

5 July 2012

Vertu Motors plc (“Vertu” or “Group”)

Director Shareholding

The Company was informed today of the following dealings by Directors, Robert Forrester and Michael Sherwin. The dealings took place in accordance with the Company’s All Employee Share Incentive Plan (“SIP”) on 4 July 2012, at a price of 27.75p per ordinary share of 10p each in the Company (“Ordinary Shares”):

Director	Previous beneficial holding	Previous holding (%)	Shares acquired	Resultant beneficial holding	Resultant beneficial (%)
Robert Forrester	6,329,357	3.18	5,405	6,334,762	3.18
Michael Sherwin	160,702	0.08	5,405	166,107	0.08

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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