

18 October 2010

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

The Directors and officers of the Company have today acquired, in aggregate, an interest in 336,950 ordinary 10 pence shares in the Company ("Ordinary Shares") at a purchase price of 29.25p per share. The analysis is given below:

Director / Officer	Previous beneficial holding	Previous holding (%)	Ordinary Shares acquired	Resultant beneficial holding	Resultant holding (%)
Robert Forrester	5,761,262	2.89	101,550	5,862,812	2.94
Michael Sherwin	119,000	0.06	16,925	135,925	0.07
David Forbes	100,000	0.05	100,000	200,000	0.10
William Teasdale	500,000	0.25	33,850	533,850	0.27
Karen Anderson	592,691	0.30	84,625	677,316	0.34

The Company's issued share capital consists of 199,278,032 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in treasury.

**For further information please contact:**

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