

19 July 2019

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

PDMR Share Dealings

Vertu Motors announces that it was notified on 17 July 2019, of the following acquisitions and disposals ("Dealings") in the Company's ordinary shares of 10p each ("Ordinary Shares") by Jatinder Aujla, a person discharging managerial responsibility in the Company.

Jatinder's beneficial holding of Ordinary Shares prior to the Dealings was 73,018 equating to 0.02% of the Company's issued capital. His beneficial holding of Ordinary Shares after the Dealings is 99,921 equating to 0.03% of the Company's issued capital.

Date of Dealing	Ordinary Shares acquired by PDMR	Ordinary Shares disposed of by PDMR	Resultant Beneficial holding of Ordinary Shares after the Dealing*	Price per Ordinary Share (pence)
10 October 2018	12,680		85,698	39.43
11 October 2018	6,402		92,100	39.04
11 October 2018	12,826		104,926	38.98
16 October 2018	12,892		117,818	38.82
17 October 2018	6,536		124,354	38.25
18 October 2018	6,718		131,072	37.21
23 October 2018	5,601		136,673	35.70
18 February 2019		7,873	128,800	39.19
20 February 2019		3,836	124,964	39.19
1 July 2019		25,043	99,921	39.19

*includes shares held by the PDMR's PCAs.

The Company's issued share capital consists of 372,982,021 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	JATINDER AUJLA
2.	Reason for the notification	
	ACQUISITION OF SHARES	
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	213800GIKJEUIGMI575

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 Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645	
b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC	
c)	Price(s) and volume(s)		
	Price (pence)	Volume(s)	Purchase/Sale
	39.43	12,680	Purchase
	39.04	6,402	Purchase
	38.98	12,826	Purchase
	38.82	12,892	Purchase
	38.25	6,536	Purchase
	37.21	6,718	Purchase
	35.70	5,601	Purchase
	39.19	7,873	Sale
	39.19	3,836	Sale
	39.19	25,043	Sale
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTIONS	
e)	Date of the transactions	10 October 2018 – 1 July 2019	
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM	

- 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 123 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 120 franchised sales outlets and 3 non-franchised sales operations from 104 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.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