

Vertu Motors plc (the “Company”)
22 January 2008

Holding in Company

The Company was today notified that Patrick Smiley, a former director of Bristol Street Motors Limited (“Bristol Street”), was allotted 314,165 Shares of 10 pence each (“Ordinary Shares”) in the Company. Mr Smiley was allotted the shares on 21 December 2007 as part of the deferred consideration for the acquisition of Bristol Street in March 2007. As a result, Mr Smiley now holds 2,827,485 Ordinary Shares, representing 3.1% of the issued share capital of the Company.

The percentage calculation is based on 91,943,971 Ordinary Shares, which is the total issued share capital of the Company, with voting rights.

ENDS