

19 May 2010

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

The Company received notification on 18 May 2010 that David Malcolm Forbes, a Non-executive Director of the Company, had acquired an interest in 100,000 ordinary 10 pence shares in the Company ("Ordinary Shares") at a purchase price of 36.5p per share. Following this notification, David Malcolm Forbes has a personal beneficial interest in 100,000 Ordinary Shares representing 0.05% of the Company's issued capital.

The Company's capital consists of 197,557,114 Ordinary Shares with a nominal value of 10p each, each with voting rights. The Company does not hold any Ordinary Shares in treasury.

- Ends -

For further information please contact:

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