

**04 January 2008**

**Vertu Motors plc (“Vertu Motors” or the “Company”)**

**Director Dealings**

In accordance with the Company’s All Employee Share Incentive Plan (“SIP”) ; on 4 January 2008, the Company received notification that Robert Forrester, a Director of the Company, acquired an interest in 3,703 ordinary shares of 10p each in the Company (“Ordinary Shares”) at a purchase price of 40.5p per Ordinary Share. Following this notification, Robert Forrester now has a beneficial interest in 3,866,120 Ordinary Shares, representing 4.20 per cent of the issued shared capital of the Company.

On the same day, the Company was notified that Karen Anderson, a Director of the Company, also acquired an interest, pursuant to the SIP, in 3,703 Ordinary Shares at a purchase price of 40.5p per Ordinary Share. Following this notification, Karen Anderson now has a beneficial interest in 523,703 Ordinary Shares, representing 0.57 per cent of the issued shared capital of the Company.

**- Ends -**

**For further information please contact:**

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