

29 June 2007

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

Acquisition

Vertu Motors plc announces that it has acquired four Honda car dealerships and one Honda motorcycle dealership in the East Midlands through the purchase of the entire share capital of Grantham Motor Company Limited for cash consideration of £4.6m. Completion took place on 28 June 2007. The acquisitions will be funded through the Group’s existing debt facility with Barclays.

The acquisition of the Honda dealerships in Grantham, Lincoln, Boston and Retford is Vertu’s first introduction to the fast growing Honda franchise and is an excellent geographical fit with the existing Vertu Motors businesses in the East Midlands.

The acquisition includes two freeholds, one long leasehold and one leasehold property. The Net Asset Value as at 31 December 2006 was £1.4m, which included £1.6m of property assets. In the year to 31st December 2006 the businesses made £0.8m of profit before taxation with turnover of £50 million.

This acquisition brings the total number of dealerships operated by the group to 45. Vertu Motors plc is now the tenth largest motor retailer in the United Kingdom by turnover.

Robert Forrester, CEO of Vertu Motors said:

“We are pleased to have announced our third acquisition since we listed on AIM in December 2006, as we continue to consolidate the highly fragmented UK motor retail market.

We are excited to have five Honda dealerships to start our relationship with Honda who we regard as a key strategic partner going forward. I look forward to working with these businesses and welcoming all our new colleagues into the Group.”

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