

19 November 2018

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

Director's Share Purchase

Vertu Motors announces that it was notified on 16 November 2018, of the following acquisition ("Dealing") of beneficial interest in the Company's ordinary shares of 10p each ("Ordinary Shares") by Kenneth Lever, a director of the Company. The Dealing took place on 16 November 2018 at a price of 38.15p per Ordinary Share:

Director	Beneficial holding of Ordinary Shares prior to the Dealing*	% of issued share capital prior to the Dealing*	Ordinary Shares acquired	Resultant beneficial holding of Ordinary Shares after the Dealing*	Resultant % of issued share capital after the Dealing*
Kenneth Lever	40,800	0.01	60,000	100,800	0.03

*includes shares held by the Director's PCAs.

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	KENNETH LEVER
2.	Reason for the notification	
a)	ACQUISITION OF SHARES	
a)	Position/status	NON-EXECUTIVE 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	PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC
c)	Price(s) and volume(s)	

		Price	Volume(s)
		£0.3815	60,000
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
e)	Date of the transaction	16 NOVEMBER 2018	
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

Tel: 020 3829 5000

Zeus Capital Limited

Nicholas How

Andrew Jones

Dominic King

Tel: 020 3757 4983

Camarco

Billy Clegg

Tom Huddart

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 – 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 / www.hughes-group.net