

9 January 2007

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

Directorate Change

Vertu Motors plc, the AIM listed company seeking to acquire and consolidate UK motor retail businesses, is pleased to announce the appointment of Karen Anderson, 35, as Finance Director with immediate effect.

Karen qualified as a Chartered Accountant with Arthur Andersen, where she spent 9 years, rising to senior manager. Karen joined Reg Vardy in 2002, rising to Group Financial Controller. Karen was responsible for financial management issues and acquisition due diligence, as the group expanded from 68 dealerships to over 100 dealerships.

Robert Forrester, CEO of Vertu Motors said:

“I am delighted Karen has joined the Board and strengthened the Vertu Motors team. Her experience in the acquisition process and in designing and implementing financial control systems will be invaluable to us as we grow the company through acquisition and organically. Financial discipline and control will be an important driver of organic growth.”

In relation to the appointment of Karen Anderson, the following disclosures are being made pursuant to Paragraph G of Schedule 2 of the AIM Rules.

Full name and age:

Karen Anderson (nee Atkinson), 35 years old.

Current directorships:

None.

Directorships in the last 5 years:

None.

Karen Anderson has confirmed that there are no additional disclosures required to be made pursuant to Paragraph G of Schedule 2 to Part One of the AIM Rules.

As at the date of her appointment, Karen Anderson was interested in 500,000 ordinary shares of 10p each in Vertu Motors.

For further information, call:

Vertu Motors Robert Forrester, CEO	0191206 4619
Financial Dynamics Billy Clegg/Edward Westropp	020 7831 3113