WILLIAMS MICHAEL P
Form 4
March 24, 2010

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 *
WILLIAMS MICHAEL P

(Last) (First) (Middle)

C/O AUTOINFO, INC., 6413 CONGRESS AVENUE, SUITE 260

(Street)

BOCA RATON, FL 33487

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
AUTOINFO INC [AUTO]

3. Date of Earliest Transaction (Month/Day/Year)
12/06/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
COO & GC of Sunteck Trnspt

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

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	12/06/2007		P		1,500	A	$ 0.75	1,500	D	
Common Stock	09/11/2008		P		1,500	A	$ 0.51	3,000	D	

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

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SEC 1474 (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 A Underlying S (Instr. 3 and 4
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title
Qualified Options	$ 0.29	03/16/2009		A		400,000		03/16/2010(1)	03/16/2015	Common Stock
Non-Qualified Options	$ 1.12							06/06/2007(3)	06/06/2012	Common Stock

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WILLIAMS MICHAEL P C/O AUTOINFO, INC. 6413 CONGRESS AVENUE, SUITE 260 BOCA RATON, FL 33487			COO & GC of Sunteck Trnspt	

Signatures

/s/ Michael P. Williams	03/19/2010
**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) The qualified stock option is exercisable as follows: (a) to acquire 133,334 shares of common stock on 3/16/2010 and an additional 133,333 shares on each successive anniversary date through 3/16/2012.

(2) Not applicable.

(3) The non-qualified stock option is exercisable as follows: (a) to acquire 50,000 shares of common stock on 6/6/2007 and an additional 50,000 shares on each successive anniversary date through 6/6/2011; and (b) beginning on 12/31/2009, the stock option is exercisable to acquire an additional 100,000 shares of common stock on each of 12/31/2009 and 12/31/2010, and an additional 150,000 shares of common stock on 12/31/2011.

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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