



November 2010

Dear Shareholder

Dividend Reinvestment Plan – Vertu Motors plc

In the enclosed Interim Results, Vertu Motors plc has announced that its maiden dividend will be paid in January 2011.

As a holder of shares in Vertu Motors plc you may be interested in a service provided by Capita IRG Trustees Limited which allows you to reinvest your dividend payments to purchase additional shares in Vertu Motors plc.

Reinvesting your dividend can be a convenient and easy way to build up your shareholding, as the service enables you to purchase as many shares as possible with each dividend paid.

Please find enclosed a personalised application form and a copy of the Conditions detailing the service. The application form must be completed and returned in the prepaid envelope provided to be included in this plan.

The charges for this service are 1% of the purchase price of the shares (with a minimum charge of £2.50) plus stamp duty reserve tax at the prevailing rate, currently at 0.5%, where applicable. Any cash remaining which was insufficient to purchase a whole share will be carried forward without interest and added to your residual balance through the Dividend Reinvestment Plan.

Please note that due to the minimum charge, the service may not be cost effective for all participants, and the value of shares, and any income from them, can fall as well as rise. This is not a recommendation to purchase shares and, if you are in any doubt as to what action you should take, you should consult an appropriately qualified professional advisor.

Should you require any further information, please do not hesitate to contact Capita IRG Trustees Ltd on 0871 664 0381 (calls to this number cost 10p per minute plus any network extras, lines are open 9am-5.30pm, Monday-Friday excluding bank holidays) or if calling from overseas +44 (0)208 639 3402 or else you can e-mail us at shares@capitaregistrars.com.

Yours faithfully,

Michael Sherwin
Finance Director

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