

8 June 2022

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

**Director and PDMR Share Purchases**

Vertu Motors announces that it was notified on 7 June 2022, 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 7 June 2022 pursuant to the Company’s Share Incentive Plan at a price of 58.11p 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	7,483,478	2.11	3,097	7,486,575	2.12
David Crane	434,036	0.12	3,097	437,133	0.12
Karen Anderson	1,160,597	0.33	3,097	1,163,694	0.33
Ian Harrison	359,811	0.10	3,097	362,908	0.10
Michael Rich	43,497	0.01	3,097	46,594	0.01
Christopher Taylor	340,378	0.10	3,097	343,475	0.10
Leonardo Caruso	4,390	<0.01	3,097	7,487	<0.01
Mark Gibbings	17,491	<0.01	258	17,749	0.01

\*includes shares held by the PDMR's PCAs.

The Company's issued share capital consists of 354,117,321 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	<b>ROBERT FORRESTER</b>
2.	Reason for the notification	
a)	Position/status	<b>CEO</b>
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	<b>VERTU MOTORS PLC</b>
b)	LEI	<b>213800GIKJEIUIGMI575</b>
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	<b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC</b>

	Identification code	<b>GB00B1GK4645</b>				
b)	Nature of the transaction	<b>PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN</b>				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td><b>£0.5811</b></td> <td><b>3097</b></td> </tr> </table>	Price	Volume(s)	<b>£0.5811</b>	<b>3097</b>
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d)	Aggregated information -Aggregated volume - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>				
e)	Date of the transaction	<b>7 June 2022</b>				
f)	Place of transaction	<b>LONDON STOCK EXCHANGE, AIM</b>				

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	<b>KAREN ANDERSON</b>				
2.	Reason for the notification					
a)	Position/status	<b>CFO</b>				
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	<b>VERTU MOTORS PLC</b>				
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f)	Place of transaction	<b>LONDON STOCK EXCHANGE, AIM</b>
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1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	<b>IAN HARRISON</b>				
2.	Reason for the notification					
a)	Position/status	<b>OPERATIONS DIRECTOR</b>				
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	<b>VERTU MOTORS PLC</b>				
b)	LEI	<b>213800GIKJEIUIGM1575</b>				
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					
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>DAVID CRANE</b>
2.	Reason for the notification	
a)	Position/status	<b>COO</b>
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	<b>VERTU MOTORS PLC</b>
b)	LEI	<b>213800GIKJEIUIGM1575</b>

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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>MICHAEL RICH</b>
2.	Reason for the notification	
a)	Position/status	<b>OPERATIONS DIRECTOR</b>
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	<b>VERTU MOTORS PLC</b>
b)	LEI	<b>213800GIKJEIUIGM1575</b>
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	<b>CHRISTOPHER TAYLOR</b>	
2.	Reason for the notification		
a)	Position/status	<b>OPERATIONS DIRECTOR</b>	
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	<b>VERTU MOTORS PLC</b>	
b)	LEI	<b>213800GIKJEIUIGMI575</b>	
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	<b>LEONARDO CARUSO</b>	
2.	Reason for the notification		
		<b>ACQUISITION OF SHARES</b>	

a)	Position/status	<b>OPERATIONS DIRECTOR</b>	
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	<b>VERTU MOTORS PLC</b>	
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	<b>MARK GIBBINGS</b>	
2.	Reason for the notification		
	<b>ACQUISITION OF SHARES</b>		
a)	Position/status	<b>OPERATIONS DIRECTOR</b>	
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>	
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a)	Name	<b>VERTU MOTORS PLC</b>	
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- Ends -

**For further information please contact:**

**Vertu Motors plc**

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Karen Anderson, CFO

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Tom Huddart

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**Notes to Editors**

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 160 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 4 non-franchised sales operations from 121 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](https://investors.vertumotors.com) / [www.vertucareers.com](https://www.vertucareers.com)

Vertu brand websites – [www.vertumotors.com](https://www.vertumotors.com) / [www.bristolstreet.co.uk](https://www.bristolstreet.co.uk) / [www.macklinmotors.co.uk](https://www.macklinmotors.co.uk) / [www.vertumotorcycles.com](https://www.vertumotorcycles.com)

