

Date: February 12, 2010

GOLDMAN SACHS ASSET MANAGEMENT, L.P.

By:/s/ John Colangelo

Name: John Colangelo
Title: Attorney-in-fact

GS INVESTMENT STRATEGIES, LLC

By:/s/ John Colangelo

Name: John Colangelo
Title: Attorney-in-fact

POWER OF ATTORNEY

KNOW ALL PERSONS BY THESE PRESENTS that GOLDMAN SACHS ASSET MANAGEMENT, L.P. (the "Company") does hereby make, constitute and appoint each of Ronald L. Christopher, Dan Deluca and Jeremy Kahn, (and any other employee of The Goldman Sachs Group, Inc. or one of its affiliates designated in writing by one of the attorneys-in-fact), acting individually, its true and lawful attorney, to execute and deliver in its name and on its behalf whether the Company is acting individually or as representative of others, any and all filings required to be made by the Company under the Securities Exchange Act of 1934, (as amended, the "Act"), with respect to securities which may be deemed to be beneficially owned by the Company under the Act, giving and granting unto each said attorney-in-fact power and authority to act in the premises as fully and to all intents and purposes as the Company might or could do if personally present by one of its authorized signatories, hereby ratifying and confirming all that said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

THIS POWER OF ATTORNEY shall remain in full force and effect until either revoked in writing by the undersigned or until such time as the person or persons to whom power of attorney has been hereby granted cease(s) to be an employee of The Goldman Sachs Group, Inc. or one of its affiliates.

IN WITNESS WHEREOF, the undersigned has duly subscribed these presents as of October 14, 2008.

GOLDMAN SACHS ASSET MANAGEMENT, L.P.

By:/s/ Ellen R. Porges

Name: Ellen R. Porges
Title: Managing Director

DESIGNATION OF ADDITIONAL ATTORNEY-IN-FACT

KNOW ALL PERSONS BY THESE PRESENTS that Ronald L. Christopher, a duly appointed attorney-in-fact of GOLDMAN SACHS ASSET MANAGEMENT, L.P. (the "Company"), pursuant to that Power of Attorney dated October 14, 2008 (the "POA"), does hereby designate John Colangelo, an employee of Goldman, Sachs & Co. (the "Firm"), as an additional attorney-in-fact, with the same authority to act as provided to the undersigned and the other attorneys-in-fact named in the POA.

This Designation of Additional Attorney-in-Fact (this "Designation") shall not affect the continued power of the undersigned or the other named attorneys-in-fact to act under the POA to the full extent permitted thereby. This Designation shall remain in full force and effect until either it or the POA is revoked in writing by the Company or the Firm, or until such time as the person or persons to whom power of attorney has been hereby granted cease(s) to be an employee of the Firm or one of its affiliates.

IN WITNESS WHEREOF, the undersigned has duly subscribed these presents as of December 31, 2009.

GOLDMAN SACHS ASSET MANAGEMENT, L.P.

By: /s/ Ronald L. Christopher

Name: Ronald L. Christopher

Title: Attorney-In-Fact

POWER OF ATTORNEY

KNOW ALL PERSONS BY THESE PRESENTS that GS INVESTMENT STRATEGIES, LLC (the "Company") does hereby make, constitute and appoint each of Ronald L. Christopher, Dan Deluca and Jeremy Kahn (and any other employee of The Goldman Sachs Group, Inc. or one of its affiliates designated in writing by one of the attorneys-in-fact), acting individually, its true and lawful attorney, to execute and deliver in its name and on its behalf whether the Company is acting individually or as representative of others, any and all filings required to be made by the Company under the Securities Exchange Act of 1934, (as amended, the "Act"), with respect to securities which may be deemed to be beneficially owned by the Company under the Act, giving and granting unto each said attorney-in-fact power and authority to act in the premises as fully and to all intents and purposes as the Company might or could do if personally present by one of its authorized signatories, hereby ratifying and confirming all that said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

THIS POWER OF ATTORNEY shall remain in full force and effect until either revoked in writing by the undersigned or until such time as the person or persons to whom power of attorney has been hereby granted cease(s) to be an employee of The Goldman Sachs Group, Inc. or one of its affiliates.

IN WITNESS WHEREOF, the undersigned has duly subscribed these presents as of October 14, 2008.

GS INVESTMENT STRATEGIES, LLC

By: /s/ Ellen R. Porges

Name: Ellen R. Porges
Title: Managing Director

DESIGNATION OF ADDITIONAL ATTORNEY-IN-FACT

KNOW ALL PERSONS BY THESE PRESENTS that Ronald L. Christopher, a duly appointed attorney-in-fact of GS INVESTMENT STRATEGIES, LLC (the "Company"), pursuant to that Power of Attorney dated October 14, 2008 (the "POA"), does hereby designate John Colangelo, an employee of Goldman, Sachs & Co. (the "Firm"), as an additional attorney-in-fact, with the same authority to act as provided to the undersigned and the other attorneys-in-fact named in the POA.

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IN WITNESS WHEREOF, the undersigned has duly subscribed these presents as of December 31, 2009.

GS INVESTMENT STRATEGIES, LLC

By: /s/ Ronald L. Christopher

Name: Ronald L. Christopher
Title: Attorney-In-Fact