

**21 May 2010**

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

Vertu Motors plc (the "Company") was notified on 20 May 2010 that on 20 May 2010, Mr Robert Forrester, Chief Executive of the Company, transferred his interest in 1,012,306 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 5,756,682 Ordinary Shares representing 2.89% of the issued share capital of the Company.

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:

**Vertu Motors plc**

Robert Forrester, CEO

Michael Sherwin, FD

Tel: 0191 491 2111

Tel: 0191 491 2104

**Brewin Dolphin Investment Banking**

Alexander Dewar

Tel: 0845 213 2076

**Panmure Gordon (UK) Limited**

Andrew Burnett

Tel: 020 7459 3600

**Financial Dynamics**

Caroline Stewart

Tel: 020 7831 3113