

5 September 2019

**Vertu Motors plc**

**(the "Company")**

**Notification of Directors' interests**

The Company announces that the Remuneration Committee of the Company approved grants of nil-cost options over ordinary shares of 10p each in the Company ("Ordinary Shares") to directors of the Company ("LTIP Options"). The LTIP Options were made under the Vertu 2013 Long Term Incentive Plan, voted on by shareholders at the 2013 AGM. The performance conditions attached to the LTIP Options were amended at the 2019 AGM. The LTIP Options were issued on 3 September 2019 as detailed below:

<b>Director</b>	<b>Number of Ordinary Shares subject to the LTIP Options</b>	<b>Resultant number of Ordinary Shares subject to options</b>
Robert Forrester	466,665*	1,139,468
Karen Anderson	350,876	1,434,849
David Crane	350,876	1,518,432

\*includes 78,947 CSOP options which may be exercised as an alternative.

Vesting of the LTIP Options is dependent upon Adjusted Profit Before Tax targets for the Company over a three year performance period commencing on 1 March 2019. The LTIP Options can be exercised after three years from the date of grant but are subject to a further two year holding period such that shares awarded under these LTIP Options may not be sold until after five years from the date of grant.

The Company's issued share capital consists of 369,683,252 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	
b)	Position/status	<b>CEO</b>
c)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
d)	Name	<b>VERTU MOTORS PLC</b>
e)	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	
f)	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>				
g)	Nature of the transaction	<b>ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN</b>				
h)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td><b>NIL</b></td> <td><b>466,665</b></td> </tr> </tbody> </table>	Price	Volume(s)	<b>NIL</b>	<b>466,665</b>
Price	Volume(s)					
<b>NIL</b>	<b>466,665</b>					
i)	Aggregated information -Aggregated volume - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>				
j)	Date of the transaction	<b>3 September 2019</b>				
k)	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)	Position/status	<b>CFO</b>				
c)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
d)	Name	<b>VERTU MOTORS PLC</b>				
e)	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					
f)	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>				
g)	Nature of the transaction	<b>ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN</b>				
h)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td><b>NIL</b></td> <td><b>350,876</b></td> </tr> </tbody> </table>	Price	Volume(s)	<b>NIL</b>	<b>350,876</b>
Price	Volume(s)					
<b>NIL</b>	<b>350,876</b>					
i)	Aggregated information -Aggregated volume - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>				
j)	Date of the transaction	<b>3 September 2019</b>				
k)	Place of transaction	<b>LONDON STOCK EXCHANGE, AIM</b>				

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	<b>DAVID CRANE</b>				
2.	Reason for the notification					
b)	Position/status	<b>COO</b>				
c)	Initial notification/Amendment					
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
d)	Name	<b>VERTU MOTORS PLC</b>				
e)	LEI	<b>213800GIKJEIUGMI575</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					
f)	Description of the financial instrument, type of instrument identification code  Identification code	<b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC  GB00B1GK4645</b>				
g)	Nature of the transaction	<b>ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN</b>				
h)	Price(s) and volume(s)					
		<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td><b>NIL</b></td> <td><b>350,876</b></td> </tr> </tbody> </table>	Price	Volume(s)	<b>NIL</b>	<b>350,876</b>
Price	Volume(s)					
<b>NIL</b>	<b>350,876</b>					
i)	Aggregated information  -Aggregated volume  - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>				
j)	Date of the transaction	<b>3 September 2019</b>				
k)	Place of transaction	<b>LONDON STOCK EXCHANGE, AIM</b>				

- Ends -

**For further information please contact:**

**Vertu Motors plc**

Robert Forrester, CEO  
Karen Anderson, CFO

Tel: 0191 491 2111  
Tel: 0191 491 2112

**Zeus Capital Limited**

Jamie Peel  
Andrew Jones  
Dominic King

Tel: 020 3829 5000

**Camarco**

Billy Clegg  
Tom Huddart

Tel: 020 3757 4983

**Notes to Editors**

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 123 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 120 franchised sales outlets and 3 non-franchised sales operations from 104 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.vertumotors.com](http://www.vertumotors.com) / [www.vertucareers.com](http://www.vertucareers.com)

Vertu brand websites – [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)