

3 September 2021

Vertu Motors plc

(the "Company")

Notification of PDMR's interests

The Company announces that it was notified on 3 September 2021 that Christopher Taylor, a person discharging managerial responsibility in the Company, had exercised options over 10,000 ordinary shares of 10p each in the Company ("Ordinary Shares"), on 2 September 2021, that were issued in 2011 under the Vertu Company Share Option Plan.

The Company has also been notified that Christopher Taylor sold 7,178 of the 10,000 Ordinary Shares received to satisfy the associated exercise price and income tax and National Insurance liability. The sale took place on 2 September 2021 at a price of 56.42 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*
Christopher Taylor	309,991	0.08%	2,822	312,813	0.08%

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

** net amount after the sales to satisfy the exercise price and tax and NI liability.

The Company's issued share capital consists of 368,215,232 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	
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	EXERCISE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S

		SHARE OPTION PLAN, RESULTING IN THE TRANSFER OF SHARES FROM THE COMPANY'S EBT				
h)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>0.26</td> <td>10,000</td> </tr> </table>	Price	Volume(s)	0.26	10,000
Price	Volume(s)					
0.26	10,000					
i)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
j)	Date of the transaction	2 SEPTEMBER 2021				
k)	Place of transaction	LONDON STOCK EXCHANGE, AIM				

1.	Details of the person discharging managerial responsibilities/person closely associated					
l)	Name	CHRISTOPHER TAYLOR				
2.	Reason for the notification					
m)	Position/status	OPERATIONS DIRECTOR				
n)	Initial notification/Amendment	INITIAL NOTIFICATION				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
o)	Name	VERTU MOTORS PLC				
p)	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					
q)	Description of the financial instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
r)	Nature of the transaction	SALE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, RECEIVED PURSUANT TO THE COMPANY'S SHARE OPTION PLAN				
s)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>0.5642</td> <td>7,178</td> </tr> </table>	Price	Volume(s)	0.5642	7,178
Price	Volume(s)					
0.5642	7,178					
t)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
u)	Date of the transaction	2 SEPTEMBER 2021				
v)	Place of transaction	LONDON STOCK EXCHANGE, AIM				

- 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 155 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 151 franchised sales outlets and 4 non-franchised sales operations from 116 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