

7 July 2021

Vertu Motors plc

(the "Company")

Notification of Director's interests

The Company was notified on 5 July 2021 of the transfer of shares pursuant to the exercise by a director of the Company of options over ordinary shares of 10p each in the Company ("Ordinary Shares"), under the Vertu 2011 Company Share Option Plan ("CSOP Options"). The CSOP Options were exercised on 25 June 2021 resulting in the acquisition of Ordinary Shares as set out below, by way of transfer from the Company's Employee Benefit Trust at the option price of 26p per Ordinary Share.

Director	Beneficial holding of Ordinary Shares prior to the Dealings*	% of issued share capital prior to the Dealings*	Ordinary Shares acquired by Director	Resultant Beneficial holding of Ordinary Shares after the Dealings*	Resultant % of issued share capital after the Dealings*
David Crane	255,952	0.07	30,000	285,952	0.08

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

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	DAVID CRANE
2.	Reason for the notification	
a)	ACQUISITION OF SHARES	
a)	Position/status	COO
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	213800GJKJEIUGMI575
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	EXERCISE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE OPTION PLAN, RESULTING IN THE TRANSFER OF SHARES FROM THE COMPANY'S EBT
c)	Price(s) and volume(s)	

		Price	Volume(s)
		0.26	30,000
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
e)	Date of the transaction	25 JUNE 2021	
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM	

- 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 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 / www.vertucareers.com

Vertu brand websites – www.vertumotors.com / 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