

13 February 2018

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 12 February 2018, it purchased 138,495 ordinary shares of 10p each in the Company on the London Stock Exchange (the "Repurchased Shares"), pursuant to the share buyback programme (the "Buyback Programme") that was announced on 26 July 2017 and subsequently extended on 11 October 2017 and 25 January 2018, as follows:

Date of purchase:	12 February 2018
Number of ordinary shares purchased:	138,495
Highest price paid per ordinary share:	44.00 pence
Lowest price paid per ordinary share:	42.95 pence
Volume weighted average price paid per ordinary share:	43.54 pence

Application will be made for the Repurchased Shares to be cancelled. Following the cancellation of the Repurchased Shares, the total number of ordinary shares with voting rights will be 386,479,817 which may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, Vertu Motors under the FCA's Disclosure Guidance and Transparency Rules. The Company holds no shares in treasury.

The Company will make further announcements in due course following the completion of any further purchases pursuant to the Buyback Programme.

In accordance with Article 5(1)(b) of the Market Abuse Regulation (EU) No 596/2014 details of the purchase of its own ordinary shares by Vertu Motors, which were all executed through the Company's broker, Canaccord Genuity Limited, are set out below:

Schedule of Purchases:

Shares purchased:	Vertu Motors plc (ISIN: GB00B1GK4645)
Date of purchases:	12 February 2018

Aggregate information:

Aggregated volume	Volume-weighted average price	Venue
138,495	43.539	London Stock Exchange

Individual transactions:

Number of shares purchased	Transaction price (per share)	Time of transaction
7,856	44.00 pence	9:08 AM (UK)
318	44.00 pence	9:08 AM (UK)
7,856	44.00 pence	9:08 AM (UK)
2,320	44.00 pence	9:08 AM (UK)
1,377	44.00 pence	9:08 AM (UK)
75	44.00 pence	9:08 AM (UK)
2,277	44.00 pence	9:08 AM (UK)
2,600	44.00 pence	9:08 AM (UK)
1,300	44.00 pence	9:08 AM (UK)
227	44.00 pence	9:08 AM (UK)
93	44.00 pence	9:08 AM (UK)
800	44.00 pence	9:13 AM (UK)
800	44.00 pence	9:13 AM (UK)
900	44.00 pence	9:14 AM (UK)
800	44.00 pence	9:14 AM (UK)

800	44.00 pence	9:14 AM (UK)
800	44.00 pence	9:15 AM (UK)
1,000	44.00 pence	9:15 AM (UK)
1,600	44.00 pence	9:19 AM (UK)
356	44.00 pence	9:19 AM (UK)
244	44.00 pence	9:19 AM (UK)
2,200	44.00 pence	9:24 AM (UK)
2,100	44.00 pence	9:24 AM (UK)
2,500	44.00 pence	9:24 AM (UK)
1,056	44.00 pence	9:25 AM (UK)
21	44.00 pence	9:25 AM (UK)
1,700	44.00 pence	9:55 AM (UK)
1,700	44.00 pence	9:56 AM (UK)
1,600	44.00 pence	9:56 AM (UK)
1,600	44.00 pence	9:57 AM (UK)
1,124	44.00 pence	9:57 AM (UK)
727	43.50 pence	12:14 PM (UK)
7,169	43.50 pence	12:35 PM (UK)
37,831	43.50 pence	12:35 PM (UK)
3,273	43.50 pence	12:36 PM (UK)
7,899	43.10 pence	12:38 PM (UK)
3,486	43.00 pence	12:38 PM (UK)
7,899	43.00 pence	12:38 PM (UK)
5,000	42.95 pence	12:38 PM (UK)
2,899	42.95 pence	12:38 PM (UK)
4,413	42.95 pence	12:38 PM (UK)
7,516	43.00 pence	12:38 PM (UK)
383	43.10 pence	3:58 PM (UK)

For further information please contact:

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Tom Huddart

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 121 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 118 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