

4 January 2011

Vertu Motors plc (the "Company")

Director / PDMR Shareholding

The Company was informed today of the following dealing by Michael Sherwin, Director, that took place in accordance with the Company's All Employee Share Incentive Plan ("SIP"). The dealing took place on 4 January 2011, at a price of 29.00p per ordinary share of 10p each in the Company ("Ordinary Shares"):

PDMR	Previous beneficial holding	Previous holding (%)	Shares acquired	Resultant beneficial holding	Resultant holding (%)
Michael Sherwin	135,925	0.07	431	136,356	0.07

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.

- Ends -

For further information please contact:

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