Vertu Motors plc

(the "Company")

Notification of Directors' and PDMR's interests

The Company has been notified of the exercise by persons discharging managerial responsibility ("PDMR") in the Company of options over ordinary shares of 10p each in the Company ("Ordinary Shares"), under the Vertu 2013 Long Term Incentive Plan ("LTIP Options"). The LTIP Options were exercised as detailed below on 5 September 2016 resulting in the acquisition of Ordinary Shares as set out below, by way of transfer from the Company's Employee Benefit Trust.

The Company has also been notified that Michael Sherwin, a director and PDMR, has sold 50,471 of the 107,166 Ordinary Shares exercised, to satisfy the resultant income tax and National Insurance liability, and that Mike Rich, a PDMR, has sold 25,235 of the 53,583 Ordinary Shares exercised to satisfy the resultant income tax and National Insurance liability. The sales took place on 5 September 2016 at a price of 49.75 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*
Robert Forrester	6,782,719	1.71	142,887	6,925,606	1.74
Michael Sherwin	428,298	0.11	56,695	484,993	0.12
Jatinder Aujla	11,632	0.00	53,583	65,215	0.02
lan Harrison	163,155	0.04	53,583	216,738	0.05
Colin Kent	367,740	0.09	53,583	421,323	0.11
Mike Rich	7,346	0.00	28,348	35,694	0.02
Chris Taylor	189,281	0.05	53,583	242,864	0.06

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

The Company's issued share capital consists of 397,269,839 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	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			
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 instrument, type of instrume identification code	instrument, type of instrument		Y SHARES OF 10p EA DTORS PLC	CH IN
	Identification code		GB00B1G	K4645	
b)	Nature of the transaction		SHARES C PLC, PURS LONG TEF RESULTIN	OF OPTION OVER O OF 10p EACH IN VERT SUANT TO THE COMP RM INCENTIVE PLAN, IG IN THE TRANSFER ROM THE COMPANY	OF
c)	Price(s) and volume(s)		·		
		Price		Volume(s)	7
		NIL		142,887	
d)	Aggregated information -Aggregated volume		NOT APPL TRANSAC	ICABLE – SINGLE TION	
	- Price				
e)	Date of the transaction		5 SEPTEM	BER 2016	
f)	Place of transaction		LONDON	STOCK EXCHANGE, A	MM

1.	Details of the person discharging manage	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	MICHAEL SHERWIN			
2.	Reason for the notification	ACQUISITION OF SHARES			
a)	Position/status	CFO			
b)	Initial notification/Amendment	INITIAL NOTIFICATION			
3.	Details of the issuer, emission allowance auctioneer or auction monitor	e market participant, auction platform,			
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 instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC			
	Identification code	GB00B1GK4645			
b)	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, RESULTING IN THE TRANSFER OF SHARES FROM THE COMPANY'S EBT			
C)	Price(s) and volume(s)	·			

		Price	Volume(s)	
		NIL	107,166	
d)	Aggregated information		NOT APPLICABLE – SINGLE TRANSACTION	
	-Aggregated volume			
	- Price			
e)	Date of the transaction		5 SEPTEMBER 2016	
f)	Place of transaction		LONDON STOCK EXCHANGE, AIM	

1.	Details of the person discharging manage	gerial responsibilities/person closely associated	
a)	Name	IAN HARRISON	
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	e market participant, auction platform,	
	auctioneer or auction monitor		
a)	Name	VERTU MOTORS PLC	
b)	LEI	213800GIKJEIUIGMI575	
4.		repeated for (i) each type of instrument; (ii) each	
		vi) each place where transactions have been	
	conducted		
a)	Description of the financial	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC	
	instrument, type of instrument identification code	VERTO MOTORS PLC	
	Identification code	GB00B1GK4645	
b)	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, RESULTING IN THE TRANSFER OF	
		SHARES FROM THE COMPANY'S EBT	
c)	Price(s) and volume(s)		
0)			
	Price	Volume(s)	
	NIL	53,583	
d)	Aggregated information	NOT APPLICABLE – SINGLE	
	-Aggregated volume	TRANSACTION	
	-Agglegaled volume		
	- Price		
e)	Date of the transaction	5 SEPTEMBER 2016	
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM	

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name COLIN KENT		
2.	Reason for the notification	ACQUISITION OF SHARES	

a)	Position/status		OPERATIO	DNS DIRECTOR
b)	Initial notification/Amendme	Initial notification/Amendment		DTIFICATION
3.	Details of the issuer, emission allowance market participant, auction platform,			
	auctioneer or auction monitor	or		
a)	Name		VERTU MO	DTORS PLC
b)	LEI		213800GI	(JEIUIGMI575
4.	Details of transactions(s): se	ection to be	repeated for	(i) each type of instrument; (ii) each
	type of transaction; (iii) each conducted	n date; and	(vi) each plac	e where transactions have been
a)	Description of the financial			Y SHARES OF 10p EACH IN
a)	instrument, type of instrume	ent		DTORS PLC
	identification code			
	Identification code		GB00B1G	K4645
b)	Nature of the transaction		EXERCISE	OF OPTION OVER ORDINARY
			SHARES C	OF 10p EACH IN VERTU MOTORS
				SUANT TO THE COMPANY'S
				RM INCENTIVE PLAN,
			RESULTING IN THE TRANSFER OF	
,			SHARES F	ROM THE COMPANY'S EBT
c)	Price(s) and volume(s)			
		Price		Volume(s)
		NIL		53,583
d)	Aggregated information	- L	NOT APPL	ICABLE – SINGLE
			TRANSAC	TION
	-Aggregated volume			
	- Price			
e)	Date of the transaction		5 SEPTEM	BER 2016
f)	Place of transaction		LONDON	STOCK EXCHANGE, AIM

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	MIKE 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 allowance	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 (v	vi) each place where transactions have been	
	conducted		
a)	Description of the financial	ORDINARY SHARES OF 10p EACH IN	
	instrument, type of instrument	VERTU MOTORS PLC	
	identification code		
	Identification code	GB00B1GK4645	

b)	Nature of the transaction		SHARES C PLC, PUR LONG TEF RESULTIN	E OF OPTION OVER OF DF 10p EACH IN VERT SUANT TO THE COMP RM INCENTIVE PLAN, IG IN THE TRANSFER ROM THE COMPANY	U MOTORS ANY'S OF
c)	Price(s) and volume(s)				
		Price		Volume(s)]
		NIL		53,583	
d)	Aggregated information		NOT APPL TRANSAC	ICABLE – SINGLE TION	
	-Aggregated volume				
	- Price				
e)	Date of the transaction		5 SEPTEM	BER 2016	
f)	Place of transaction		LONDON	STOCK EXCHANGE, A	М

a)	Name				
	Name		JATINDER AUJLA		
2.	Reason for the notification		ACQUISIT	ON OF SHARES	
a)	Position/status		OPERATIC	INS DIRECTOR	
b)	Initial notification/Amendmen	t	INITIAL NO	TIFICATION	
3.	Details of the issuer, emission auctioneer or auction monitor		e market part	icipant, auction platform,	
a)	Name		VERTU MO	TORS 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) each place where transactions have been conducted				• •
a)	Description of the financial instrument, type of instrument identification code		VERTU MC	Y SHARES OF 10p EAC DTORS PLC	SH IN
	Identification code		GB00B1G		
b)	Nature of the transaction		SHARES C PLC, PURS LONG TER RESULTIN	OF OPTION OVER OR F 10p EACH IN VERTU SUANT TO THE COMPA M INCENTIVE PLAN, G IN THE TRANSFER (ROM THE COMPANY'S	J MOTORS ANY'S DF
c)	Price(s) and volume(s)				
	Price			Volume(s)	
		NIL		53,583	
d)	Aggregated information -Aggregated volume - Price		NOT APPL TRANSAC	ICABLE – SINGLE TION	

e)	Date of the transaction	5 SEPTEMBER 2016
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)				HRIS TAYLOR	
2.	Reason for the notification		ACQUISITION OF SHARES		
a)	Position/status		OPERATIONS DIRECTOR		
b)	Initial notification/Amendment				
3.	Details of the issuer, emissio				
0.	auctioneer or auction monito		s market part	loipunt, adolion platonn	,
a)	Name		VERTU MO	DTORS PLC	
b)	LEI		213800GIKJEIUIGMI575		
4.		nsactions(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			ve been	
	conducted				
a)	Description of the financial		ORDINARY SHARES OF 10p EACH IN		CH IN
	instrument, type of instrumer	nt	VERTU MOTORS PLC		
	identification code				
	Identification code		GR00B1G	K1615	
b)	Nature of the transaction		GB00B1GK4645 EXERCISE OF OPTION OVER ORDINARY		
5)			SHARES OF 10p EACH IN VERTU MOTORS		
			PLC, PURSUANT TO THE COMPANY'S		
			LONG TERM INCENTIVE PLAN,		
			RESULTING IN THE TRANSFER OF		OF
			SHARES FROM THE COMPANY'S EBT		SEBT
C)	Price(s) and volume(s)				
					1
		Price		Volume(s)	
		NIL		53,583	
d)	Aggregated information		NOT APPL	ICABLE – SINGLE	
	-Aggregated volume		TRANSAC		
	33-3				
	- Price				
e)	Date of the transaction		5 SEPTEMBER 2016		
f)	Place of transaction		LONDON STOCK EXCHANGE, AIM		

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	MICHAEL SHERWIN	
2.	Reason for the notification	SALE OF SHARES	
a)	Position/status	CFO	
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): see type of transaction; (iii) each conducted		•	.,	. ,
a)	Description of the financial instrument, type of instrumen identification code	ıt	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645		
b)	Nature of the transaction			ORDINARY SHARES OF 10p VERTU MOTORS PLC	
C)	Price(s) and volume(s)				1
		Price		Volume(s)	
		49.75p		50,471	
d)	Aggregated information -Aggregated volume		NOT APPL TRANSAC	ICABLE – SINGLE TION	
	- Price				
e)	Date of the transaction		5 SEPTEMBER 2016		
f)	Place of transaction		LONDON	STOCK EXCHANGE, A	Μ

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name		MIKE RICH		
2.	Reason for the notification		SALE OF SHARES		
a)	Position/status		OPERATIONS DIRECTOR		
b)	Initial notification/Amendment		INITIAL NOTIFICATION		
3.	Details of the issuer, emission allowance		e market participant, auction platform,		
	auctioneer or auction monitor				
c)	Name		VERTU MOTORS PLC		
d)	LEI		213800GIKJEIUIGMI575		
4.	Details of transactions(s): section to be repeated for (i) each type of instrument; (ii) each			nt; (ii) each	
	type of transaction; (iii) each date; and (vi) each place where transactions have been			ve been	
	conducted				
a)	Description of the financial		ORDINARY SHARES OF 10p EACH IN		
		trument, type of instrument		VERTU MOTORS PLC	
	identification code				
	Identification code		CB00B1CI	<i>K AG A</i> 5	
b)	Nature of the transaction		GB00B1GK4645 SALE OF ORDINARY SHARES OF 10p		E 10p
b)	Nature of the transaction		EACH IN VERTU MOTORS PLC		
c)	Price(s) and volume(s)				
, U					
		Price		Volume(s)]
		49.75p		25,235	1
d)	Aggregated information	_	NOT APPL	ICABLE – SINGLE	
			TRANSAC	TION	

	-Aggregated volume	
	- Price	
e)	Date of the transaction	5 SEPTEMBER 2016
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM

- Ends -

For further information please contact:

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Notes to Editors

Vertu, the UK automotive retailer with a proven growth strategy, is the fifth largest automotive retailer in the UK with a network of 132 sales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors, Vertu, Farnell, South Hereford Garages and Macklin Motors brand names.

Vertu was established in November 2006 with the strategy to consolidate the UK automotive retail sector. It is intended that the Group will continue to acquire automotive 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 129 franchised sales outlets and 3 non-franchised sales operations from 109 locations across the UK.

Vertu Group websites - www.vertumotors.com / www.vertucareers.com

Vertu brand websites - <u>www.bristolstreet.co.uk</u> / <u>www.vertuhonda.com</u> / <u>www.macklinmotors.co.uk</u> / <u>www.farnelllandrover.com</u> / <u>www.farnelljaguar.com</u> / <u>www.vertuvolkswagen.com</u> / <u>www.vertuvolkswagen.com</u> /