Vertu Motors plc ("Vertu Motors" or "Company")

Director and PDMR Share Purchases

Vertu Motors announces that it was notified on 10 June 2024, of the following acquisitions ("Dealings") in the Company's ordinary shares of 10p each ("Ordinary Shares") by directors and persons discharging managerial responsibility in the Company. The Dealings took place on 10 June 2024 pursuant to the Company's Share Incentive Plan at a price of 80.1p per Ordinary Share:

	Beneficial holding of			Resultant Beneficial	Resultant %
	Ordinary	% of issued	Ordinary	holding of	of issued
PDMR	Shares prior	share capital	Shares	Ordinary	share capital
	to the	prior to the	acquired by	Shares after	after the
	Dealing*	Dealing*	PDMR	the Dealing*	Dealing*
Robert Forrester	7,489,518	2.22%	2,222	7,491,740	2.22%
David Crane	481,462	0.14%	2,222	483,684	0.14%
Karen Anderson	1,166,637	0.35%	2,222	1,168,859	0.35%
Stephen Gould	30,493	0.01%	2,221	31,714	0.01%
Michael Rich	49,537	0.01%	2,221	51,178	0.02%
Christopher Taylor	373,059	0.11%	2,221	375,280	0.11%
Leonardo Caruso	10,430	0.00%	2,221	12,651	0.00%
Mark Gibbings	23,310	0.01%	2,222	25,532	0.01%
Tom Garratt	34,508	0.01%	2,221	36,729	0.01%
Anthony Masterson	57,412	0.02%	2,221	59,633	0.02%

^{*}includes shares held by the PDMR's PCAs.

The Company's issued share capital consists of 337,602,150 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 man	nagerial responsibilities/person closely associated		
a)	Name	ROBERT FORRESTER		
2.	Reason for the notification	ACQUISITION OF SHARES		
a)	Position/status	CEO		
b)	Initial notification/Amendment	INITIAL NOTIFICATION		
3.	Details of the issuer, emission allowance market participant, auction platform,			
	auctioneer or auction monitor	auctioneer or auction monitor		
a)	Name	VERTU MOTORS PLC		
b)	LEI	213800GIKJEIUIGMI575		
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii)			
	each type of transaction; (iii) each da	each type of transaction; (iii) each date; and (vi) each place where transactions have		
1	been conducted			

a)	Description of the financial		ORDINARY SHARES OF 10p EACH IN VERTU		H IN VERTU
	instrument, type of instrum	nent	MOTORS PLC		
	identification code				
	Identification code		GB00B1GI	<4645	
b)	Nature of the transaction		PURCHAS	E OF ORDINARY SHAF	RES OF 10p
			EACH IN V	ERTU MOTORS PLC, F	PURSUANT TO
			THE COM	PANY'S SHARE INCEN	TIVE PLAN
c)	Price(s) and volume(s)		1		
		Price		Volume(s)	
		£0.801		2222	
d)	Aggregated information	•	NOT APPL	ICABLE – SINGLE TRA	NSACTION
	-Aggregated volume				
	- Price				
e)	Date of the transaction		10 June 20	024	
f)	Place of transaction		LONDON	STOCK EXCHANGE, AI	M

1.	Details of the person dischar	ging mana	gerial respor	nsibilities/person close	ly associated
a)	Name		KAREN AN	DERSON	
2.	Reason for the notification		ACQUISITI	ON OF SHARES	
a)	Position/status		CFO		
b)	Initial notification/Amendme	ent	INITIAL NO	TIFICATION	
3.	Details of the issuer, emissio		ce market pa	rticipant, auction platfo	orm,
	auctioneer or auction monito	or			
a)	Name		VERTU MC	TORS PLC	
b)	LEI		213800GIK	JEIUIGMI575	
4.	Details of transactions(s): se	ction to be	repeated fo	r (i) each type of instru	ument; (ii)
	each type of transaction; (iii)	each date	e; and (vi) ead	ch place where transac	tions have
	been conducted				
a)	Description of the financial	Description of the financial		ORDINARY SHARES OF 10p EACH IN VERTU	
	instrument, type of instrume	ent	MOTORS PLC		
	identification code				
	Identification code		GB00B1GK	4645	
b)	Nature of the transaction		PURCHASE OF ORDINARY SHARES OF 10p		S OF 10p
			EACH IN V	ERTU MOTORS PLC, PL	JRSUANT TO
			THE COMP	ANY'S SHARE INCENT	IVE PLAN
c)	Price(s) and volume(s)		1		
		Price		Volume(s)	7
		£0.801		2222	
	Aggregated information			CABLE – SINGLE TRAN	•

	-Aggregated volume	
	- Price	
e)	Date of the transaction	10 June 2024
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM

1.	Details of the person discharging managerial responsibilities/person closely associated			associated	
a)	Name		STEPHEN GOULD		
2.	Reason for the notification		ACQUISIT	TION OF SHARES	
a)	Position/status		OPERATION	ONS DIRECTOR	
b)	Initial notification/Amendme	ent	INITIAL N	IOTIFICATION	
3.	Details of the issuer, emission	on allowand	e market pa	rticipant, auction platfo	rm,
	auctioneer or auction monit	or			
a)	Name		VERTU M	IOTORS PLC	
b)	LEI		213800GI	KJEIUIGMI575	
4.	Details of transactions(s): see	ction to be	repeated fo	r (i) each type of instrur	nent; (ii)
	each type of transaction; (iii)) each date	; and (vi) ead	ch place where transact	ions have
	been conducted				
a)	Description of the financial		ORDINARY SHARES OF 10p EACH IN VERTU		
	instrument, type of instrum	ent	MOTORS PLC		
	identification code				
	Identification code		GB00B1GK	4645	
b)	Nature of the transaction			OF ORDINARY SHARES	•
				ERTU MOTORS PLC, PUI	
			THE COMP	PANY'S SHARE INCENTIN	/E PLAN
c)	Price(s) and volume(s)				
					1
		Price		Volume(s)	
		£0.801		2221	
d)	Aggregated information		NOT APPLI	CABLE – SINGLE TRANS	ACTION
	-Aggregated volume				
	1861 CEUTCU VOIUITIC				
	- Price				
e)	Date of the transaction		10 June 20	24	
f)	Place of transaction		LONDON STOCK EXCHANGE, AIM		

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	DAVID CRANE	
2.	Reason for the notification	ACQUISITION OF SHARES	
a)	Position/status	COO	
b)	Initial notification/Amendment	INITIAL NOTIFICATION	

3.	Details of the issuer, emission allowance market participant, auction platform,					
	auctioneer or auction monitor					
a)	Name VERTU MOTORS PLC					
b)	LEI		213800GIK	JEIUIGMI575		
4.	Details of transactions(s): se	ection to be	e repeated fo	or (i) each type of instr	ument; (ii)	
	each type of transaction; (iii) each date	e; and (vi) ea	ch place where transa	ctions have	
	been conducted					
a)	Description of the financial		ORDINARY	SHARES OF 10p EACH	I IN VERTU	
	instrument, type of instrum	ent	MOTORS F	PLC		
	identification code					
	Identification code		GB00B1GK4645			
b)	Nature of the transaction	Nature of the transaction		PURCHASE OF ORDINARY SHARES OF 10p		
				ERTU MOTORS PLC, P		
			THE COME	PANY'S SHARE INCENT	TIVE PLAN	
c)	Price(s) and volume(s)					
				T		
		Price		Volume(s)		
		£0.801	T	2222		
d)	Aggregated information		NOT APPL	ICABLE – SINGLE TRAN	ISACTION	
	-Aggregated volume					
	Aggregated volume					
	- Price					
e)	Date of the transaction		10 June 202	4		
f)	Place of transaction		LONDON S	TOCK EXCHANGE, AIN	1	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	MICHAEL RICH	
2.	Reason for the notification	ACQUISITION OF SHARES	
a)	Position/status	OPERATIONS DIRECTOR	
b)	Initial notification/Amendment	INITIAL NOTIFICATION	
3.	Details of the issuer, emission allowand	e market participant, auction platform,	
	auctioneer or auction monitor		
a)	Name	VERTU MOTORS PLC	
b)	LEI	213800GIKJEIUIGMI575	
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		
a)	Description of the financial	ORDINARY SHARES OF 10p EACH IN VERTU	
	instrument, type of instrument	MOTORS PLC	
	identification code		
	Identification code	GB00B1GK4645	

b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN		RSUANT TO	
c)	Price(s) and volume(s)				
		Price		Volume(s)]
		£0.801		2221	
d)	Aggregated information		NOT APPLI	CABLE – SINGLE TRANS	SACTION
	-Aggregated volume				
	- Price				
e)	Date of the transaction		10 June 20	24	
f)	Place of transaction		LONDON S	TOCK EXCHANGE, AIM	_

1.	Details of the person discha	rging mana	agerial respor	nsibilities/person closely	y associated
a)	Name		CHRISTOP	HER TAYLOR	
2.	Reason for the notification		ACQUISITI	ON OF SHARES	
a)	Position/status		OPERATIO	NS DIRECTOR	
b)	Initial notification/Amendm	ent	INITIAL NO	TIFICATION	
3.	Details of the issuer, emission	on allowan	ce market pa	rticipant, auction platfo	rm,
	auctioneer or auction monit	or			
a)	Name		VERTU MO	OTORS PLC	
b)	LEI		213800GIK	JEIUIGMI575	
4.	Details of transactions(s): se		•	**	
	each type of transaction; (iii) each date; and (vi) each place where transactions have			ions have	
	been conducted				
a)	Description of the financial			SHARES OF 10p EACH	IN VERTU
	instrument, type of instrum	ent	MOTORS F	PLC	
	identification code				
	Identification code		GB00B1GK	4645	
b)	Nature of the transaction		PURCHASI	OF ORDINARY SHARES	6 OF 10p
			EACH IN V	ERTU MOTORS PLC, PU	RSUANT TO
			THE COMP	ANY'S SHARE INCENTIV	VE PLAN
c)	Price(s) and volume(s)				
		Price		Volume(s)	
		£0.801		2221	
d)	Aggregated information		NOT APPL	CABLE – SINGLE TRANS	ACTION
	-Aggregated volume				
	- Price				
e)	Date of the transaction		10 June 20		

f)	Place of transaction	LONDON STOCK EXCHANGE, AIM
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1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name		LEONARDO CARUSO			
2.	Reason for the notification		ACQUISITI	ON OF SHARES		
a)	Position/status		OPERATIONS DIRECTOR			
b)	Initial notification/Amendm	ent	INITIAL NOTIFICATION			
3.	Details of the issuer, emission allowance market participant, auction platform,				rm,	
	auctioneer or auction monit	or				
a)	Name		VERTU MC	OTORS PLC		
b)	LEI		213800GIK	JEIUIGMI575		
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) ead	ch place where transact	ions have	
	been conducted					
a)	Description of the financial		ORDINARY SHARES OF 10p EACH IN VERTU			
	instrument, type of instrum	ent	MOTORS PLC			
	identification code					
1.	Identification code		GB00B1GK		05.40	
b)	Nature of the transaction			RCHASE OF ORDINARY SHARES OF 10p CH IN VERTU MOTORS PLC, PURSUANT TO		
				THE COMPANY'S SHARE INCENTIVE PLAN		
	Price(s) and volume(s)		THE COIVIE	ANT 3 SHAKE INCENTIVE	EPLAN	
c)	Price(s) and volume(s)					
		Price		Volume(s)		
		£0.801		2222		
d)	Aggregated information	20.002	NOT APPLI	CABLE – SINGLE TRANS	ACTION	
	-Aggregated volume					
	- Price					
e)	Date of the transaction		10 June 20	24		
f)	Place of transaction		LONDON STOCK EXCHANGE, AIM			

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	MARK GIBBINGS		
2.	Reason for the notification	ACQUISITION OF SHARES		
a)	Position/status	OPERATIONS DIRECTOR		
b)	Initial notification/Amendment	INITIAL NOTIFICATION		
3.	Details of the issuer, emission allowance market participant, auction platform,			
	auctioneer or auction monitor			
a)	Name	VERTU MOTORS PLC		
b)	LEI	213800GIKJEIUIGMI575		

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					
g)	Description of the financial ORDINARY SHARES OF 10p EACH IN VERTU			IN VERTU		
	instrument, type of instrun	nent	MOTORS I	PLC		
	identification code					
	Identification code		GB00B1GK4645			
h)	Nature of the transaction		PURCHASE OF ORDINARY SHARES OF 10p			
			EACH IN V	ERTU MOTORS PLC, PL	JRSUANT TO	
			THE COMI	PANY'S SHARE INCENT	IVE PLAN	
i)	Price(s) and volume(s)					
		Price		Volume(s)		
		£0.801		2221		
j)	Aggregated information	NOT A		PLICABLE – SINGLE TRANSACTION		
	-Aggregated volume					
	- Price					
k)	Date of the transaction		10 June 20	ine 2024		
l)	Place of transaction LC		LONDON S	N STOCK EXCHANGE, AIM		

5.	Details of the person discharging managerial responsibilities/person closely associated			
b)	Name	TOM GARRATT		
6.	Reason for the notification	ACQUISITION OF SHARES		
c)	Position/status	OPERATIONS DIRECTOR		
d)	Initial notification/Amendment	INITIAL NOTIFICATION		
7.	Details of the issuer, emission allowance market participant, auction platform,			
c)	auctioneer or auction monitor Name	VERTU MOTORS PLC		
d)	LEI	213800GIKJEIUIGMI575		
8.	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			
m)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC		
	Identification code	GB00B1GK4645		
n)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN		
0)	Price(s) and volume(s)	1		

		Price		Volume(s)	
		£0.801		2221	
p)	Aggregated information		NOT APPLI	CABLE – SINGLE TRANS	ACTION
	-Aggregated volume				
	- Price				
q)	Date of the transaction		10 June 20	24	
r)	Place of transaction		LONDON S	TOCK EXCHANGE, AIM	

9.	Details of the person discharging managerial responsibilities/person closely associated					
c)	Name		ANTHONY MASTERSON			
10.	Reason for the notification		ACQUISITION OF SHARES			
e)	Position/status		OPERATIONS DIRECTOR			
f)	Initial notification/Amendment		INITIAL NOTIFICATION			
11.	Details of the issuer, emission allowance market participant, auction platform,					
	auctioneer or auction monit	or				
e)	Name		VERTU MC	VERTU MOTORS PLC		
f)	LEI		213800GIK	JEIUIGMI575		
12.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii)					
	each type of transaction; (iii) each date	; and (vi) ead	ch place where transactions have		
	been conducted					
s)	Description of the financial		ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC			
	instrument, type of instrum	ent				
	identification code					
	Identification code		GB00B1GK			
t)	Nature of the transaction			OF ORDINARY SHARES OF 10p		
			EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN			
\	Drico(s) and volume(s)		THE COIVIE	ANY 5 SHARE INCENTIVE PLAN		
u)	Price(s) and volume(s)					
		Price		Volume(s)		
		£0.801		2221		
v)	Aggregated information	10.001	NOT APPL	CABLE – SINGLE TRANSACTION		
',				3		
	-Aggregated volume					
14/	- Price		10 Juna 20	24		
w)	Date of the transaction Place of transaction		10 June 2024 LONDON STOCK EXCHANGE, AIM			
x)	riace of traffsaction		FOIADOIA 2	IOCK EXCHANGE, AllVI		

Vertu Motors plc

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Notes to Editors

Vertu Motors is the fourth largest automotive retailer in the UK with a network of 189 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 185 franchised sales outlets and 4 non-franchised sales operations from 143 locations across the UK.

Vertu's Mission Statement is to "deliver an outstanding customer motoring experience through honesty and trust".

Vertu Motors Group websites - https://investors.vertumotors.com /www.vertucareers.com

Vertu brand websites – www.vertumotors.com / www.vertuhonda.com / <a href="www.vertuhonda