

19 October 2012

Vertu Motors plc ("Company")

Director Shareholding

The following Director has today informed the Company that on 17 October 2012 he acquired an interest in 15,000 ordinary 10 pence shares in the Company ("Ordinary Shares"), at a price of 37.5p.

Director	Previous beneficial holding	Previous holding (%)	Shares acquired	Resultant beneficial holding	Resultant beneficial holding (%)
Nigel Stead	15,000	0.01	15,000	30,000	0.02

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:

Vertu Motors plc

Robert Forrester, CEO

Michael Sherwin, FD

Tel: 0191 491 2121

Panmure Gordon (UK) Limited

Andrew Burnett

Callum Stewart

Tel: 020 7459 3600

Espirito Santo Investment Bank

Peter Tracey

Jamie Richards

Tel: 020 9456 9191

FTI Consulting

Josephine Corbett

Tel: 020 7831 3113