

20 July 2020

**Vertu Motors plc**

(the "Company")

**Notification of Director's interests**

Vertu Motors plc announces that the Robert Forrester, director and CEO, has purchased ordinary shares of 10p each in the capital of the Company ("**Ordinary Shares**") into his SIPP scheme.

The purchase took place on 20 July 2020 at a price of 23.22 pence per Ordinary Share.

<b>PDMR</b>	<b>Beneficial holding of Ordinary Shares prior to the Dealings*</b>	<b>% of issued share capital prior to the Dealings*</b>	<b>Ordinary Shares acquired by PDMR</b>	<b>Resultant Beneficial holding of Ordinary Shares after the Dealings*</b>	<b>Resultant % of issued share capital after the Dealings*</b>
Robert Forrester	7,174,114	1.94%	43,066	7,217,180	1.95%

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

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.

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	
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	<b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC</b>
	Identification code	<b>GB00B1GK4645</b>
g)	Nature of the transaction	
h)	Price(s) and volume(s)	
	<b>Price</b>	<b>Volume(s)</b>
	<b>0.2322</b>	<b>43,066</b>
i)	Aggregated information	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>

	-Aggregated volume	
	- Price	
j)	Date of the transaction	<b>20 July 2020</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 2121  
Tel: 0191 491 2121

**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 133 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 130 franchised sales outlets and 3 non-franchised sales operations from 110 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](http://investors.vertumotors.com) / [www.vertucareers.com](http://www.vertucareers.com)

Vertu brand websites – [www.vertumotors.com](http://www.vertumotors.com) / [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)