GENUINE PARTS CO Form 8-K November 15, 2010

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

November 15, 2010

| Date of Report | (Date of Far | liest Event | Reported): | |
|----------------|--------------|-------------|------------|--|
| Date of Kedon | UDate of Ear | Hest Event | Kenonieu). | |

Genuine Parts Company

(Exact name of registrant as specified in its charter)

| Georgia | 001-05690 | 58-0254510 | |
|--|--|--|--|
| (State or other jurisdiction of incorporation) | (Commission File Number) | (I.R.S. Employer Identification No.) | |
| 2999 Circle 75 Pkwy, Atlanta, Georgia | | 30339 | |
| (Address of principal executive offices) | | (Zip Code) | |
| Registrant s telephone number, including area code: | | 770.953.1700 | |
| | Not Applicable | | |
| Former nan | ne or former address, if changed since l | ast report | |
| | | | |
| Check the appropriate box below if the Form 8-K filin he following provisions: | g is intended to simultaneously satisfy | the filing obligation of the registrant under any of | |
| Written communications pursuant to Rule 425 und Soliciting material pursuant to Rule 14a-12 under Pre-commencement communications pursuant to I Pre-commencement communications pursuant to I | the Exchange Act (17 CFR 240.14a-12 Rule 14d-2(b) under the Exchange Act | 2) (17 CFR 240.14d-2(b)) | |

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|------|------|------|-------------|---------|
| Item | 8.0 |)1 (| Other | Events. |

On November 15, 2010, the Board of Directors of Genuine Parts Company declared a regular quarterly cash dividend of \$.41 cents per share on the Company's common stock. The dividend is payable January 3, 2011 to shareholders of record December 10, 2010.

Item 9.01 Financial Statements and Exhibits.

- (d) Exhibits
- 99.1 Press Release dated November 15, 2010

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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.

Genuine Parts Company

November 15, 2010 By: Jerry W. Nix

Name: Jerry W. Nix

Title: Vice Chairman and CFO

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Exhibit Index

| Exhibit No. | Description | |
|-------------|---------------------------------------|--|
| 99.1 | Press Release dated November 15, 2010 | |