

13 July 2009

Vertu Motors plc (the "Company")

Director Dealings

The Company was informed today of the following dealings by directors that took place in accordance with the Company's All Employee Share Incentive Plan ("SIP"). Both dealings took place on 6 July 2009, at a price of 43p per ordinary share of 10p each in the Company ("Ordinary Shares"):

Director	Previous beneficial holding	Previous holding (%)	Shares acquired	Resultant beneficial holding	Resultant holding (%)
Robert Forrester	4,406,453	2.24	3,488	4,409,941	2.25
Karen Anderson	584,623	0.30	3,488	588,111	0.30

The Company's issued share capital consists of 196,301,855 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in treasury.

- Ends -

For further information please contact:

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