

08 April 2022

Vertu Motors plc

(the "Company")

Notification of PDMR's interests

The Company announces that it was notified on 07 April 2022 that Ian Harrison, a person discharging managerial responsibility in the Company, had exercised options over 400,000 ordinary shares of 10p each in the Company ("Ordinary Shares") on 07 April 2022, that were issued in June 2012 under the Vertu Company Share Option Plan. The Company has also been notified that Ian Harrison sold 289,808 of the 400,000 Ordinary Shares received to satisfy the associated exercise price and income tax and National Insurance liability. The sale took place on 07 April 2022 at a price of 58.823 pence per Ordinary Share.

PDMR	Beneficial holding of Ordinary Shares prior to the dealings*	% of issued share capital prior to the dealings*	Ordinary Shares acquired by PDMR**	Resultant Beneficial holding of Ordinary Shares after the dealings*	Resultant % of issued share capital after the dealings*
Ian Harrison	249,619	0.07%	110,192	359,811	0.10%

* includes shares held by persons closely associated with the PDMR.

** net amount after the sales to satisfy the exercise price and tax and NI liability.

The Company's issued share capital consists of 357,826,916 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in treasury.

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	IAN HARRISON
2.	Reason for the notification	
b)	Position/status	OPERATIONS DIRECTOR
c)	Initial notification/Amendment	INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
d)	Name	VERTU MOTORS PLC
e)	LEI	213800GIKJEIUGMI575
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted	
f)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC
	Identification code	GB00B1GK4645
g)	Nature of the transaction	EXERCISE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE OPTION PLAN, RESULTING IN THE TRANSFER OF SHARES FROM THE

		COMPANY'S EBT				
h)	Price(s) and volume(s)					
		<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>0.275</td> <td>400,000</td> </tr> </table>	Price	Volume(s)	0.275	400,000
Price	Volume(s)					
0.275	400,000					
i)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
j)	Date of the transaction	07 APRIL 2022				
k)	Place of transaction	OFF MARKET				

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	IAN HARRISON				
2.	Reason for the notification					
b)	Position/status	OPERATIONS DIRECTOR				
c)	Initial notification/Amendment	INITIAL NOTIFICATION				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
d)	Name	VERTU MOTORS PLC				
e)	LEI	213800GJKJEIUGMI575				
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (vi) each place where transactions have been conducted					
f)	Description of the financial instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
g)	Nature of the transaction	SALE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, RECEIVED PURSUANT TO THE COMPANY'S SHARE OPTION PLAN				
h)	Price(s) and volume(s)					
		<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>0.588230</td> <td>289,808</td> </tr> </table>	Price	Volume(s)	0.588230	289,808
Price	Volume(s)					
0.588230	289,808					
i)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
j)	Date of the transaction	07 APRIL 2022				
k)	Place of transaction	LONDON STOCK EXCHANGE, AIM				

- Ends -

For further information please contact:

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Notes to Editors

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 159 sales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors, Vertu 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 156 franchised sales outlets and 3 non-franchised sales operations from 120 locations across the UK.

Vertu's Mission Statement is to "deliver an outstanding customer motoring experience through honesty and trust".

Vertu Motors Group websites – investors.vertumotors.com / www.vertucareers.com

Vertu brand websites – www.vertumotors.com / www.bristolstreet.co.uk / www.macklinmotors.co.uk / www.vertumotorcycles.com