

8 August 2017

Vertu Motors plc ("Vertu Motors" or "Company")

PDMR Share Purchase

Vertu Motors announces that it was notified on 7 August 2017, of the following acquisitions (“Dealings”) in the Company’s ordinary shares of 10p each (“Ordinary Shares”) by directors and persons discharging managerial responsibility in the Company. The Dealings took place on 4 August 2017 pursuant to the Company’s Share Incentive Plan at a price of 42.25p per Ordinary Share:

PDMR	Beneficial holding of Ordinary Shares prior to the Dealing*	% of issued share capital prior to the Dealing*	Ordinary Shares acquired by PDMR	Resultant Beneficial holding of Ordinary Shares after the Dealing*	Resultant % of issued share capital after the Dealing*
Robert Forrester	6,925,608	1.75	4,260	6,929,868	1.75
Michael Sherwin	484,993	0.12	4,260	489,253	0.12
Karen Anderson	756,926	0.19	4,260	761,186	0.19
Ian Harrison	216,738	0.05	4,260	220,998	0.06
David Crane	154,137	0.04	4,260	158,397	0.04
Jatinder Aujla	65,215	0.02	4,260	69,475	0.02
Michael Rich	35,694	0.01	4,260	39,954	0.01
Christopher Taylor	254,308	0.06	4,260	258,568	0.07
Tim Tozer	13,000	0.00	4,260	17,260	0.00

*includes shares held by the PDMR’s PCAs.

The Company's issued share capital consists of 396,408,258 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	
	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	213800GIKJEIUIGM1575
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 Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.4225</td> <td>4260</td> </tr> </tbody> </table>	Price	Volume(s)	£0.4225	4260
Price	Volume(s)					
£0.4225	4260					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	4 AUGUST 2017				
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					
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	213800GJKJEIUIGMI575				
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 Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.4225</td> <td>4260</td> </tr> </tbody> </table>	Price	Volume(s)	£0.4225	4260
Price	Volume(s)					
£0.4225	4260					
d)	Aggregated information	NOT APPLICABLE – SINGLE TRANSACTION				

	-Aggregated volume - Price	
e)	Date of the transaction	4 AUGUST 2017
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	KAREN ANDERSON				
2.	Reason for the notification					
a)	Position/status	COMPANY SECRETARY				
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 Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN				
c)	Price(s) and volume(s)					
		<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.4225</td> <td>4260</td> </tr> </tbody> </table>	Price	Volume(s)	£0.4225	4260
Price	Volume(s)					
£0.4225	4260					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	4 AUGUST 2017				
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM				

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	IAN HARRISON
2.	Reason for the notification	
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	213800GIKJEIUIGM1575				
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 Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN				
c)	Price(s) and volume(s)					
		<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.4225</td> <td>4260</td> </tr> </tbody> </table>	Price	Volume(s)	£0.4225	4260
Price	Volume(s)					
£0.4225	4260					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	4 AUGUST 2017				
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM				

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	213800GIKJEIUIGM1575
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 Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645

b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.4225</td> <td>4260</td> </tr> </tbody> </table>	Price	Volume(s)	£0.4225	4260
Price	Volume(s)					
£0.4225	4260					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	4 AUGUST 2017				
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM				

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	JATINDER AUJLA				
2.	Reason for the notification					
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 instrument, type of instrument identification code Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.4225</td> <td>4260</td> </tr> </tbody> </table>	Price	Volume(s)	£0.4225	4260
Price	Volume(s)					
£0.4225	4260					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	4 AUGUST 2017				

f)	Place of transaction	LONDON STOCK EXCHANGE, AIM
----	----------------------	-----------------------------------

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	MICHAEL RICH				
2.	Reason for the notification					
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	213800GIKJEIUIGM1575				
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					
	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN					
c)	Price(s) and volume(s)					
		<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.4225</td> <td>4260</td> </tr> </tbody> </table>	Price	Volume(s)	£0.4225	4260
Price	Volume(s)					
£0.4225	4260					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	4 AUGUST 2017				
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM				

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	CHRISTOPHER TAYLOR
2.	Reason for the notification	
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	213800GIKJEIUIGM1575

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 Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645				
b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN				
c)	Price(s) and volume(s)					
		<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.4225</td> <td>4260</td> </tr> </tbody> </table>	Price	Volume(s)	£0.4225	4260
Price	Volume(s)					
£0.4225	4260					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	4 AUGUST 2017				
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM				

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	TIM TOZER
2.	Reason for the notification	
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	213800GIKJEIUIGM1575
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 Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645
b)	Nature of the transaction	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN
c)	Price(s) and volume(s)	

		Price	Volume(s)
		£0.4225	4260
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
e)	Date of the transaction	4 AUGUST 2017	
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM	

- Ends -

For further information please contact:

Vertu Motors plc

Robert Forrester, CEO
Michael Sherwin, CFO

Tel: 0191 491 2111
Tel: 0191 491 2112

Canaccord Genuity Limited

Bruce Garrow
Chris Connors
Richard Andrews

Tel: 020 7523 8000

Zeus Capital Limited

Dominic King

Tel: 020 3829 5000

Camarco

Billy Clegg
Tom Huddart

Tel: 020 3757 4983

Notes to Editors

Vertu Motors, the UK automotive retailer with a proven growth strategy, is the sixth 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.farnellandrover.com / www.farnelljaguar.com /
www.vertuvolkswagen.com / www.vertumercedes-benz.com