

19 May 2010

**Vertu Motors plc (“the Company”)
Issue of Equity**

Vertu Motors plc announces that at a Board meeting held on 17 May 2010 it agreed to allot 1,720,918 ordinary shares of 10p each in the Company at a price of 38.6p each. The shares were issued today in satisfaction of the further consideration pursuant to the acquisition of Boydslaw 103 Limited, which was approved by shareholders in the General Meeting held on 29 January 2010.

Of the shares issued, Robert Forrester, Chief Executive of the Company, has received 337,435 Ordinary Shares as his share of the further consideration.

Following this transaction Mr Forrester and his connected persons are now interested in 5,756,682 Ordinary Shares representing 2.89 percent of the new issued share capital of the Company.

Application has been made for the admission of the new Ordinary Shares to trading on the AIM market of the London Stock Exchange. Upon admission the enlarged issued share capital of the Company will consist of 199,278,032 Ordinary Shares.

- Ends -

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