

23rd January 2008

Vertu Motors plc (“Vertu” or the “Group”)

Analyst site visit

Vertu Motors plc, the UK’s 10th largest motor retail group, announces it is hosting a site visit for analysts today and tomorrow to the Group’s Head Office and local dealerships in and around Newcastle.

The visit will include presentations by Vertu’s management team and will allow the analysts to view some of the Company’s operational facilities. There will also be an opportunity to meet other members of senior management and key individuals from various parts of the business.

No material new financial information will be disclosed during the event.

Ends -

For further information please contact:

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Notes to editors

Vertu Motors is the 10th largest motor retailer in the United Kingdom with 47 dealerships forming a national network across England, operating under the Bristol Street Motors and Motor Nation brands. Manufacturing partners include Citroen, Ford, Iveco, Honda, Peugeot, Renault, Vauxhall, Fiat and Hyundai.

Vertu Motors was established in November 2006 with the aim of consolidating the UK motor retail sector. The company listed on AIM in December 2006 and raised £25m. The Executive Directors are experienced within the sector, having previously held senior positions within Reg Vardy and CD Bramall.

In March 2007, the Group acquired the 13th largest motor retailer in the United Kingdom, Bristol Street Motors. In the summer of 2007, Vertu acquired Blake Holdings, Grantham Motor Company Limited and a Ford dealership in Morpeth, Northumberland.

It is intended that the Company will continue to acquire motor retail operations in the form of franchised dealerships and used car only operations. The Company’s acquisition strategy is supplemented by a focused organic growth strategy to drive operational efficiencies through the national network.

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