17 December 2007

Vertu Motors plc ("Vertu Motors" or the "Company")
Director Dealings

Today, the Company received notification that Helen Forrester, wife of Robert Forrester, a Director of the Company, purchased 23,500 ordinary 10 pence shares in the Company ("Ordinary Shares") at a purchase price of 41.5p. Mrs Helen Forrester, following this notification, owns 1,023,500 Ordinary Shares. Robert Forrester has personal beneficial interest in 2,838,917 Ordinary Shares representing 3.1% of the Company's issued share capital. Following this notification, Robert Forrester and his connected persons now have a total beneficial interest in 3,862,417 Ordinary Shares in the Company, representing 4.25% per cent of the issued share capital.

Ends

For further information please contact:

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