

5 July 2011

Vertu Motors plc (the "Company")

Director / PDMR Shareholding

The Company was informed today of the following dealings by Directors, Robert Forrester and Michael Sherwin and by Karen Anderson, Company Secretary. The dealings took place in accordance with the Company's All Employee Share Incentive Plan ("SIP") on 4 July 2011, at a price of 33.00p per ordinary share of 10p each in the Company ("Ordinary Shares"):

PDMR	Previous beneficial holding	Previous holding (%)	Shares acquired	Resultant beneficial holding	Resultant holding (%)
Robert Forrester	6,324,812	3.17	4,545	6,329,357	3.18
Michael Sherwin	156,157	0.078	4,545	160,702	0.08
Karen Anderson	677,316	0.34	4,545	681,861	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.

- Ends -

For further information please contact:

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