

24 May 2018

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

PDMR Share Purchase

Vertu Motors announces that it was notified on 24 May 2018, of the following dealing ("Dealing") in ordinary shares of 10p each in the capital of the Company ("Ordinary Shares") by Christopher Taylor, Operations Director, who, whilst not a statutory director of the Company, is considered to be a person discharging managerial responsibility in the Company. The Dealing took place on 18 May 2018 at a price of 44p per Ordinary Share.

PDMR	Beneficial interest in Ordinary Shares prior to the Dealing*	Beneficial interest as % of issued share capital prior to the Dealing*	Ordinary Shares acquired by PDMR	Resultant beneficial interest in Ordinary Shares after the Dealing*	Resultant beneficial interest as % of issued share capital after the Dealing*
Christopher Taylor	258,568	0.07	4,400	262,968	0.07

*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	CHRISTOPHER TAYLOR
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	213800G1KJEUIGMI575
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	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC
	Identification code	GB00B1GK4645
b)	Nature of the transaction	
	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC INTO A SHARE TRADING ACCOUNT BY THE EXERCISE OF A SHARE OPTION	

c)	Price(s) and volume(s)	
	Price	Volume(s)
	£0.44	4,400
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION
e)	Date of the transaction	18 MAY 2018

- Ends -

For further information please contact:

Vertu Motors plc

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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