Vertu Motors plc

(the "Company")

Notification of Directors' interests

The Remuneration Committee of the Company approved grants of nil-cost options over ordinary shares of 10p each in the Company ("Ordinary Shares") to persons discharging managerial responsibility in the Company, under the Vertu 2013 Long Term Incentive Plan voted on by shareholders at the 2013 AGM and 2016 AGM ("LTIP Options"). The LTIP Options were issued as detailed below on 23 June 2017:

PDMR	Number of Ordinary Shares subject to the LTIP Options**	Resultant number of Ordinary Shares subject to options	Beneficial holding of Ordinary Shares excluding options*
Robert Forrester	303,030	798,012	6,925,608
Michael Sherwin	227,273	598,510	484,993
David Crane	113,636	812,838	154,137
Karen Anderson	113,636	812,838	756,926
Ian Harrison	113,636	834,255	216,738
Colin Kent	113,636	729,255	421,323
Mike Rich	113,636	759,255	35,694
Chris Taylor	113,636	640,415	242,864
Jatinder Aujla	113,636	299,255	65,215
Tim Tozer	113,636	299,255	13,000

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

Vesting of the LTIP Options is dependent upon stretching absolute growth in the Company's total shareholder return and stretching return on equity achieved by the Company over a three year performance period commencing on 1 March 2017. The performance criteria are the same as those approved by shareholders at last year's Annual General Meeting. The LTIP Options are then subject to a further two year holding period. Further details are set out on page 54 of the 2017 annual report and accounts.

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.

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name ROBERT FORRESTER			
2.	Reason for the notification ISSUE OF LTIP OPTIONS			

^{**}includes a CSOP option in respect of 68,181 Ordinary Shares which may be exercised instead of 68,181 of the LTIP Options.

b)	Position/status		CEO		
c)	Initial notification/Amendmer	nt	INITIAL NOTIFICATION		
3.	Details of the issuer, emission allowance market participant, auction platform,				
	auctioneer or auction monito	r			
d)	Name		VERTU MO	OTORS PLC	
e)	LEI		213800GIK	(JEIUIGMI575	
4.	` ,		•	(i) each type of instrument; (ii) each	
		date; and (vi) each plac	e where transactions have been	
	conducted		T		
f)	Description of the financial			Y SHARES OF 10p EACH IN	
	instrument, type of instrumer	nt	VERTU MO	OTORS PLC	
	identification code				
	I do matificanti a manada		CD00D4C	V 4C 4E	
a)	Identification code Nature of the transaction		GB00B1GK4645 ACCEPTANCE OF OPTION OVER		
g)	Nature of the transaction			Y SHARES OF 10p EACH IN	
				OTORS PLC, PURSUANT TO THE	
				('S LONG TERM INCENTIVE	
			PLAN		
h)	Price(s) and volume(s)				
,					
		Price		Volume(s)	
		NIL		303,030	
i)	Aggregated information		_	ICABLE – SINGLE	
	A summa mate di colorea a		TRANSAC	TION	
	-Aggregated volume				
	- Price				
j)	Date of the transaction		23 JUNE 2017		
k)	Place of transaction		LONDON	STOCK EXCHANGE, AIM	

1.	Details of the person discharging manage	gerial responsibilities/person closely associated
a)	Name	MICHAEL SHERWIN
2.	Reason for the notification	ISSUE OF LTIP OPTIONS
b)	Position/status	CFO
c)	Initial notification/Amendment	INITIAL NOTIFICATION
3.	Details of the issuer, emission allowance auctioneer or auction monitor	e market participant, auction platform,
d)	Name	VERTU MOTORS PLC
e)	LEI	213800GIKJEIUIGMI575
4.		repeated for (i) each type of instrument; (ii) each vi) each place where transactions have been
f)	Description of the financial instrument, type of instrument identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645
g)	Nature of the transaction	ACCEPTANCE 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)	. 27.00
,		
	Price	Volume(s)
	NIL	227,273
i)	Aggregated information	NOT APPLICABLE – SINGLE
	Aggregated volume	TRANSACTION
	-Aggregated volume	
	- Price	
j)	Date of the transaction	23 JUNE 2017
k)	Place of transaction	LONDON STOCK EXCHANGE, AIM
4	Details of the narrow discharging was	
1.	· · · · · · · · · · · · · · · · · · ·	anagerial responsibilities/person closely associated DAVID CRANE
a)	Name Reason for the notification	
2.	Position/status	ISSUE OF LTIP OPTIONS CHIEF OPERATIONS OFFICER
p)	Initial notification/Amendment	INITIAL NOTIFICATION
c)		
3.	auctioneer or auction monitor	ance market participant, auction platform,
d)	Name	VERTU MOTORS PLC
e)	LEI	213800GIKJEIUIGMI575
4.		be repeated for (i) each type of instrument; (ii) each
٠.	` '	nd (vi) each place where transactions have been
	conducted	
f)	Description of the financial	ORDINARY SHARES OF 10p EACH IN
	instrument, type of instrument	VERTU MOTORS PLC
	identification code	
	Identification and	OD00D4OK4645
<u>a)</u>	Identification code Nature of the transaction	GB00B1GK4645 ACCEPTANCE OF OPTION OVER
g)	Nature of the transaction	ORDINARY SHARES OF 10p EACH IN
		VERTU MOTORS PLC, PURSUANT TO THE
		COMPANY'S LONG TERM INCENTIVE
		PLAN
h)	Price(s) and volume(s)	
		T.,
	Price	Volume(s)
.,	NIL	113,636
i)	Aggregated information	NOT APPLICABLE – SINGLE TRANSACTION
	-Aggregated volume	
i\	- Price Date of the transaction	23 JUNE 2017
j) k)	Place of transaction	LONDON STOCK EXCHANGE, AIM
r)	Flace Of transaction	LONDON STOCK EXCHANGE, AIIVI
1.	Details of the person discharging ma	anagerial responsibilities/person closely associated
a)	Name	KAREN ANDERSON

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name KAREN ANDERSON			
2.	Reason for the notification	ISSUE OF LTIP OPTIONS		
b)	Position/status	on/status COMPANY SECRETARY		
c)	Initial notification/Amendment INITIAL NOTIFICATION			
3.	Details of the issuer, emission allowance market participant, auction platform,			

	auctioneer or auction monitor				
d)	Name		VERTU MC	TORS PLC	
e)	LEI		213800GIK	JEIUIGMI575	
4.	Details of transactions(s): se		•	•••	` '
	type of transaction; (iii) each	date; and (vi) each place	e where transactions ha	ave been
	conducted		1		
f)	Description of the financial			Y SHARES OF 10p EA	CH IN
	instrument, type of instrumer	nt	VERTU MC	OTORS PLC	
	identification code				
	Identification code		GB00B1G	<4645	
g)	Nature of the transaction		ACCEPTANCE OF OPTION OVER		R
			ORDINARY	Y SHARES OF 10p EA	CH IN
				OTORS PLC, PURSUA	
				"S LONG TERM INCE	NTIVE
L)			PLAN		
h)	Price(s) and volume(s)				
		Price		Volume(s)	7
		NIL		113,636	
i)	Aggregated information	·	NOT APPL	ICABLE - SINGLE	
	A		TRANSACTION		
	-Aggregated volume				
	- Price				
j)	Date of the transaction		23 JUNE 2017		
k)	Place of transaction		LONDON S	STOCK EXCHANGE, A	MIM

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	IAN HARRISON		
2.	Reason for the notification	ISSUE OF LTIP OPTIONS		
a)	Position/status	OPERATIONS DIRECTOR		
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.		repeated for (i) each type of instrument; (ii) each vi) each place where transactions have been		
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	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN		
c)	Price(s) and volume(s)			
	Price	Volume(s)		

		NIL		113,636	
d)	Aggregated information		NOT APPL TRANSAC	ICABLE – SINGLE TION	
	-Aggregated volume				
	- Price				
e)	Date of the transaction		23 JUNE 2	017	
f)	Place of transaction		LONDON S	STOCK EXCHANGE, AI	М

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1.	Details of the person discharging managerial responsibilities/person closely associated				associated
a)	Name		COLIN KENT		
2.	Reason for the notification		ISSUE OF	LTIP OPTIONS	
a)	Position/status		OPERATION	ONS DIRECTOR	
b)	Initial notification/Amendm	ent	INITIAL N	OTIFICATION	
3.	Details of the issuer, emiss	sion allowand	e market par	ticipant, auction platform	٦,
	auctioneer or auction mon	itor			
a)	Name		VERTU M	OTORS PLC	
b)	LEI		213800GI	KJEIUIGMI575	
4.	Details of transactions(s):	section to be	repeated for	(i) each type of instrume	ent; (ii) each
	type of transaction; (iii) ead	ch date; and	(vi) each plac	e where transactions ha	ive been
	conducted				
a)	Description of the financial			Y SHARES OF 10p EA	CH IN
	instrument, type of instrum	ent	VERTU M	OTORS PLC	
	identification code				
	Identification code		GB00B1G		
b)	Nature of the transaction		ACCEPTANCE OF OPTION OVER		
				ORDINARY SHARES OF 10p EACH IN	
			VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE		
				PLAN	
c)	Price(s) and volume(s)		FLAN		
()	Frice(s) and volume(s)				
		Price		Volume(s)	7
		NIL		113,636	-
d)	Aggregated information		NOT APPI	ICABLE – SINGLE	
	33 13 11 11 11 11		TRANSAC		
	-Aggregated volume				
	Drice				
e)	- Price Date of the transaction		23 JUNE 2	2017	
f)	Place of transaction				IM
1)	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	ISSUE OF LTIP OPTIONS	
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 (vi) each place where transactions have been conducted				
a)	Description of the financial instrument, type of instrum identification code			Y SHARES OF 10p EA OTORS PLC	ACH IN
	Identification code		GB00B1G	K4645	
b)	Nature of the transaction		ORDINAR VERTU M	NCE OF OPTION OVE Y SHARES OF 10p EA OTORS PLC, PURSUA Y'S LONG TERM INCE	ACH IN ANT TO THE
c)	Price(s) and volume(s)		-		
		Price		Volume(s)	
		NIL		113,636	
d)	Aggregated information -Aggregated volume		NOT APPI TRANSAC	LICABLE - SINGLE CTION	
٥)	- Price Date of the transaction		23 JUNE 2	0017	
e)					A IM
f)	Place of transaction		LUNDON	STOCK EXCHANGE,	-Alivi
1	Details of the person disch	araina man	agorial rospon	cibilities/person closely	associated

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name		JATINDER AUJLA			
2.	Reason for the notification	Reason for the notification		ISSUE OF LTIP OPTIONS		
a)	Position/status		OPERATIO	OPERATIONS DIRECTOR		
b)	Initial notification/Amendmen	Initial notification/Amendment		INITIAL NOTIFICATION		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name		VERTU MO	OTORS 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		ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN			
c) Price(s) and volume(s)						
		Price NIL		Volume(s) 113,636		
d)	Aggregated information -Aggregated volume		NOT APPLICABLE – SINGLE TRANSACTION			

Ī		- Price	
	e)	Date of the transaction	23 JUNE 2017
ĺ	f)	Place of transaction	LONDON STOCK EXCHANGE, AIM

1.	Details of the person discharging manage	regial responsibilities/person closely associated			
a)	Details of the person discharging managerial responsibilities/person closely associated Name CHRIS TAYLOR				
2.	Reason for the notification	ISSUE OF LTIP OPTIONS			
	Position/status				
a)		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				
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	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN			
c)	Price(s) and volume(s)				
	Price	Volume(s)			
	NIL	113,636			
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION			
e)	Date of the transaction	23 JUNE 2017			
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM			
	1	<u> </u>			

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	TIM TOZER		
2.	Reason for the notification	ISSUE OF LTIP OPTIONS		
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			
a)	Description of the financial	ORDINARY SHARES OF 10p EACH IN		
	instrument, type of instrument	VERTU MOTORS PLC		

	identification code				
	Identification code		GB00B1GI	K4645	
b)	Nature of the transaction		ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN		
c)	Price(s) and volume(s)				
		Price NIL		Volume(s) 113,636	
d)	Aggregated information -Aggregated volume - Price	Į ME	NOT APPL TRANSAC	ICABLE – SINGLE	
e)	Date of the transaction		23 JUNE 2	017	
f)	Place of transaction		LONDON STOCK EXCHANGE, AIM		

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For further information please contact:

Vertu Motors plc

Robert Forrester, CEO Tel: 0191 491 2111
Michael Sherwin, CFO Tel: 0191 491 2114

Canaccord Genuity Limited

Bruce Garrow Tel: 020 7523 8000

Chris Connors

Richard Andrews

Zeus Capital Limited

Dominic King Tel: 020 3829 5000

Camarco

Billy Clegg Tel: 020 3757 4983

Georgia Edmonds

Notes to Editors

Vertu Motors, the UK automotive retailer with a proven growth strategy, is the fifth largest automotive retailer in the UK with a network of 124 sales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors, Vertu, Farnell 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 121 franchised sales outlets and 3 non-franchised sales operations from 104 locations across the UK.

Vertu Motors Group websites – www.vertumotors.com / www.vertucareers.com

Vertu brand websites – www.bristolstreet.co.uk / www.vertuhonda.com / www.vertutoyota.com / www.macklinmotors.co.uk / www.farnelllandrover.com / www.farnelljaguar.com / www.vertuvolkswagen.com / www.vertumercedes-benz.com