

6 July 2010

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

**Director / PDMR Shareholding**

The Company was informed today of the following dealings by Robert Forrester, Director, and Karen Anderson, Company Secretary, that took place in accordance with the Company's All Employee Share Incentive Plan ("SIP"). Both dealings took place on 5 July 2010, at a price of 32.75p 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	5,756,682	2.89	4,580	5,761,262	2.89
Karen Anderson	588,111	0.30	4,580	592,691	0.30

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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Robert Forrester, CEO  
Karen Anderson, Company Secretary

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