

21 January 2008

Vertu Motors plc (“Vertu” or the “Group”)

Expansion of Motor Nation

Vertu Motors plc, the UK’s 10th largest motor retail group, is pleased to announce that it has completed a new lease on premises in Doncaster, Yorkshire for the opening of a new Motor Nation used car outlet. This will add to the Group’s existing Motor Nation outlets in Birmingham, Coventry and Widnes. This organic expansion of the Motor Nation business is in-line with the Group’s strategy to expand the existing brands of the Group and particularly to develop strong used car operations.

The 1.3 acre site, in a prominent location on Thorne Road in Doncaster, is currently unoccupied. It is intended that the outlet will open for business in March 2008. The site is a well invested motor retail facility and requires no material capital expenditure.

In order to maximise marketing benefits from the two brands of the Group, Motor Nation outlets will, in due course, be branded Bristol Street Motor Nation.

Robert Forrester, CEO of Vertu Motors said:

“I am pleased we have delivered on our strategy to expand our Motor Nation brand into this new geography for Vertu Motors. The outlet has significant potential and is the Group’s first entry into Yorkshire. It is our intention to continue to identify additional sites with which to expand Bristol Street Motor Nation.”

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For further information please contact:

Robert Forrester, CEO, Vertu Motors plc, Tel: 0191 206 4617

Andrew Kitchingman, Brewin Dolphin Securities, Tel: 0845 270 8613

Billy Clegg/Edward Westropp, Financial Dynamics, Tel: 020 7831 3113

Notes to editors

Vertu Motors is the 10th largest motor retailer in the United Kingdom with 47 dealerships forming a national network across England, operating under the Bristol Street Motors and Motor Nation brands. Manufacturing partners include Citroen, Ford, Iveco, Honda, Peugeot, Renault, Vauxhall, Fiat Commercials and Hyundai.

Vertu Motors was established in November 2006 with the aim of consolidating the UK motor retail sector. The company listed on AIM in December 2006 and raised £25m. The Executive Directors are experienced within the sector, having previously held senior positions within Reg Vardy.

In March 2007, the Group acquired the 13th largest motor retailer in the United Kingdom, Bristol Street Motors. In the summer of 2007, Vertu acquired Blake

Holdings, Grantham Motor Company Limited and a Ford dealership in Morpeth, Northumberland.

It is intended that the Company will continue to acquire motor retail operations in the form of franchised dealerships and used car only operations. The Company's acquisition strategy is supplemented by a focused organic growth strategy to drive operational efficiencies through the national network.

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