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 David Crane, a director, and to other 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 8 November 2018:

PDMR	Number of Ordinary Shares subject to the CSOP Options	Resultant number of Ordinary Shares subject to options	Beneficial holding of Ordinary Shares excluding options*
David Crane	200,000	1,235,914	161,940
Karen Anderson	200,000	1,235,914	848,312
Ian Harrison	200,000	1,182,331	224,541
Colin Kent	200,000	1,152,331	421,323
Mike Rich	200,000	1,182,331	43,497
Chris Taylor	200,000	932,331	266,511
Jatinder Aujla	200,000	722,331	73,018
Stephen Gould	200,000	800,000	3,543
Leon Caruso	200,000	200,000	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 377,581,736 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	e market participant, auction platform,		
	auctioneer or auction monitor			
d)	Name VERTU MOTORS PLC			
e)	LEI	213800GIKJEIUIGMI575		

4.	Details of transactions(s): sec	tion to be	repeated for	(i) each type of instrume	ent: (ii) each
	type of transaction; (iii) each of		-		
	conducted	auto, and	(II) outin plate		
f)	Description of the financial		ORDINARY	Y SHARES OF 10p EA	
.,	instrument, type of instrument	ŀ		DTORS PLC	
	identification code				
	Identification code		GB00B1GI	K4645	
g)	Nature of the transaction		ACCEPTA	NCE OF OPTION OVE	R
			ORDINARY	Y SHARES OF 10p EA	CH IN
			VERTU MO	DTORS PLC, PURSUA	NT TO THE
			COMPANY	''S CSOP PLAN	
h)	Price(s) and volume(s)				
		Price		Volume(s)	
		NIL		200,000	
i)	Aggregated information		NOT APPL	ICABLE – SINGLE	
			TRANSAC	TION	
	-Aggregated volume				
	- Price				
j)	Date of the transaction		8 NOVEME	3ER 2018	
k)	Place of transaction		LONDON	STOCK EXCHANGE, A	IM

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name		KAREN AN	NDERSON	
2.	Reason for the notification		ISSUE OF	OF CSOP OPTIONS	
b)	Position/status	on/status		SECRETARY	
c)	Initial notification/Amendmer	nt	INITIAL NO	DTIFICATION	
3.	Details of the issuer, emission	n allowanc	e market part	icipant, auction platform	I,
	auctioneer or auction monito	r			
d)	Name			DTORS PLC	
e)	LEI		213800GI	(JEIUIGMI575	
4.	Details of transactions(s): se type of transaction; (iii) each conducted		•	· · ·	
f)	Description of the financial instrument, type of instrumer identification code	nt		Y SHARES OF 10p EA(DTORS PLC K4645	CH IN
g)	Nature of the transaction	the transaction		NCE OF OPTION OVE Y SHARES OF 10p EAC DTORS PLC, PURSUA ('S CSOP PLAN	CH IN
h)	Price(s) and volume(s)	Price		Volume(s)]
		NIL		200,000	
i)	Aggregated information -Aggregated volume - Price		NOT APPL TRANSAC	ICABLE – SINGLE TION	

j) k)	Date of the transaction		8 NOVEMBER 2018	
K)	Place of transaction		LONDON STOCK EXCHANGE, AIM	
1.	Details of the person discharge	ging manag	erial responsibilities/person closely associated	
a)	Name	, , , ,		
2.	Reason for the notification		ISSUE OF CSOP OPTIONS	
b)	Position/status		OPERATIONS DIRECTOR	
c)	Initial notification/Amendment	ł		
3.			e market participant, auction platform,	
0.	auctioneer or auction monitor		, market participant, addition plationni,	
d)	Name		VERTU MOTORS PLC	
e)	LEI		213800GIKJEIUIGMI575	
4.	Details of transactions(s): sec	ction to be r	epeated for (i) each type of instrument; (ii) eac	
			vi) each place where transactions have been	
	conducted			
f)	Description of the financial		ORDINARY SHARES OF 10p EACH IN	
	instrument, type of instrument	t	VERTU MOTORS PLC	
	identification code			
	Identification code		GB00B1GK4645	
g)	Nature of the transaction		ACCEPTANCE OF OPTION OVER	
			ORDINARY SHARES OF 10p EACH IN	
			VERTU MOTORS PLC, PURSUANT TO TH COMPANY'S CSOP PLAN	
h)	Price(s) and volume(s)		COMPANY S COOP FLAN	
11)	Flice(s) and volume(s)			
	Г	Price	Volume(s)	
	-	NIL	200,000	
i)	Aggregated information		NOT APPLICABLE – SINGLE	
i)	Aggregated information		NOT APPLICABLE – SINGLE TRANSACTION	
i)	Aggregated information			
i)	-Aggregated volume			
			TRANSACTION	
j)	-Aggregated volume - Price Date of the transaction		TRANSACTION 8 NOVEMBER 2018	
	-Aggregated volume		TRANSACTION	
j)	-Aggregated volume - Price Date of the transaction Place of transaction	ging manag	TRANSACTION 8 NOVEMBER 2018	
j) k)	-Aggregated volume - Price Date of the transaction Place of transaction	ging manag	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM	
j) k) 1.	-Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharge	ging manag	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated	
j) k) 1. a) 2.	 -Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharge Name 	ging manag	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated COLIN KENT	
j) k) 1. a) 2. b)	-Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharg Name Reason for the notification		TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated COLIN KENT ISSUE OF CSOP OPTIONS	
j) k) 1. a) 2.	 -Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharge Name Reason for the notification Position/status Initial notification/Amendment 	t	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated COLIN KENT ISSUE OF CSOP OPTIONS OPERATIONS DIRECTOR	
j) k) 1. a) 2. b) c)	 -Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharge Name Reason for the notification Position/status Initial notification/Amendment 	t n allowance	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated COLIN KENT ISSUE OF CSOP OPTIONS OPERATIONS DIRECTOR INITIAL NOTIFICATION	
j) k) 1. a) 2. b) c)	 -Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharge Name Reason for the notification Position/status Initial notification/Amendment Details of the issuer, emission 	t n allowance	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated COLIN KENT ISSUE OF CSOP OPTIONS OPERATIONS DIRECTOR INITIAL NOTIFICATION	
j) k) 1. a) 2. b) c) 3.	 -Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharge Name Reason for the notification Position/status Initial notification/Amendment Details of the issuer, emission auctioneer or auction monitor 	t n allowance	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated COLIN KENT ISSUE OF CSOP OPTIONS OPERATIONS DIRECTOR INITIAL NOTIFICATION e market participant, auction platform,	
 j) k) 1. a) 2. b) c) 3. d) 	-Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharg Name Reason for the notification Position/status Initial notification/Amendment Details of the issuer, emission auctioneer or auction monitor Name LEI	t n allowance	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated COLIN KENT ISSUE OF CSOP OPTIONS OPERATIONS DIRECTOR INITIAL NOTIFICATION e market participant, auction platform, VERTU MOTORS PLC	
 j) k) 1. a) 2. b) c) 3. d) e) 	 -Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharge Name Reason for the notification Position/status Initial notification/Amendment Details of the issuer, emission auctioneer or auction monitor Name LEI Details of transactions(s): second 	t n allowance	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated COLIN KENT ISSUE OF CSOP OPTIONS OPERATIONS DIRECTOR INITIAL NOTIFICATION e market participant, auction platform, VERTU MOTORS PLC 213800GIKJEIUIGMI575	
 j) k) 1. a) 2. b) c) 3. d) e) 	 -Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharge Name Reason for the notification Position/status Initial notification/Amendment Details of the issuer, emission auctioneer or auction monitor Name LEI Details of transactions(s): second 	t n allowance	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated COLIN KENT ISSUE OF CSOP OPTIONS OPERATIONS DIRECTOR INITIAL NOTIFICATION e market participant, auction platform, VERTU MOTORS PLC 213800GIKJEIUIGMI575 repeated for (i) each type of instrument; (ii) each	
 j) k) 1. a) 2. b) c) 3. d) e) 	 -Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharge Name Reason for the notification Position/status Initial notification/Amendment Details of the issuer, emission auctioneer or auction monitor Name LEI Details of transactions(s): second type of transaction; (iii) each of 	t n allowance	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated COLIN KENT ISSUE OF CSOP OPTIONS OPERATIONS DIRECTOR INITIAL NOTIFICATION e market participant, auction platform, VERTU MOTORS PLC 213800GIKJEIUIGMI575 repeated for (i) each type of instrument; (ii) each	
 j) k) 1. a) 2. b) c) 3. d) e) 4. 	 -Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharge Name Reason for the notification Position/status Initial notification/Amendment Details of the issuer, emission auctioneer or auction monitor Name LEI Details of transactions(s): sec type of transaction; (iii) each of conducted Description of the financial instrument, type of instrument 	t n allowance ction to be r date; and (v	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated COLIN KENT ISSUE OF CSOP OPTIONS OPERATIONS DIRECTOR INITIAL NOTIFICATION e market participant, auction platform, VERTU MOTORS PLC 213800GIKJEIUIGMI575 repeated for (i) each type of instrument; (ii) eac vi) each place where transactions have been	
 j) k) 1. a) 2. b) c) 3. d) e) 4. 	 -Aggregated volume - Price Date of the transaction Place of transaction Details of the person discharge Name Reason for the notification Position/status Initial notification/Amendment Details of the issuer, emission auctioneer or auction monitor Name LEI Details of transactions(s): sec type of transaction; (iii) each of conducted Description of the financial 	t n allowance ction to be r date; and (v	TRANSACTION 8 NOVEMBER 2018 LONDON STOCK EXCHANGE, AIM gerial responsibilities/person closely associated COLIN KENT ISSUE OF CSOP OPTIONS OPERATIONS DIRECTOR INITIAL NOTIFICATION e market participant, auction platform, VERTU MOTORS PLC 213800GIKJEIUIGMI575 repeated for (i) each type of instrument; (ii) each vi) each place where transactions have been ORDINARY SHARES OF 10p EACH IN	

GB00B1GK4645

Identification code

g)	Nature of the transaction		ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S CSOP PLAN		EACH IN
h)	Price(s) and volume(s)				
		Price		Volume(s)	
		NIL		200,000	
i)	Aggregated information		NOT APPL TRANSAC	ICABLE - SINGLE	
	-Aggregated volume				
	- Price				
j)	Date of the transaction		8 NOVEM	3ER 2018	
k)	Place of transaction		LONDON	STOCK EXCHANG	E, AIM

1.	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name		MIKE RICH	1	
2.	Reason for the notification		ISSUE OF CSOP OPTIONS		
b)	Position/status		OPERATIC	INS DIRECTOR	
c)	Initial notification/Amendme	nt	INITIAL NO	TIFICATION	
3.	Details of the issuer, emission	on allowanc	e market part	icipant, auction platform	l ,
	auctioneer or auction monito	or			
d)	Name		VERTU MC	DTORS PLC	
e)	LEI		213800GIK	JEIUIGMI575	
4.	Details of transactions(s): se type of transaction; (iii) each conducted		•	., .	,
f)	Description of the financial instrument, type of instrume identification code	nt	VERTU MC	Y SHARES OF 10p EAG DTORS PLC	CH IN
,	Identification code		GB00B1G		
g)	Nature of the transaction				
			VERTU MO	Y SHARES OF 10p EA(DTORS PLC, PURSUAI "S CSOP PLAN	
h)	Price(s) and volume(s)				
		Price		Volume(s)	1
		NIL		200,000	-
i)	Aggregated information		NOT APPL TRANSAC	ICABLE – SINGLE	1
	- Price				
j)	Date of the transaction		8 NOVEME	3ER 2018	
k)	Place of transaction		LONDON S	STOCK EXCHANGE, A	IM
1.	Details of the person discha	raina mana	nerial respons	sibilities/person closely	associated
1.		rying manag	yenai respons	sources/persourciosely a	associated

1.	Details of the person discharging managenal responsibilities/person closely associated			
a)	Name JATINDER AUJLA			
2.	Reason for the notification	ISSUE OF CSOP OPTIONS		
b)	Position/status	OPERATIONS DIRECTOR		

c)	Initial notification/Amendme	nt	INITIAL N	DTIFICATION
3.	Details of the issuer, emission	on allowan	ce market par	ticipant, auction platform,
	auctioneer or auction monito	or		
d)	Name		VERTU M	DTORS PLC
e)	LEI		213800GI	(JEIUIGMI575
4.			-	(i) each type of instrument;(ii) eache where transactions have been
f)	Description of the financial instrument, type of instrume identification code	nt		Y SHARES OF 10p EACH IN DTORS PLC
	Identification code		GB00B1G	K4645
g)	Nature of the transaction		ORDINAR VERTU M	NCE OF OPTION OVER Y SHARES OF 10p EACH IN OTORS PLC, PURSUANT TO THE ('S CSOP PLAN
h)	Price(s) and volume(s)			
		Price		Volume(s)
		NIL		200,000
i)	Aggregated information		NOT APPI TRANSAC	ICABLE – SINGLE TION
	- Price			
j)	Date of the transaction		8 NOVEM	
k)	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	ISSUE OF CSOP OPTIONS			
b)	Position/status	OPERATIONS DIRECTOR			
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.		epeated for (i) each type of instrument; (ii) each <i>v</i> i) 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 CSOP PLAN			
h)	Price(s) and volume(s) Price	Volume(s)			

		NIL	200,000
i)	Aggregated information		NOT APPLICABLE – SINGLE TRANSACTION
	-Aggregated volume		
	- Price		
j)	Date of the transaction		8 NOVEMBER 2018
k)	Place of transaction		LONDON STOCK EXCHANGE, AIM

1.	Details of the person dischar	ging manag	gerial respons	sibilities/person closely a	ssociated
a)	Name	<u> </u>	STEPHEN	GOULD	
2.	Reason for the notification		ISSUE OF CSOP OPTIONS		
b)	Position/status		OPERATIC	ONS DIRECTOR	
C)	Initial notification/Amendmen	nt	INITIAL NO	DTIFICATION	
3.	Details of the issuer, emissio	n allowance	e market part	icipant, auction platform	,
	auctioneer or auction monito	r	-		
d)	Name		VERTU MO	DTORS PLC	
e)	LEI			JEIUIGMI575	
4.	Details of transactions(s): se				
	type of transaction; (iii) each	date; and (vi) each place	e where transactions hav	ve been
	conducted				
f)	Description of the financial		ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC		CH IN
	instrument, type of instrumer identification code	IL	VERIUNIC	JIORS PLC	
	Identification code		GB00B1GI	< 4645	
g)	Nature of the transaction		ACCEPTA	NCE OF OPTION OVER	2
			ORDINARY	Y SHARES OF 10p EAC	CH IN
				DTORS PLC, PURSUAN	IT TO THE
			COMPANY	'S CSOP PLAN	
h)	Price(s) and volume(s)				
					1
		Price NIL		Volume(s)	
i)	Aggregated information	NIL		200,000 ICABLE – SINGLE	
1)	Aggregated information		TRANSAC		
	-Aggregated volume				
	Div				
j)	- Price Date of the transaction		8 NOVEME	3ER 2018	
J) k)	Place of transaction			STOCK EXCHANGE, A	М
к)			LUNDON	STUCK EACHANGE, A	IVI

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	LEONARDO CARUSO	
2.	Reason for the notification	ISSUE OF CSOP OPTIONS	
b)	Position/status	OPERATIONS DIRECTOR	
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): s type of transaction; (iii) eac conducted		•	.,	. ,
f)	Description of the financial instrument, type of instrument identification code		ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC		
	Identification code		GB00B1G	K4645	
g)	Nature of the transaction		ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S CSOP PLAN		
h) Price(s) and volume(s)					
		Price		Volume(s)	
		NIL		200,000	
i)	Aggregated information -Aggregated volume		-	NOT APPLICABLE – SINGLE TRANSACTION	
	- Price				
j)	Date of the transaction		8 NOVEMBER 2018		
k)	Place of transaction	Place of transaction LONDON STOCK EXC		STOCK EXCHANGE, A	IM

- Ends -

For further information please contact:

Vertu Motors plc	
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Zeus Capital Limited Nicholas How Andrew Jones

Andrew Jones Dominic King

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Notes to Editors

Vertu Motors 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's Mission Statement is to "deliver an outstanding customer motoring experience through honesty and trust".

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

Vertu brand websites – <u>www.bristolstreet.co.uk</u> / <u>www.vertuhonda.com</u> / <u>www.vertutoyota.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.vertumercedes-benz.com</u> / <u>www.hughes-group.net</u>