

13 May 2022

Vertu Motors plc

(the "Company")

Notification of Director's interests

The Company announces that Robert Forrester, a director and a person discharging managerial responsibility in the Company, has purchased ordinary shares of 10p each in the capital of the Company ("Ordinary Shares").

The purchase took place on 12 May 2022 at a price of 50.8815 pence per Ordinary Share.

PDMR	Beneficial holding of Ordinary Shares prior to the Dealings*	% of issued share capital prior to the Dealings*	Ordinary Shares acquired by PDMR	Resultant Beneficial holding of Ordinary Shares after the Dealings*	Resultant % of issued share capital after the Dealings*
Robert Forrester	7,444,181	2.08%	39,297	7,483,478	2.09%

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

The Company's issued share capital consists of 357,456,992 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	ROBERT FORRESTER
2.	Reason for the notification	
b)	Position/status	CEO
c)	Initial notification/Amendment	
	INITIAL NOTIFICATION	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
d)	Name	VERTU MOTORS PLC
e)	LEI	213800GIKJEIUGMI575
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	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC
	Identification code	GB00B1GK4645
g)	Nature of the transaction	
	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC.	
h)	Price(s) and volume(s)	
	Price	Volume(s)
	0.508815	39,297
i)	Aggregated information	
	NOT APPLICABLE – SINGLE TRANSACTION	

	-Aggregated volume	
	- Price	
j)	Date of the transaction	12 MAY 2022
k)	Place of transaction	LONDON STOCK EXCHANGE, AIM

- Ends -

For further information please contact:

Vertu Motors plc

Robert Forrester, CEO
Karen Anderson, CFO

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Tel: 0191 491 2121

Zeus Capital Limited

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Notes to Editors

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 160 sales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors, Vertu 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 156 franchised sales outlets and 4 non-franchised sales operations from 121 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 / www.vertucareers.com

Vertu brand websites – www.vertumotors.com / www.bristolstreet.co.uk / www.macklinmotors.co.uk / www.vertumotorcycles.com