

29 October 2024

Vertu Motors plc

(the “Company”)

Notification of Director’s interests

The Company announces that it was notified on 29 October 2024 that David Crane, a director of the Company, had sold 196,736 ordinary shares of 10p each in the Company (“**Ordinary Shares**”). The sale took place on 29 October 2024 at a price of 66.2034 pence per Ordinary Share.

Director	Beneficial holding of Ordinary Shares prior to the dealings above*	% of issued share capital prior to the dealings above*	Ordinary Shares disposed of by Director	Resultant Beneficial holding of Ordinary Shares after the dealings above*	Resultant % of issued share capital after the dealings above*
David Crane	483,684	0.14%	196,736	286,948	0.09%

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

The Company's issued share capital consists of 333,872,346 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	DAVID CRANE				
2.	Reason for the notification					
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	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					
a)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC				
	Identification code	GB00B1GK4645				
b)	Nature of the transaction					
		SALE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC				
c)	Price(s) and volume(s)					
		<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>0.662034</td> <td>196,736</td> </tr> </tbody> </table>	Price	Volume(s)	0.662034	196,736
Price	Volume(s)					
0.662034	196,736					
d)	Aggregated information					
		NOT APPLICABLE – SINGLE TRANSACTION				

	-Aggregated volume - Price	
e)	Date of the transaction	29 October 2024
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM

- ENDS -

For further information please contact:

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 202 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 198 franchised sales outlets and 4 non-franchised sales operations from 154 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.bristolstreet.co.uk / www.vertuhonda.com / www.vertutoyota.com / www.macklinmotors.co.uk / www.vertumotorcycles.com