

9 September 2019

**Vertu Motors plc**

**(the “Company”)**

**Notification of Directors’ interests**

Vertu Motors announces that the following directors and other persons discharging managerial responsibility in the Company, have exercised nil-cost options over Ordinary Shares under LTIP Options issued in 2016 and received Ordinary Shares on 5 September 2019.

The Company has also been notified that David Crane, a director and PDMR, has sold 18,997 of the 40,337 Ordinary Shares exercised, to satisfy the resultant income tax and National Insurance liability, and that Colin Kent and Christopher Taylor, both PDMRs, have each sold 18,997 of the 40,337 Ordinary Shares exercised to satisfy the resultant income tax and National Insurance liability. The sales took place on 5 September 2019 at a price of 34.35 pence per Ordinary Share.

<b>PDMR</b>	<b>Beneficial holding of Ordinary Shares prior to the Dealings*</b>	<b>% of issued share capital prior to the Dealings*</b>	<b>Ordinary Shares acquired by PDMR**</b>	<b>Resultant Beneficial holding of Ordinary Shares after the Dealings*</b>	<b>Resultant % of issued share capital after the Dealings*</b>
Robert Forrester	6,963,900	1.88%	107,565	7,071,465	1.91%
Karen Anderson	852,702	0.23%	40,337	893,039	0.24%
David Crane	166,330	0.05%	21,340	187,670	0.05%
Colin Kent	421,323	0.11%	21,340	442,663	0.12%
Christopher Taylor	270,901	0.07%	21,340	292,241	0.08%

\* includes shares held by persons closely associated with the PDMR.

\*\* net amount after the sales to satisfy tax and NI liability

The Company's issued share capital consists of 369,343,337 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in treasury.

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>ROBERT FORRESTER</b>
2.	Reason for the notification	
b)	Position/status	<b>CEO</b>
c)	Initial notification/Amendment	
	<b>INITIAL NOTIFICATION</b>	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
d)	Name	<b>VERTU MOTORS PLC</b>
e)	LEI	<b>213800GIKJEIUGMI575</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	

f)	Description of the financial instrument, type of instrument identification code  Identification code	<b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC</b>  <b>GB00B1GK4645</b>				
g)	Nature of the transaction	<b>EXERCISE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN</b>				
h)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td><b>NIL</b></td> <td><b>107,565</b></td> </tr> </table>	Price	Volume(s)	<b>NIL</b>	<b>107,565</b>
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i)	Aggregated information  -Aggregated volume  - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>				
j)	Date of the transaction	<b>5 SEPTEMBER 2019</b>				
k)	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					
b)	Position/status	<b>CFO</b>				
c)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
d)	Name	<b>VERTU MOTORS PLC</b>				
e)	LEI	<b>213800GIKJEIUGMI575</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					
b)	Position/status	<b>COO</b>				
c)	Initial notification/Amendment					
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
d)	Name	<b>VERTU MOTORS PLC</b>				
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>COLIN KENT</b>
2.	Reason for the notification	
b)	Position/status	<b>OPERATIONS DIRECTOR</b>
c)	Initial notification/Amendment	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
d)	Name	<b>VERTU MOTORS PLC</b>
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	<b>CHRISTOPHER TAYLOR</b>	
2.	Reason for the notification	<b>EXERCISE OF LTIP OPTIONS</b>	
b)	Position/status	<b>OPERATIONS DIRECTOR</b>	
c)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
d)	Name	<b>VERTU MOTORS PLC</b>	
e)	LEI	<b>213800G1KJEUIGMI575</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	<b>SALE OF SHARES</b>	

b)	Position/status	<b>COO</b>				
c)	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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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>COLIN KENT</b>
2.	Reason for the notification	<b>SALE OF SHARES</b>
b)	Position/status	<b>OPERATIONS DIRECTOR</b>
c)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
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m)	Position/status	<b>OPERATIONS DIRECTOR</b>	
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- Ends -

**For further information please contact:**

**Vertu Motors plc**  
Robert Forrester, CEO  
Karen Anderson, CFO

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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](http://www.vertumotors.com) / [www.vertucareers.com](http://www.vertucareers.com)

Vertu brand websites – [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.farnellandover.com](http://www.farnellandover.com) / [www.farnelljaguar.com](http://www.farnelljaguar.com) / [www.vertuvolkswagen.com](http://www.vertuvolkswagen.com) / [www.vertumercedes-benz.com](http://www.vertumercedes-benz.com)