

10 August 2015

Vertu Motors plc ("Vertu" or "Company")

Director Shareholding

Vertu was informed today of the following dealings by Directors, Robert Forrester and Michael Sherwin (the "Dealings"). The Dealings took place in accordance with the Company's All Employee Share Incentive Plan on 4 August 2015, at a price of 65.01p per ordinary share of 10p each in the Company ("Ordinary Shares):

Director	Beneficial holding of Ordinary Shares prior to the Dealings	% of share capital prior to the Dealings	Shares acquired	Resultant Beneficial holding of Ordinary Shares after the Dealings	Resultant % of share capital after the Dealings
Robert Forrester	6,630,205	1.94	2,768	6,632,973	1.94
Michael Sherwin	361,828	0.11	2,769	364,597	0.11

The Company's issued share capital consists of 341,089,985 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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