

21 March 2018

Vertu Motors plc
(“Vertu Motors” or the “Company”)

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 20 March 2018, it purchased 190,038 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:	20 March 2018
Number of ordinary shares purchased:	190,038
Highest price paid per ordinary share:	44.65 pence
Lowest price paid per ordinary share:	44.40 pence
Volume weighted average price paid per ordinary share:	44.55 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 381,670,724, 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:	20 March 2018

Aggregate information:

Aggregated volume	Volume-weighted average price	Venue
190,038	44.55	London Stock Exchange

Individual transactions:

Number of shares purchased	Transaction price (per share)	Time of transaction
967	44.50 pence	10:22 AM (UK)
1,827	44.50 pence	10:33 AM (UK)
765	44.50 pence	11:51 AM (UK)
224	44.50 pence	11:55 AM (UK)
1,770	44.50 pence	12:02 PM (UK)
612	44.50 pence	12:02 PM (UK)
245	44.50 pence	12:02 PM (UK)
1,437	44.50 pence	12:02 PM (UK)
493	44.50 pence	12:02 PM (UK)

4,359	44.50 pence	12:02 PM (UK)
1,930	44.50 pence	12:02 PM (UK)
2,663	44.50 pence	12:02 PM (UK)
10,036	44.50 pence	12:14 PM (UK)
1,477	44.50 pence	12:14 PM (UK)
2,954	44.50 pence	12:14 PM (UK)
8,268	44.50 pence	12:19 PM (UK)
1,480	44.50 pence	12:19 PM (UK)
2,462	44.50 pence	12:19 PM (UK)
2,269	44.50 pence	1:11 PM (UK)
6,488	44.50 pence	1:53 PM (UK)
1,486	44.50 pence	1:53 PM (UK)
3,523	44.50 pence	1:53 PM (UK)
5,000	44.55 pence	2:30 PM (UK)
5,518	44.65 pence	2:30 PM (UK)
9,433	44.65 pence	2:30 PM (UK)
9,989	44.65 pence	2:30 PM (UK)
2,710	44.65 pence	2:30 PM (UK)
286	44.65 pence	2:30 PM (UK)
2,855	44.65 pence	2:30 PM (UK)
7,142	44.65 pence	2:42 PM (UK)
2,042	44.65 pence	2:42 PM (UK)
1,473	44.65 pence	2:42 PM (UK)
2,042	44.65 pence	2:42 PM (UK)
2,398	44.65 pence	2:42 PM (UK)
345	44.65 pence	2:42 PM (UK)
12,354	44.65 pence	2:59 PM (UK)
866	44.65 pence	2:59 PM (UK)
1,852	44.65 pence	2:59 PM (UK)
3,715	44.65 pence	2:59 PM (UK)
150	44.65 pence	2:59 PM (UK)
6,116	44.65 pence	3:07 PM (UK)
1,025	44.65 pence	3:07 PM (UK)
2,708	44.65 pence	3:20 PM (UK)
1,694	44.65 pence	3:24 PM (UK)
8,297	44.65 pence	3:34 PM (UK)
2,255	44.65 pence	3:34 PM (UK)
12,225	44.40 pence	4:06 PM (UK)
2,782	44.40 pence	4:06 PM (UK)
5,130	44.40 pence	4:06 PM (UK)
208	44.40 pence	4:25 PM (UK)
1,000	44.40 pence	4:25 PM (UK)
1,498	44.40 pence	4:25 PM (UK)
1,607	44.40 pence	4:25 PM (UK)
109	44.40 pence	4:25 PM (UK)
1,498	44.40 pence	4:25 PM (UK)
2,265	44.40 pence	4:25 PM (UK)
3,597	44.40 pence	4:25 PM (UK)

2,610	44.40 pence	4:35 PM (UK)
229	44.40 pence	4:35 PM (UK)
770	44.40 pence	4:35 PM (UK)
329	44.40 pence	4:35 PM (UK)
199	44.40 pence	4:35 PM (UK)
1,073	44.40 pence	4:35 PM (UK)
2,909	44.40 pence	4:35 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.farnellandover.com / www.farnelljaguar.com / www.vertuvolkswagen.com / www.vertumercedes-benz.com