

7 March 2023

Vertu Motors plc

(the "Company")

Notification of Directors' and PDMRs' interests

The Company announces that the Company made grants of nil-cost options over ordinary shares of 10p each in the Company ("Ordinary Shares") to directors of, and persons discharging managerial responsibility in, the Company ("Options"). The Options were made under the Partnership Share Scheme, part of the Company's Long Term Incentive Plan, and are a percentage of target earnings calculated using the Company's closing share price at the date prior to the date of grant. The Options were issued on 6 March 2023 as detailed below:

Director	Number of Ordinary Shares subject to the Options	Resultant number of Ordinary Shares subject to options	Beneficial holding of Ordinary Shares excluding options
Robert Forrester	484,772	1,446,661	7,486,575
David Crane	272,727	1,313,874	465,479
Karen Anderson	272,727	1,313,874	1,163,694
Ian Harrison	146,103	1,218,384	392,908
Colin Kent	146,103	1,218,384	449,251
Christopher Taylor	146,103	1,208,920	370,116
Michael Rich	146,103	1,246,910	46,594
Leon Caruso	146,103	908,920	7,487
Stephen Gould	146,103	708,920	19,881
Mark Gibbings	121,753	414,927	20,367

Vesting of the Options is pro rata to the individual's achievement of a variety of annual bonus targets for the current financial year, ending 29 February 2024, and vested Options are then subject to a further three-year holding period before they can be exercised (until March 2027).

The Company's issued share capital consists of 348,945,522 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	ROBERT FORRESTER
2.	Reason for the notification	
a)	Position/status	ISSUE OF OPTIONS CEO

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	213800GIKJEIUGMI575				
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	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN				
c)	Price(s) and volume(s)					
		<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>NIL</td> <td>484,772</td> </tr> </tbody> </table>	Price	Volume(s)	NIL	484,772
Price	Volume(s)					
NIL	484,772					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	6 MARCH 2023				
f)	Place of transaction	OUTSIDE A TRADING VENUE				

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	DAVID CRANE
2.	Reason for the notification	
b)	Position/status	COO
c)	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	213800GIKJEIUGMI575
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	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN

c)	Price(s) and volume(s)	
	Price	Volume(s)
	NIL	272,727
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION
e)	Date of the transaction	6 MARCH 2023
f)	Place of transaction	OUTSIDE A TRADING VENUE

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	KAREN ANDERSON
2.	Reason for the notification	
a)	Position/status	CFO
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	213800GIKJEIUIGMI575
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	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN
c)	Price(s) and volume(s)	
	Price	Volume(s)
	NIL	272,727
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION
e)	Date of the transaction	6 MARCH 2023
f)	Place of transaction	OUTSIDE A TRADING VENUE

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	IAN HARRISON
2.	Reason for the notification	
		ISSUE OF OPTIONS

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	213800GIKJEIUGMI575				
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	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN				
c)	Price(s) and volume(s)					
		<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>NIL</td> <td>146,103</td> </tr> </tbody> </table>	Price	Volume(s)	NIL	146,103
Price	Volume(s)					
NIL	146,103					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	6 MARCH 2023				
f)	Place of transaction	OUTSIDE A TRADING VENUE				

5.	Details of the person discharging managerial responsibilities/person closely associated	
b)	Name	COLIN KENT
6.	Reason for the notification	ISSUE OF OPTIONS
c)	Position/status	OPERATIONS DIRECTOR
d)	Initial notification/Amendment	INITIAL NOTIFICATION
7.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
c)	Name	VERTU MOTORS PLC
d)	LEI	213800GIKJEIUGMI575
8.	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	
g)	Description of the financial instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645
h)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN

		VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN				
i)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>NIL</td> <td>146,103</td> </tr> </table>	Price	Volume(s)	NIL	146,103
Price	Volume(s)					
NIL	146,103					
j)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
k)	Date of the transaction	6 MARCH 2023				
l)	Place of transaction	OUTSIDE A TRADING VENUE				

9.	Details of the person discharging managerial responsibilities/person closely associated					
c)	Name	CHRISTOPHER TAYLOR				
10.	Reason for the notification	ISSUE OF OPTIONS				
e)	Position/status	OPERATIONS DIRECTOR				
f)	Initial notification/Amendment	INITIAL NOTIFICATION				
11.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
e)	Name	VERTU MOTORS PLC				
f)	LEI	213800GJKJEUIGMI575				
12.	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					
m)	Description of the financial instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
n)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN				
o)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>NIL</td> <td>146,103</td> </tr> </table>	Price	Volume(s)	NIL	146,103
Price	Volume(s)					
NIL	146,103					
p)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
q)	Date of the transaction	6 MARCH 2023				
r)	Place of transaction	OUTSIDE A TRADING VENUE				

13.	Details of the person discharging managerial responsibilities/person closely associated	
d)	Name	MICHAEL RICH
14.	Reason for the notification	ISSUE OF OPTIONS

g)	Position/status	OPERATIONS DIRECTOR				
h)	Initial notification/Amendment	INITIAL NOTIFICATION				
15.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
g)	Name	VERTU MOTORS PLC				
h)	LEI	213800GIKJEIUGMI575				
16.	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					
s)	Description of the financial instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
t)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN				
u)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>NIL</td> <td>146,103</td> </tr> </tbody> </table>	Price	Volume(s)	NIL	146,103
Price	Volume(s)					
NIL	146,103					
v)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
w)	Date of the transaction	6 MARCH 2023				
x)	Place of transaction	OUTSIDE A TRADING VENUE				

17.	Details of the person discharging managerial responsibilities/person closely associated	
e)	Name	LEON CARUSO
18.	Reason for the notification	
i)	Position/status	OPERATIONS DIRECTOR
j)	Initial notification/Amendment	INITIAL NOTIFICATION
19.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
i)	Name	VERTU MOTORS PLC
j)	LEI	213800GIKJEIUGMI575
20.	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	
y)	Description of the financial instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645
z)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE

		PLAN				
aa)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>NIL</td> <td>146,103</td> </tr> </table>	Price	Volume(s)	NIL	146,103
Price	Volume(s)					
NIL	146,103					
bb)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
cc)	Date of the transaction	6 MARCH 2023				
dd)	Place of transaction	OUTSIDE A TRADING VENUE				

21.	Details of the person discharging managerial responsibilities/person closely associated					
f)	Name	STEPHEN GOULD				
22.	Reason for the notification					
k)	Position/status	OPERATIONS DIRECTOR				
l)	Initial notification/Amendment	INITIAL NOTIFICATION				
23.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
k)	Name	VERTU MOTORS PLC				
l)	LEI	213800GIKJEIUGMI575				
24.	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					
ee)	Description of the financial instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
ff)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN				
gg)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>NIL</td> <td>146,103</td> </tr> </table>	Price	Volume(s)	NIL	146,103
Price	Volume(s)					
NIL	146,103					
hh)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
ii)	Date of the transaction	6 MARCH 2023				
jj)	Place of transaction	OUTSIDE A TRADING VENUE				

25.	Details of the person discharging managerial responsibilities/person closely associated	
g)	Name	MARK GIBBINGS
26.	Reason for the notification	
m)	Position/status	OPERATIONS DIRECTOR

n)	Initial notification/Amendment	INITIAL NOTIFICATION				
27.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
m)	Name	VERTU MOTORS PLC				
n)	LEI	213800GIKJEIUGMI575				
28.	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					
kk)	Description of the financial instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
ll)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN				
mm)	Price(s) and volume(s)					
		<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>NIL</td> <td>146,103</td> </tr> </tbody> </table>	Price	Volume(s)	NIL	146,103
Price	Volume(s)					
NIL	146,103					
nn)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
oo)	Date of the transaction	6 MARCH 2023				
pp)	Place of transaction	OUTSIDE A TRADING VENUE				

- Ends -

For further information please contact:

Vertu Motors plc

Robert Forrester, CEO
Karen Anderson, CFO
Phil Clark, Investor relations

Tel: 0191 491 2121
Tel: 0191 491 2121
PClark@vertumotors.com

Zeus Capital Limited

Jamie Peel
Andrew Jones
Dominic King

Tel: 020 3829 5000

Camarco

Billy Clegg
Tom Huddart

Tel: 020 3757 4983

Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 191 sales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors, Vertu 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 187 franchised sales outlets and 4 non-franchised sales operations from 142 locations across the UK.

Vertu's Mission Statement is to "deliver an outstanding customer motoring experience through honesty and trust".

Vertu Motors Group websites – <https://investors.vertumotors.com/> / www.vertucareers.com

Vertu brand websites – www.vertumotors.com / www.bristolstreet.co.uk / www.vertuhonda.com / www.vertutoyota.com / www.macklinmotors.co.uk / www.vertumotorcycles.com