

17 May 2021

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

**Director Shareholdings**

Vertu Motors announces that on 14 May 2021 the following directors acquired the ordinary shares of 10p each in the Company ("Ordinary Shares") set out below, at nil cost, by way of transfer from the Company's employee benefit trust in satisfaction of the share element of bonuses awarded by the Company. David Crane sold some of the Ordinary Shares on the same day to satisfy the resulting PAYE and National Insurance liability.

PDMR	Beneficial holding of Ordinary Shares prior to the Dealing*	% of issued share capital prior to the Dealing*	Ordinary Shares acquired by PDMR	Resultant Beneficial holding of Ordinary Shares after the Dealing*	Resultant % of issued share capital after the Dealing*
Robert Forrester	7,225,215	1.96	215,053	7,440,268	2.02
David Crane	195,705	0.05	107,526	252,039**	0.07
Karen Anderson	901,074	0.24	107,526	1,008,600	0.27

\*includes shares held by the PDMR's PCAs.

\*\*includes the sale of 51,192 Ordinary Shares to satisfy tax liability.

The Company's issued share capital consists of 369,173,981 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	<b>ROBERT FORRESTER</b>
2.	Reason for the notification	
a)	Position/status	<b>CEO</b>
b)	Initial notification/Amendment	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	<b>VERTU MOTORS PLC</b>
b)	LEI	<b>213800GIKJEIUIGMI575</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	
a)	Description of the financial instrument, type of instrument identification code	<b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC</b>
	Identification code	<b>GB00B1GK4645</b>

b)	Nature of the transaction	<b>TRANSFER OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, FROM THE COMPANY'S EBT</b>				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td><b>£0.00</b></td> <td><b>215,053</b></td> </tr> </tbody> </table>	Price	Volume(s)	<b>£0.00</b>	<b>215,053</b>
Price	Volume(s)					
<b>£0.00</b>	<b>215,053</b>					
d)	Aggregated information -Aggregated volume  - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>				
e)	Date of the transaction	<b>14 MAY 2021</b>				
f)	Place of transaction	<b>OFF MARKET</b>				

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	<b>DAVID CRANE</b>				
2.	Reason for the notification					
a)	Position/status	<b>COO</b>				
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	<b>VERTU MOTORS PLC</b>				
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f)	Place of transaction	<b>OFF MARKET</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>					
a)	Position/status	<b>COO</b>				
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	<b>VERTU MOTORS PLC</b>				
b)	LEI	<b>213800GIKJEIUIGM1575</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					
a)	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>				
b)	Nature of the transaction	<b>SALE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, FROM THE COMPANY'S EBT</b>				
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e)	Date of the transaction	<b>14 MAY 2021</b>				
f)	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>ACQUISITION OF SHARES</b>	
a)	Position/status	<b>CFO</b>
b)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	<b>VERTU MOTORS PLC</b>
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f)	Place of transaction	<b>OFF MARKET</b>				

- Ends -

**For further information please contact:**

**Vertu Motors plc**

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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 149 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 145 franchised sales outlets and 4 non-franchised sales operations from 115 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.investors.vertumotors.com](http://www.investors.vertumotors.com) / [www.vertucareers.com](http://www.vertucareers.com)

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