

11 December 2023

Vertu Motors plc

(the “Company”)

Notification of Director’s interests

The Company announces that David Crane, a director and a person discharging managerial responsibility in the Company, has purchased ordinary shares of 10p each in the capital of the Company (“**Ordinary Shares**”).

The purchase took place on 11 December 2023 at a price of 68.17 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*
David Crane	468,422	0.14%	13,040	481,462	0.14%

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

The Company's issued share capital consists of 339,633,257 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	DAVID CRANE
2.	Reason for the notification	
b)	Position/status	COO
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	
	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC.	
h)	Price(s) and volume(s)	
	Price	Volume(s)
	0.6817	13,040
i)	Aggregated information	
	NOT APPLICABLE – SINGLE TRANSACTION	

	-Aggregated volume	
	- Price	
j)	Date of the transaction	11 DECEMBER 2023
k)	Place of transaction	LONDON STOCK EXCHANGE, AIM

- Ends –

Vertu Motors plc

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Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 195 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 191 franchised sales outlets and 4 non-franchised sales operations from 145 locations across the UK.

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

Vertu Motors Group websites – <https://investors.vertumotors.com> / www.vertucareers.com

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