

24 May 2022

Vertu Motors plc

(the "Company")

PDMR Share Purchase

The Company announces that Christopher Taylor, a person discharging managerial responsibility in the Company, has purchased ("**Dealing**") ordinary shares of 10p each in the capital of the Company ("**Ordinary Shares**").

The Dealing took place on 20 May 2022 at a price of 54.37 pence 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	312,813	0.09%	27,565	340,378	0.10%

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

The Company's issued share capital consists of 355,843,663 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	CHRISTOPHER TAYLOR				
2.	Reason for the notification	PURCHASE OF SHARES				
b)	Position/status	OPERATIONS DIRECTOR				
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 INTO A SHARE TRADING ACCOUNT.				
h)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>0.5437</td> <td>27,565</td> </tr> </tbody> </table>	Price	Volume(s)	0.5437	27,565
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0.5437	27,565					

i)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION
j)	Date of the transaction	20 MAY 2022
k)	Place of transaction	LONDON STOCK EXCHANGE, AIM

- Ends -

For further information please contact:

Vertu Motors plc

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Tel: 0191 491 2121

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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