FORM 4

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

OMB APPROVAL
OMB Number: 3235-0287
Estimated average burden
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

(Print or Type Responses)

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person * ROHR JAMES E				PN	2. Issuer Name and Ticker or Trading Symbol PNC FINANCIAL SERVICES GROUP, INC. [PNC]							5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
ONE PNC PLAZA, 249 FIFTH AVENUE					3. Date of Earliest Transaction (Month/Day/Year) 07/31/2013											
PITTSBURGH, PA 15222-2707												6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City) (State) (Zip)					Table I - Non-Derivative Securities Acquired, D								Benefic	ially Ow	ned	
(Instr. 3) Date (Month/Day/Year) a		Executio any	a. Deemed ecution Date, if y Ionth/Day/Year)		etion	4. Securi (A) or D (Instr. 3,	ties A ispose 4 and	ed of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)			6. Ownersh Form: Direct (I	7. Natural Indirect Benefic	Beneficial Ownership		
						Code	V	Amount	(A) or (D)	Price	(IIISIII S UIII	,		(I) (Instr. 4)		.,
\$5 Par Common Stock 07/31/2013					S		3,555	D	\$ 76.7976	0			I	By 2005 GRAT		
\$5 Par Common Stock 07/31		07/31/2013			S		32,636	D	\$ 76.7579 (2)	9 33,928	33,928		I	_	Daughter's Irrevocable	
\$5 Par Common Stock 08/01/201		08/01/2013					20,614	D	\$ 77.014:	5 13,314	13,314		I	By Daugh Irrevo Trust		
\$5 Par Common Stock											37,920			I	401(k)) Plan
\$5 Par Common Stock										233,040			D			
\$5 Par Common Stock										58,200			I	By Spous	e/Trust	
\$5 Par Common Stock											516			I	By Da	aughter
\$5 Par Common Stock										251,121			I	By Revoc Trust	cable	
Reminder:	Report on a s	separate li	ne for each class of s		,			Persons containe the form	who d in t displ	his form lays a cu	to the colle are not req rrently valid	uired to res I OMB cont	spond	unless	SEC 141	74 (9-02)
1 Tid6	2	2		(e.g.,)		, warrai		tions, con	vertib	le securiti	ies)		O N	1 6	10	11 . N
Security or Exercise (Month/Day/Year) any		n Date, if	Sec Acc (A) Dis of (vative rities aired or osed	6. Date Exercisable and Expiration Date (Month/Day/Year)		Date Lear) U	7. Title and Amount of Jnderlying Securities Instr. 3 and	8. Price of Derivative Security (Instr. 5)	Deriva Securi Benefi Owned Follow Report	ative ities icially d ving ted action(s)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)		

				Code	V	(A)		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
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Reporting Owners

	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
ROHR JAMES E ONE PNC PLAZA 249 FIFTH AVENUE PITTSBURGH, PA 15222-2707	X							

Signatures

Christi Davis, Attorney-in-Fact for James E Rohr	08/02/2013	
**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) Represents the weighted average price of shares sold in multiple transactions with prices ranging from \$76.65 to \$76.89. The reporting person undertakes to provide upon request by the staff of the Securities and Exchange Commission, full information regarding the number of shares sold at each separate price.
- (2) Represents the weighted average price of shares sold in multiple transactions with prices ranging from \$76.60 to \$76.89. The reporting person undertakes to provide upon request by the staff of the Securities and Exchange Commission, full information regarding the number of shares sold at each separate price.
- (3) Represents the weighted average price of shares sold in multiple transactions with prices ranging from \$77.00 to \$77.055. The reporting person undertakes to provide upon request by the staff of the Securities and Exchange Commission, full information regarding the number of shares sold at each separate price.
 - The amount of securities beneficially owned represents the number of shares of common stock indirectly held for the account of the reporting person under The PNC
- (4) Financial Services Group, Inc. ("PNC") Incentive Savings Plan (the "ISP"). Shares of PNC common stock are not directly allocated to ISP participants, but instead are held in a unitized fund, approximately 98% of which consists of PNC common stock, and the remainder of which is invested in a money market fund. The percentage of assets in the unitized fund investment option that are deemed to be invested in PNC common stock may vary from time to time.

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

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.