

11 June 2021

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

**Director and PDMR Share Purchases**

Vertu Motors announces that it was notified on 10 June 2021, 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 9 June 2021 pursuant to the Company's Share Incentive Plan at a price of 46p 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	7,440,268	2.02	3,913	7,444,181	2.02
David Crane	252,039	0.07	3,913	255,952	0.07
Karen Anderson	1,008,600	0.27	3,913	1,012,513	0.27
Ian Harrison	236,966	0.06	3,913	240,879	0.07
Stephen Gould	15,968	<0.01	3,913	19,881	0.01

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

The Company's issued share capital consists of 369,173,981 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>213800G1KJEIUIGM1575</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>£0.46</b></td> <td><b>3913</b></td> </tr> </table>	Price	Volume(s)	<b>£0.46</b>	<b>3913</b>
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d)	Aggregated information -Aggregated volume  - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>				
e)	Date of the transaction	<b>9 June 2021</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>				
b)	LEI	<b>213800GIKJEIUIGMI575</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>				
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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>
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>STEPHEN GOULD</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	
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- 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 149 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 145 franchised sales outlets and 4 non-franchised sales operations from 115 locations across the UK.

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

Vertu Motors Group websites – [www.investors.vertumotors.com](http://www.investors.vertumotors.com) / [www.vertucareers.com](http://www.vertucareers.com)

Vertu brand websites – [www.vertumotors.com](http://www.vertumotors.com) / [www.bristolstreet.co.uk](http://www.bristolstreet.co.uk) / [www.vertuhonda.com](http://www.vertuhonda.com) / [www.vertutoyota.com](http://www.vertutoyota.com) / [www.macklinmotors.co.uk](http://www.macklinmotors.co.uk) / [www.farnelllandrover.com](http://www.farnelllandrover.com) / [www.farnelljaguar.com](http://www.farnelljaguar.com) / [www.vertuvolkswagen.com](http://www.vertuvolkswagen.com) / [www.vertumercedes-benz.com](http://www.vertumercedes-benz.com)