

Re-released as previous announcement made today at 09.22am did not state price paid per share.

11 May 2011

Vertu Motors plc (the "Company")

Director / PDMR Dealings

The following Directors have today acquired, in aggregate, an interest in 481,801 ordinary 10 pence shares in the Company ("Ordinary Shares"). The analysis is given below:

Director / Officer	Previous beneficial holding	Previous holding (%)	Ordinary Shares acquired	Resultant beneficial holding	Resultant holding (%)	Price paid per share
Robert Forrester	5,862,812	2.94	462,000	6,324,812	3.17	30p
Michael Sherwin	136,356	0.07	19,801	156,157	0.078	30.3p

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