

8 July 2021

Vertu Motors plc

(the “Company”)

Notification of PDMR’s interests

The Company announces that Jatinder Aujla, a person discharging managerial responsibility in the Company, exercised nil-cost options over Ordinary Shares pursuant to LTIP Options issued in 2016, and received Ordinary Shares on 7 July 2021.

The Company has also been notified that Jatinder Aujla sold 19,023 of the 40,337 Ordinary Shares received to satisfy the resultant income tax and National Insurance liability. The sale took place on 7 July 2021 at a price of 45.1 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*
Jatinder Aujla	99,921	0.03%	21,314	121,235	0.03%

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

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

The Company's issued share capital consists of 369,173,981 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	JATINDER AUJLA
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 LONG TERM INCENTIVE PLAN	
h)	Price(s) and volume(s)	

		Price	Volume(s)
		NIL	40,337
i)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
j)	Date of the transaction	7 JULY 2021	
k)	Place of transaction	LONDON STOCK EXCHANGE, AIM	

1.	Details of the person discharging managerial responsibilities/person closely associated		
l)	Name	JATINDER AUJLA	
2.	Reason for the notification	SALE OF SHARES	
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 LONG TERM INCENTIVE PLAN	
s)	Price(s) and volume(s)	Price	Volume(s)
		0.451	19,023
t)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
u)	Date of the transaction	7 JULY 2021	
v)	Place of transaction	LONDON STOCK EXCHANGE, AIM	

- Ends -

For further information please contact:

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Notes to Editors

Vertu Motors is the fifth largest automotive retailer in the UK with a network of 154 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 150 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 – www.investors.vertumotors.com / www.vertucareers.com

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