Autohome Inc. Form SC 13G January 21, 2015

#### **UNITED STATES**

### SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

#### **SCHEDULE 13G**

Information to be included in Statements filed pursuant to Rules

13d-1(b), (c) and (d) and amendments thereto filed pursuant to

Rule 13d-2(b)

(Amendment No. )

**Autohome Inc.** 

(Name of Issuer)

American depository shares, each representing 1 Class A ordinary share

(Title of Class of Securities)

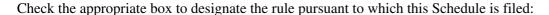
05278C107

(CUSIP Number)

**December 31, 2014** 

(Date of Event That Requires Filing of this Statement)

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- x Rule 13d-1(b)
- "Rule 13d-1(c)
- "Rule 13d-1(d)

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).

<sup>\*</sup> 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.

CHS	ID NO(	a)		Page 2 of [			
CUS.	IP NO(	s). <u> </u>		Page 2 of [			
1.	Names of Reporting Persons						
2.	UBS Group AG directly and on behalf of certain subsidiaries Check the Appropriate Box if a Member of a Group						
3.	a " b " SEC USE ONLY						
4.	4. Citizenship or Place of Organization						
	Switze		d Sole Voting Power				
Nun	nber of						
Sh	nares	6.	3,597,363 Shared Voting Power				
Bene	ficially						
Owi	ned by		0				
Е	Each	7.	Sole Dispositive Power				
Rep	orting						
Pe	erson	8.	3,597,363 Shared Dispositive Power				
With:							
9.	Aggre	gate	0 Amount Beneficially Owned by Each Reporting Person:				

3,597,363

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

3

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11. Percent of Class Represented by Amount in Row 9

7.56%

12. Type of Reporting Person

BK

CUSIP NO(s)		Page 3 of [	]
Item 1(a)	Name of Issuer		
Item 1(b)	Autohome Inc.  Address of Issuer s Principal Executive Offices:		
	10 <sup>th</sup> Floor Tower B CEC Plaza		
	3 Dan Ling Street,		
Item 2(a)	Haidian District, Beijin F4 0000  Name of Person Filing:		
Item 2(b)	UBS Group AG Address of Principal Business Office:		
	UBS Group AG		
	Bahnhofstrasse 45		
	PO Box CH-8021		
Item 2(c)	Zurich, Switzerland Citizenship or Place of Organization:		
Item 2(d)	Switzerland Title of Class of Securities		
Item 2(e)	American depository shares, each representing 1 Class A ordinary share CUSIP Number(s):		

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Item 3. Type of Person Filing:

UBS Group AG is classified as a Bank as defined in section 3(a)(6) of the Securities Act of 1933 pursuant to no-action relief granted by the staff of the Securities and Exchange Commission.

Item 4 (a)-(c)(iv). Ownership:

Items 5-11 of the cover page are incorporated by reference.

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 person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following ".

CUSIP NO(s)	Page 4 of [ ]
Item 6.	Ownership of More than Five Percent on Behalf of Another Person:
	Not applicable
Item 7.	Identification and Classification of the Subsidiary That Acquired the Security Being Reported on By the Parent Holding Company:
	This statement on Schedule 13G is being filed by UBS Group AG on behalf of itself and its wholly
	owned subsidiary UBS Securities LLC, UBS AG London Branch and UBS Financial Services Inc.
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, the undersigned certify that, to the best of their knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were

By signing below, the undersigned certify that, to the best of their 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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# **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.

By: /s/ Anthony DeFilippis Executive Director

By: /s/ John Lindley Associate Director

Date: January 21, 2015