

8 August 2018

Vertu Motors plc ("Vertu Motors" or "Company")

PDMR Share Purchase

Vertu Motors announces that it was notified on 7 August 2018, of the following acquisitions (“Dealings”) in the Company’s ordinary shares of 10p each (“Ordinary Shares”) by directors and persons discharging managerial responsibility in the Company. The Dealings took place on 6 August 2018 pursuant to the Company’s Share Incentive Plan at a price of 50.8p per Ordinary Share:

PDMR	Beneficial holding of Ordinary Shares prior to the Dealing*	% of issued share capital prior to the Dealing*	Ordinary Shares acquired by PDMR	Resultant Beneficial holding of Ordinary Shares after the Dealing*	Resultant % of issued share capital after the Dealing*
Robert Forrester	6,929,868	1.83	3,543	6,933,411	1.83
Michael Sherwin	489,253	0.13	3,543	492,796	0.13
David Crane	158,397	0.04	3,543	161,940	0.04
Karen Anderson	761,186	0.20	3,543	764,729	0.20
Ian Harrison	220,998	0.06	3,543	224,541	0.06
Jatinder Aujla	69,475	0.02	3,543	73,018	0.02
Michael Rich	39,954	0.01	3,543	43,497	0.01
Christopher Taylor	262,968	0.07	3,543	266,511	0.07
Stephen Gould	0	0.00	3,543	3,543	0.00

*includes shares held by the PDMR’s PCAs.

The Company's issued share capital consists of 379,292,049 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in treasury.

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	ROBERT FORRESTER
2.	Reason for the notification	
	ACQUISITION OF SHARES	
a)	Position/status	CEO
b)	Initial notification/Amendment	
	INITIAL NOTIFICATION	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	VERTU MOTORS PLC
b)	LEI	213800GIKJEIUIGMI575
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	

a)	Description of the financial instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.508</td> <td>3543</td> </tr> </tbody> </table>	Price	Volume(s)	£0.508	3543
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e)	Date of the transaction	6 AUGUST 2018				
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM				

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	MICHAEL SHERWIN				
2.	Reason for the notification					
a)	Position/status	CFO				
b)	Initial notification/Amendment	INITIAL NOTIFICATION				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	VERTU MOTORS PLC				
b)	LEI	213800G1KJEIUIGMI575				
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1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	KAREN ANDERSON				
2.	Reason for the notification					
a)	Position/status	COMPANY SECRETARY				
b)	Initial notification/Amendment	INITIAL NOTIFICATION				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	IAN HARRISON
2.	Reason for the notification	
a)	Position/status	OPERATIONS DIRECTOR
b)	Initial notification/Amendment	INITIAL NOTIFICATION

3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	VERTU MOTORS PLC				
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	DAVID CRANE
2.	Reason for the notification	
a)	Position/status	COO
b)	Initial notification/Amendment	INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
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1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	JATINDER AUJLA				
2.	Reason for the notification					
a)	Position/status	OPERATIONS DIRECTOR				
b)	Initial notification/Amendment	INITIAL NOTIFICATION				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
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1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	MICHAEL RICH				
2.	Reason for the notification					
a)	Position/status	OPERATIONS DIRECTOR				
b)	Initial notification/Amendment					
		INITIAL NOTIFICATION				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	VERTU MOTORS PLC				
b)	LEI	213800GIKJEIUIGMI575				
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	CHRISTOPHER TAYLOR
2.	Reason for the notification	
a)	Position/status	OPERATIONS DIRECTOR
b)	Initial notification/Amendment	
		INITIAL NOTIFICATION
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a)	Name	VERTU MOTORS PLC
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	STEPHEN GOULD
2.	Reason for the notification	
a)	Position/status	DIVISIONAL DIRECTOR
b)	Initial notification/Amendment	INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	VERTU MOTORS PLC
b)	LEI	213800GIKJEIUIGM1575
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- Ends -

For further information please contact:

Vertu Motors plc

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Tel: 020 3757 4983

Billy Clegg

Tom Huddart

Notes to Editors

Vertu Motors, the UK automotive retailer with a proven growth strategy, is the sixth largest automotive retailer in the UK with a network of 125 sales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors, Vertu, Farnell 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 122 franchised sales outlets and 3 non-franchised sales operations from 106 locations across the UK.

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

Vertu brand websites – www.bristolstreet.co.uk / www.vertuhonda.com / www.vertutoyota.com / www.macklinmotors.co.uk / www.farnellandover.com / www.farnelljaguar.com / www.vertuvolkswagen.com / www.vertumercedes-benz.com