

3 January 2014

Vertu Motors plc ("Vertu" or "Company")

Director Shareholding

Vertu was informed today of the following dealings by Directors, Robert Forrester and Michael Sherwin (the "Dealings"). The Dealings took place on 3 January, at a price of 57.9p per ordinary share of 10p each in the Company ("Ordinary Shares"):

Director	Beneficial holding of Ordinary Shares prior to the Dealings	% of share capital prior to the Dealings	Shares acquired	Resultant Beneficial holding of Ordinary Shares after the Dealings	Resultant % of share capital after the Dealings
Robert Forrester	6,525,420	1.93	19,784	6,545,204	1.94
Michael Sherwin	310,030	0.09	17,958	327,988	0.10

The Company's issued share capital consists of 336,783,057 Ordinary Shares with voting rights. The Company does not hold any Ordinary shares in treasury.

- Ends -

For further information please contact:

Vertu Motors plc

Robert Forrester, CEO
Michael Sherwin, FD

Tel: 0191 491 2111
Tel: 0191 491 2114

Panmure Gordon

Hugh Morgan
Callum Stewart

Tel: 020 7886 2500

Liberum Capital Limited

Peter Tracey
Simon Stilwell

Tel: 020 3100 2000

FTI Consulting

George Parker

Tel: 020 7831 3113