

20 August 2013

Vertu Motors plc

(the "Company")

Notification of Director's interests

Long Term Incentive Plan ("LTIP")

Following the approval of LTIP at the 2013 Annual General Meeting on 25 July 2013, the Remuneration Committee of the Company has approved the grants of nil-cost options ("Nil-Cost Options") over ordinary shares of 10p each in the Company ("Ordinary Shares") to Directors on 20 August 2013 as detailed below:

LTIP Annual Awards

Director	Role	Number of Ordinary Shares subject to the Nil-Cost Option
Robert Forrester	Chief Executive	285,204
Michael Sherwin	Finance Director	213,904

LTIP Options will normally become exercisable three years from the date of grant, subject to the achievement of performance conditions and continued employment. The last date for the exercise of a LTIP Option will be the day before the tenth anniversary of its grant.

Exercise of LTIP Options will be dependent upon the extent to which specified performance targets have been achieved. In respect of the initial award of LTIP Options following its adoption at the Annual General Meeting (the "Initial Awards"), vesting of such LTIP Options shall be dependent upon the total shareholder return ("TSR") achieved by the Company over a three year performance period commencing on 1 March 2013.

Vesting of one half of the Initial Awards will be dependent on absolute growth in the Company's TSR, and the other half dependent on the Company's TSR performance as compared to the TSR achieved by other companies in a comparator group of companies or an appropriate index selected by the Remuneration Committee. All TSR calculations will be based on the average opening and closing share prices over a 10 Business Day period prior to the commencement and end of the performance period.

The absolute TSR growth target in respect of all Initial Awards will require the Company's TSR over the three year performance period to have grown by more than 25%. For TSR growth, over the three year period, between 25% and 100%, the half of each Initial Award which is subject to the absolute TSR growth target will vest on a straight-line basis, from nil vesting at 25% growth to 100% vesting at 100%. No Initial Awards will vest if TSR growth over the three year period is 25% or less.

The comparative TSR performance condition will be as follows (applied to one half of the Options):

Ranking of Company TSR	Proportion of award vesting
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Below median	0%
Above 90th percentile	100%
Between median and 90th percentile	Straight line vesting 0 – 100%

Total Holdings

Following these transactions Robert Forrester and Michael Sherwin hold the following Ordinary Shares together with options over the same exercisable, as follows:

Director	No of Ordinary Shares of 10p each	No. of options over ordinary shares of 10p each
Robert Forrester	6,525,420	285,204
Michael Sherwin	310,030	213,904

- Ends -

For further information please contact:

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Notes to Editors

Vertu Motors is the sixth largest automotive retailer in the UK with a network of 97 sales and aftersales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors, Vertu Honda, Vertu Volkswagen, Farnell Land Rover and Macklin Motors brand names.

Vertu Motors was established in November 2006 with the strategy to consolidate the UK motor retail sector. It is intended that the Group will continue to acquire motor retail operations to grow a scaled dealership group. The Group's acquisition strategy is supplemented by a focused organic growth strategy to drive operational efficiencies through its national dealership network. The Group currently operates 95 franchised sales outlets and 2 non-franchised sales operation from 79 locations across the UK.

Vertu Motors group websites - www.vertumotors.com / www.vertucareers.com

Vertu Motors brand websites - www.bristolstreet.co.uk / www.vertuhonda.com /
www.macklinmotors.co.uk / www.farnellandrover.com / www.vertuvolkswagen.com