In this paper I will argue that there is no reason to think that automaticity in action excludes a role for consciousness in action explanation. Rather, if we make the right distinctions, (1) between the intentional action, its sub-steps, and so-called unintentional descriptions of what the agent does, (2) between reasons and factors that contribute to recognizing and responding to reasons, and (3) between acting for reasons and deliberation, we see that automaticity and consciousness play their own respective roles in action. Even though the role of automatic processes is substantial and indispensable, this does not imply that we act unconsciously or for unconscious reasons.