

21 October 2009

Vertu Motors plc (the "Company")

Director Dealings

Vertu Motors plc (the "Company") was notified on 20 October 2009 that on 20 October 2009, Mr Robert Forrester, Chief Executive of the Company, transferred his interest in 3,037,917 ordinary shares of 10p each in the Company ("Ordinary Shares") for nil consideration to his wife, Mrs Helen Forrester.

Following this transaction Mr Forrester and his connected persons remain interested in 4,406,941 Ordinary Shares representing 2.24% of the issued share capital of the Company.

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.

For further information please contact:

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