

21 December 2017

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

PDMR Dealings

Vertu Motors announces that it was notified on 20 December 2017 of the following acquisitions transactions ("Dealings") in the Company's ordinary shares of 10p each ("Ordinary Shares") by a person discharging managerial responsibility in the Company ("PDMR"). The Dealings took place on 19 December 2017 (72,000 Ordinary Shares) and 20 December 2017 (3,000 Ordinary Shares) pursuant to exercise of an approved share option at a price of 40p per Ordinary Share. The Company was also notified that the PDMR had sold the same Ordinary Shares on 19 December 2017 (72,000 Ordinary Shares) and 20 December 2017 (3,000 Ordinary Shares) at a price of 48.5p and 49.515p respectively per Ordinary Share ("Sales").

PDMR	Beneficial holding of Ordinary Shares prior to the Dealings*	% of issued share capital prior to the Dealings*	Ordinary Shares acquired and then disposed of by PDMR	Resultant Beneficial holding of Ordinary Shares after the Dealings and Sales*	Resultant % of issued share capital after the Dealing*
Ian Harrison	220,998	0.06	75,000	220,998	0.06

*includes shares held by the PDMR's PCAs.

The Company's issued share capital consists of 387,596,910 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	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	213800GIKJEUIGMI575
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 SHARE OPTIONS	
c)	Price(s) and volume(s)	
	Price	Volume(s)

		£0.40	72000
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
e)	Date of the transaction	19 DECEMBER 2017	
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM	

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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	SALE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC	
c)	Price(s) and volume(s)		
		Price	Volume(s)
		£0.485	72000
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
e)	Date of the transaction	19 DECEMBER 2017	
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM	

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	Identification code	GB00B1GK4645
b)	Nature of the transaction	EXERCISE OF SHARE OPTIONS
c)	Price(s) and volume(s)	
	Price	Volume(s)
	£0.40	3000
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION
e)	Date of the transaction	20 DECEMBER 2017
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM

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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	SALE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC	
c)	Price(s) and volume(s)	Price	Volume(s)
		£0.495150	3000
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
e)	Date of the transaction	20 DECEMBER 2017	
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM	

- Ends -

For further information please contact:

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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