

CREDIT ACCEPTANCE CORP
 Form 4
 May 11, 2017

FORM 4

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

OMB APPROVAL

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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 *
 Watson Jill Foss

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)

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

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

29777 TELEGRAPH ROAD, SUITE 2611

05/09/2017

(Street)

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

SOUTHFIELD, MI 48034

(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 | | |
| Common Stock | 05/09/2017 | | S | 820 | D \$ 215.44 (1) | 454,737 | I See footnote (2) |
| Common Stock | 05/09/2017 | | S | 71 | D \$ 215.44 (1) | 39,662 | I See footnote (3) |
| Common Stock | 05/09/2017 | | S | 913 | D \$ 215.44 (1) | 830,359 | I See footnote (4) |
| Common | 05/09/2017 | | S | 286 | D \$ | 157,594 | I See |

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| | | | | | | | | |
|--------------|------------|---|-------|---|--------------|---------|---|-----------------|
| Stock | | | | | 215.44 | | | footnote |
| | | | | | <u>(1)</u> | | | <u>(5)</u> |
| Common Stock | 05/09/2017 | S | 3,908 | D | \$ 216.66 | 450,829 | I | See footnote |
| | | | | | <u>(6)</u> | | | <u>(2)</u> |
| Common Stock | 05/09/2017 | S | 336 | D | \$ 216.66 | 39,326 | I | See footnote |
| | | | | | <u>(6)</u> | | | <u>(3)</u> |
| Common Stock | 05/09/2017 | S | 4,353 | D | \$ 216.66 | 826,006 | I | See footnote |
| | | | | | <u>(6)</u> | | | <u>(4)</u> |
| Common Stock | 05/09/2017 | S | 1,360 | D | \$ 216.66 | 156,234 | I | See footnote |
| | | | | | <u>(6)</u> | | | <u>(5)</u> |
| Common Stock | 05/09/2017 | S | 1,902 | D | \$ 217.48 | 448,927 | I | See footnote |
| | | | | | <u>(7)</u> | | | <u>(2)</u> |
| Common Stock | 05/09/2017 | S | 164 | D | \$ 217.48 | 39,162 | I | See footnote |
| | | | | | <u>(7)</u> | | | <u>(3)</u> |
| Common Stock | 05/09/2017 | S | 2,118 | D | \$ 217.48 | 823,888 | I | See footnote |
| | | | | | <u>(7)</u> | | | <u>(4)</u> |
| Common Stock | 05/09/2017 | S | 662 | D | \$ 217.48 | 155,572 | I | See footnote |
| | | | | | <u>(7)</u> | | | <u>(5)</u> |
| Common Stock | 05/10/2017 | S | 2,662 | D | \$ 215.41 | 446,265 | I | See footnote |
| | | | | | <u>(8)</u> | | | <u>(2)</u> |
| Common Stock | 05/10/2017 | S | 230 | D | \$ 215.41 | 38,932 | I | See footnote |
| | | | | | <u>(8)</u> | | | <u>(3)</u> |
| Common Stock | 05/10/2017 | S | 2,965 | D | \$ 215.41 | 820,923 | I | See footnote |
| | | | | | <u>(8)</u> | | | <u>(4)</u> |
| Common Stock | 05/10/2017 | S | 927 | D | \$ 215.41 | 154,645 | I | See footnote |
| | | | | | <u>(8)</u> | | | <u>(5)</u> |
| Common Stock | 05/10/2017 | S | 6,281 | D | \$ 216.41 | 439,984 | I | See footnote |
| | | | | | <u>(9)</u> | | | <u>(2)</u> |
| Common Stock | 05/10/2017 | S | 541 | D | \$ 216.41 | 38,391 | I | See footnote |
| | | | | | <u>(9)</u> | | | <u>(3)</u> |

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| | | | | | | | | | |
|--------------|------------|---|-------|---|-------------------|--------|---------|---|--------------------------------|
| Common Stock | 05/10/2017 | S | 6,995 | D | \$ <u>(9)</u> | 216.41 | 813,928 | I | See footnote <u>(4)</u> |
| Common Stock | 05/10/2017 | S | 2,186 | D | \$ <u>(9)</u> | 216.41 | 152,459 | I | See footnote <u>(5)</u> |
| Common Stock | 05/10/2017 | S | 804 | D | \$ <u>(10)</u> | 217.25 | 439,180 | I | See footnote <u>(2)</u> |
| Common Stock | 05/10/2017 | S | 69 | D | \$ <u>(10)</u> | 217.25 | 38,322 | I | See footnote <u>(3)</u> |
| Common Stock | 05/10/2017 | S | 896 | D | \$ <u>(10)</u> | 217.25 | 813,032 | I | See footnote <u>(4)</u> |
| Common Stock | 05/10/2017 | S | 280 | D | \$ <u>(10)</u> | 217.25 | 152,179 | I | See footnote <u>(5)</u> |
| Common Stock | | | | | | | 58,154 | I | See footnote <u>(11)</u> |
| Common Stock | | | | | | | 58,154 | I | See footnote <u>(12)</u> |
| Common Stock | | | | | | | 2,146 | I | By Son <u>(13)</u> |

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

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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. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Reporting Transaction (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | Code V | (A) (D) | Title | | | |

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Credit Acceptance Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in the preceding sentence.

- (11) These shares are owned of record by Todd Watson, spouse of Jill Foss Watson, as trustee of the Jill Foss Watson 2014 Children's Trust FBO Duncan Todd Watson.
- (12) These shares are owned of record by Todd Watson, spouse of Jill Foss Watson, as trustee of the Jill Foss Watson 2014 Children's Trust FBO Gwyneth Ellen Watson.
- (13) The reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed an admission that the reporting person is the beneficial owner of such securities for purposes of Section 16 or any other purpose.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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