

16 February 2018

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 15 February 2018, it purchased 74,000 ordinary shares of 10p each in the Company on the London Stock Exchange (the "Repurchased Shares"), pursuant to the share buyback programme (the "Buyback Programme") that was announced on 26 July 2017 and subsequently extended on 11 October 2017 and 25 January 2018, as follows:

Date of purchase:	15 February 2018
Number of ordinary shares purchased:	74,000
Highest price paid per ordinary share:	44.70 pence
Lowest price paid per ordinary share:	44.30 pence
Volume weighted average price paid per ordinary share:	44.68 pence

Application will be made for the Repurchased Shares to be cancelled. Following the cancellation of the Repurchased Shares, the total number of ordinary shares with voting rights will be 386,160,397, which may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, Vertu Motors under the FCA's Disclosure Guidance and Transparency Rules. The Company holds no shares in treasury.

The Company will make further announcements in due course following the completion of any further purchases pursuant to the Buyback Programme.

In accordance with Article 5(1)(b) of the Market Abuse Regulation (EU) No 596/2014 details of the purchase of its own ordinary shares by Vertu Motors, which were all executed through the Company's broker, Canaccord Genuity Limited, are set out below:

Schedule of Purchases:

Shares purchased:	Vertu Motors plc (ISIN: GB00B1GK4645)
Date of purchases:	15 February 2018

Aggregate information:

Aggregated volume	Volume-weighted average price	Venue
74,000	44.68	London Stock Exchange

Individual transactions:

Number of shares purchased	Transaction price (per share)	Time of transaction
1,204	44.30 pence	9:57 AM (UK)
443	44.30 pence	9:57 AM (UK)
581	44.30 pence	9:57 AM (UK)
422	44.30 pence	10:16 AM (UK)
1,457	44.30 pence	10:17 AM (UK)
3,200	44.70 pence	11:09 AM (UK)
12	44.70 pence	11:29 AM (UK)
2,600	44.70 pence	11:37 AM (UK)
1,177	44.70 pence	11:37 AM (UK)
118	44.70 pence	11:53 AM (UK)
225	44.70 pence	11:54 AM (UK)

12	44.70 pence	11:59 AM (UK)
611	44.70 pence	12:02 PM (UK)
2,000	44.70 pence	12:02 PM (UK)
1,000	44.70 pence	12:02 PM (UK)
3,023	44.70 pence	12:07 PM (UK)
2,621	44.70 pence	12:26 PM (UK)
1,168	44.70 pence	12:53 PM (UK)
3,200	44.70 pence	12:56 PM (UK)
6,989	44.70 pence	1:14 PM (UK)
243	44.70 pence	1:14 PM (UK)
363	44.70 pence	1:14 PM (UK)
2,148	44.70 pence	1:14 PM (UK)
12	44.70 pence	1:14 PM (UK)
1,432	44.70 pence	1:14 PM (UK)
2,791	44.70 pence	1:24 PM (UK)
375	44.70 pence	1:59 PM (UK)
446	44.70 pence	2:07 PM (UK)
18	44.70 pence	2:14 PM (UK)
3,200	44.70 pence	2:17 PM (UK)
2,950	44.70 pence	2:17 PM (UK)
1,236	44.70 pence	2:17 PM (UK)
376	44.70 pence	2:17 PM (UK)
2,000	44.70 pence	2:17 PM (UK)
1,513	44.70 pence	2:17 PM (UK)
972	44.70 pence	2:17 PM (UK)
388	44.70 pence	2:17 PM (UK)
397	44.70 pence	2:17 PM (UK)
1,343	44.70 pence	2:36 PM (UK)
1,658	44.70 pence	2:50 PM (UK)
345	44.70 pence	2:50 PM (UK)
3,200	44.70 pence	2:51 PM (UK)
369	44.70 pence	2:51 PM (UK)
1,417	44.70 pence	2:57 PM (UK)
1,547	44.70 pence	3:17 PM (UK)
3,200	44.70 pence	3:22 PM (UK)
379	44.70 pence	3:22 PM (UK)
1,863	44.70 pence	3:37 PM (UK)
3,810	44.70 pence	3:49 PM (UK)
367	44.70 pence	3:49 PM (UK)
1,267	44.70 pence	3:49 PM (UK)
312	44.70 pence	3:49 PM (UK)

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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 121 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 118 franchised sales outlets and 3 non-franchised sales operations from 104 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.farnellandrover.com / www.farnelljaguar.com /
www.vertuvolkswagen.com / www.vertumercedes-benz.com