

02 November 2021

Vertu Motors plc

(the “Company”)

Notification of PDMR’s interests

The Company announces that it was notified on 01 November 2021 that Colin Kent, a person discharging managerial responsibility in the Company, had transferred legal ownership of 21,340 ordinary shares of 10p each in the Company (“Ordinary Shares”) into a share trading account for nil consideration without any change in beneficial ownership. The transfer took place on 01 November 2021.

PDMR	Beneficial holding of Ordinary Shares prior to the Dealings*	% of issued share capital prior to the Dealings*	Ordinary Shares acquired by PDMR*	Resultant Beneficial holding of Ordinary Shares after the Dealings*	Resultant % of issued share capital after the Dealings*
Colin Kent	442,663	0.12%	n/a	442,663	0.12%

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

The Company's issued share capital consists of 364,651,748 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	COLIN KENT				
2.	Reason for the notification	TRANSFER OF SHARES				
b)	Position/status	OPERATIONS DIRECTOR				
c)	Initial notification/Amendment	INITIAL NOTIFICATION				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
d)	Name	VERTU MOTORS PLC				
e)	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					
f)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC				
	Identification code	GB00B1GK4645				
g)	Nature of the transaction	TRANSFER OF LEGAL OWNERSHIP OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC INTO A SHARE TRADING ACCOUNT				
h)	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>21,340</td> </tr> </tbody> </table>	Price	Volume(s)	NIL	21,340
Price	Volume(s)					
NIL	21,340					
i)	Aggregated information	NOT APPLICABLE – SINGLE				

	-Aggregated volume - Price	TRANSACTION
j)	Date of the transaction	01 NOVEMBER 2021
k)	Place of transaction	OFF MARKET

- Ends -

For further information please contact:

Vertu Motors plc

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Notes to Editors

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 154 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 150 franchised sales outlets and 4 non-franchised sales operations from 118 locations across the UK.

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

Vertu Motors Group websites – investors.vertumotors.com / www.vertucareers.com

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