Vertu Motors plc

(the "Company")

Notification of Directors' interests

The Remuneration Committee of the Company approved grants of options over ordinary shares of 10p each in the Company ("Ordinary Shares") to persons discharging managerial responsibility in the Company, under the Vertu 2007 Discretionary Option Plan ("CSOP Options"). The CSOP Options were issued as detailed below on 2 July 2018:

	Number of Ordinary Shares subject to the CSOP Options	Resultant number of Ordinary Shares subject to options	Beneficial holding of Ordinary Shares excluding options*
PDMR			
David Crane	300,000	1,035,914	158,397
Karen Anderson	300,000	1,035,914	761,186
Ian Harrison	300,000	982,331	220,998
Colin Kent	300,000	952,331	421,323
Mike Rich	300,000	982,331	39,954
Chris Taylor	300,000	732,331	262,968
Jatinder Aujla	300,000	522,331	69,475
Stephen Gould	300,000	630,000	0

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

Vesting of the CSOP Options is dependent upon achievement of an average share price over a 30 day period from August 2021 to August 2022.

The Company's issued share capital consists of 379,292,049 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	DAVID CRANE			
2.	Reason for the notification	ISSUE OF CSOP OPTIONS			
b)	Position/status	CHIEF OPERATIONS OFFICER			
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	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				
f)	Description of the financial			Y SHARES OF 10p E	ACH IN
	instrument, type of instrume	ent	VERTU M	OTORS PLC	
	identification code				
	Identification code		GB00B1G	K4645	
g)	Nature of the transaction		ACCEPTA	NCE OF OPTION OV	ER
			ORDINAR	Y SHARES OF 10p E	ACH IN
			VERTU M	OTORS PLC, PURSU	ANT TO THE
			COMPAN	Y'S CSOP PLAN	
h)	Price(s) and volume(s)				
		Price		Volume(s)	
		NIL		300,000	
i)	Aggregated information		_	LICABLE – SINGLE	
			TRANSAC	CTION	
	-Aggregated volume				
	- Price				
j)	Date of the transaction		2 JULY 20	18	
k)	Place of transaction		LONDON	STOCK EXCHANGE,	AIM

1.	Details of the person discha	ilyiliy illalic	agerial respons	sibilities/person closely associated	
a)	Name		KAREN A	KAREN ANDERSON	
2.	Reason for the notification		ISSUE OF	CSOP OPTIONS	
b)	Position/status		COMPANY	/ SECRETARY	
c)	Initial notification/Amendme	nt	INITIAL NO	OTIFICATION	
3.	Details of the issuer, emissi		ce market part	ticipant, auction platform,	
	auctioneer or auction monitor	or			
d)	Name			OTORS PLC	
e)	LEI			KJEIUIGMI575	
4.	` '		•	(i) each type of instrument; (ii) each	
	type of transaction; (iii) each conducted	n date; and	(vi) each plac	e where transactions have been	
f)	Description of the financial		ORDINARY SHARES OF 10p EACH IN		
	instrument, type of instrume	ent	VERTU MO	OTORS PLC	
	identification code				
	Identification code		GB00B1G	K4645	
g)	Nature of the transaction			NCE OF OPTION OVER	
				Y SHARES OF 10p EACH IN	
				OTORS PLC, PURSUANT TO THE	
h)	Price(s) and volume(s)		COMPAN	3 CSOF FLAN	
11)	Trice(3) and volume(3)				
		Price		Volume(s)	
		NIL		300,000	
i)	Aggregated information			ICABLE – SINGLE	
	A some parts divisions a		TRANSAC	TION	
	-Aggregated volume				
	1.99 9				
	- Price				
j)			2 JULY 20	18	

1.	Details of the person discha	rging mana	gerial respons	sibilities/person closely associated
a)	Name		IAN HARRISON	
2.	Reason for the notification		ISSUE OF CSOP OPTIONS	
a)	Position/status		OPERATIO	ONS DIRECTOR
b)	Initial notification/Amendme	nt	INITIAL NO	OTIFICATION
3.	Details of the issuer, emissi	on allowanc	e market part	icipant, auction platform,
	auctioneer or auction monitor	or		
a)	Name		VERTU MO	OTORS PLC
b)	LEI		213800GIK	JEIUIGMI575
4.	Details of transactions(s): se	ection to be	repeated for	(i) each type of instrument; (ii) each
		n date; and (vi) each place	e where transactions have been
	conducted			
a)	Description of the financial			Y SHARES OF 10p EACH IN
	instrument, type of instrume	ent	VERTU MC	OTORS PLC
	identification code			
	Identification code		GB00B1GI	64645
b)	Nature of the transaction			NCE OF OPTION OVER
	Tracero of the transaction			Y SHARES OF 10p EACH IN
				OTORS PLC, PURSUANT TO THE
				"S CSOP PLAN
c)	Price(s) and volume(s)		•	
		Price		Volume(s)
		NIL		300,000
d)	Aggregated information		-	ICABLE – SINGLE
	-Aggregated volume		TRANSAC	HON
	-Aggregated volume			
	- Price			
e)	Date of the transaction		2 JULY 20	
f)	Place of transaction		LONDONS	STOCK EXCHANGE, AIM

1.	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	COLIN KENT		
2.	Reason for the notification	ISSUE OF CSOP OPTIONS		
a)	Position/status	OPERATIONS DIRECTOR		
b)	Initial notification/Amendment	INITIAL NOTIFICATION		
3.	Details of the issuer, emission allowand auctioneer or auction monitor	vance 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 Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC GB00B1GK4645		
b)	Nature of the transaction	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN		

				OTORS PLC, PURSU Y'S CSOP PLAN	JANT TO THE
c)	Price(s) and volume(s)				
		Price		Volume(s)	
		NIL		300,000	
d)	Aggregated information		NOT APP	LICABLE - SINGLE	
	-Aggregated volume				
	- Price				
e)	Date of the transaction		2 JULY 20)18	
f)	Place of transaction		LONDON	STOCK EXCHANGE	. AIM

1.	, , , , , ,		gerial responsibilities/person closely associated		
a)	Name	MIKE RIC	H		
2.	Reason for the notification	ISSUE OI	CSOP OPTIONS		
a)	Position/status	OPERAT	ONS DIRECTOR		
b)	Initial notification/Amendment	INITIAL N	OTIFICATION		
3.	Details of the issuer, emission allo	wance market pa	rticipant, auction platform,		
	auctioneer or auction monitor				
a)	Name	VERTU N	OTORS PLC		
b)	LEI	213800GI	KJEIUIGMI575		
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 pla	ce where transactions have been		
	conducted				
a)	Description of the financial	ORDINA	RY SHARES OF 10p EACH IN		
	instrument, type of instrument	VERTU N	OTORS PLC		
	identification code				
	Identification code	GB00B10			
b)	Nature of the transaction		ANCE OF OPTION OVER		
			RY SHARES OF 10p EACH IN		
			OTORS PLC, PURSUANT TO THE		
		COMPAN	Y'S CSOP PLAN		
c)	Price(s) and volume(s)				
	Pric	е	Volume(s)		
	NIL		300,000		
d)	Aggregated information	NOT APP	LICABLE - SINGLE		
	-Aggregated volume	IKANSA	CHON		
	7.59.594.64 10.411.6				
	- Price				
e)	Date of the transaction	2 JULY 2	018		
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	ISSUE OF CSOP OPTIONS		
a)	Position/status	ition/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	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 CSOP PLAN			
c)	Price(s) and volume(s)				
	Price	Volume(s)			
	NIL	300,000			
d)	Aggregated information -Aggregated volume	NOT APPLICABLE – SINGLE TRANSACTION			
	- Price				
e)	Date of the transaction	2 JULY 2018			
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM			
- ' '	race of transaction	EURDON OTOOK EXCHANGE, ANN			
1.	Details of the person discharging ma	anagerial responsibilities/person closely associated			
a)	Name	CHRISTOPHER TAYLOR			
2.	Reason for the notification	ISSUE OF CSOP OPTIONS			
a)	Position/status	OPERATIONS DIRECTOR			
b)	Initial notification/Amendment	INITIAL NOTIFICATION			
3.	Details of the issuer, emission allow auctioneer or auction monitor	ance market participant, auction platform,			
a)	Name	VERTU MOTORS PLC			
b)	LEI	213800GIKJEIUIGMI575			
4.		be repeated for (i) each type of instrument; (ii) each nd (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 CSOP PLAN			
c)	Price(s) and volume(s)	1			
	Price	Volume(s)			
	NIL	300,000			
d)	Aggregated information	NOT APPLICABLE – SINGLE			

	-Aggregated volume	TRANSACTION
e)	Date of the transaction	2 JULY 2018
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM

5.	Details of the person dischar	ging manaç	gerial respons	sibilities/person closely	associated	
b)	Name		STEPHEN	STEPHEN GOULD		
6.	Reason for the notification		ISSUE OF	CSOP OPTIONS		
c)	Position/status		DIVISIONA	L DIRECTOR		
d)	Initial notification/Amendmen	ıt	INITIAL NO	OTIFICATION		
7.	Details of the issuer, emissio	n allowance	e market part	icipant, auction platforn	n,	
	auctioneer or auction monito	r				
c)	Name			OTORS PLC		
d)	LEI		213800GIK	JEIUIGMI575		
8.	Details of transactions(s): se		•	• • • • • • • • • • • • • • • • • • • •	. 、 ,	
	type of transaction; (iii) each conducted	date; and (vi) each place	e where transactions ha	ave been	
g)	Description of the financial		ORDINARY SHARES OF 10p EACH IN			
	instrument, type of instrumer	nt	VERTU MO	OTORS PLC		
	identification code					
	Identification code		GB00B1GI			
h)	Nature of the transaction			NCE OF OPTION OVE		
				Y SHARES OF 10p EA		
				OTORS PLC, PURSUA	NT TO THE	
:\	Drice(e) and values (e)		COMPANY	"S CSOP PLAN		
i)	Price(s) and volume(s)					
		Price		Volume(s)		
		NIL		300,000		
j)	Aggregated information			ICABLE – SINGLE		
	A managed and columns		TRANSAC	TION		
	-Aggregated volume					
	- Price	ĺ				
k)	- Price Date of the transaction		2 JULY 20	18		

- Ends -

For further information please contact:

Vertu Motors plc

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Tom Huddart

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 125 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 122 franchised sales outlets and 3 non-franchised sales operations from 106 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