

3 August 2017

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

PDMR Share Purchase

Vertu Motors announces that it was notified on 2 August 2017, of the following dealing ("Dealing") in ordinary shares of 10p each in the capital of the Company ("Ordinary Shares") by Christopher Taylor, Operations Director, who, whilst not a statutory director of the Company, is considered to be a person discharging managerial responsibility in the Company. The Dealing took place on 2 August 2017 at a price of 43.22p per Ordinary Share.

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*
Christopher Taylor	242,864	0.06	11,444	254,308	0.06

*includes shares held by the PDMR's PCAs.

Christopher Taylor also notified the Company of a further transfer of 53,583 Ordinary Shares from his name for nil consideration. The transfer was to a share trading account only, without any impact on beneficial ownership.

The Company's issued share capital consists of 396,557,839 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	CHRISTOPHER TAYLOR
2.	Reason for the notification	
	ACQUISITION OF SHARES	
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	213800GIKJEIUIGM1575
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	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC
	Identification code	GB00B1GK4645

b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC					
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>£0.4322</td> <td>11,444</td> </tr> </table>		Price	Volume(s)	£0.4322	11,444
Price	Volume(s)						
£0.4322	11,444						
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION					
e)	Date of the transaction	2 AUGUST 2017					

1.	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	CHRISTOPHER TAYLOR					
2.	Reason for the notification						
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	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	TRANSFER OF LEGAL INTEREST IN ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC TO A TRADING ACCOUNT					
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>NIL</td> <td>53,583</td> </tr> </table>		Price	Volume(s)	NIL	53,583
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NIL	53,583						
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION					
e)	Date of the transaction	2 AUGUST 2017					

- Ends -

For further information please contact:

Vertu Motors plc

Robert Forrester, CEO
Michael Sherwin, CFO

Tel: 0191 491 2111
Tel: 0191 491 2112

Canaccord Genuity Limited

Bruce Garrow
Chris Connors
Richard Andrews

Tel: 020 7523 8000

Zeus Capital Limited

Dominic King

Tel: 020 3829 5000

Camarco

Billy Clegg
Tom Huddart

Tel: 020 3757 4983

Notes to Editors

Vertu Motors, the UK automotive retailer with a proven growth strategy, is the sixth largest automotive retailer in the UK with a network of 124 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 121 franchised sales outlets and 3 non-franchised sales operations from 104 locations across the UK.

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

Vertu brand websites – 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