Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 05 December 2018, it purchased 181,982 ordinary shares of 10p each in the Company on the London Stock Exchange (the "Repurchased Shares"), pursuant to the share buyback programme (the "Buyback Programme") that was announced on 10 October 2018 as follows:

Date of purchase

Number of ordinary shares purchased

Highest price paid per ordinary share

Lowest price paid per ordinary share

Volume weighted average price paid per ordinary share

05 December 2018

181,982

37.00 pence

35.50 pence

36.2446 pence

Application will be made for the Repurchased Shares to be cancelled. Following the cancellation of the Repurchased Shares, the total number of ordinary shares with voting rights will be 376,884,051 which may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, Vertu Motors under the FCA's Disclosure Guidance and Transparency Rules. The Company holds no shares in treasury.

The Company will make further announcements in due course following the completion of any further purchases pursuant to the Buyback Programme.

In accordance with Article 5(1)(b) of the Market Abuse Regulation (EU) No 596/2014 details of the purchase of its own ordinary shares by Vertu Motors, which were all executed through the Company's broker, Zeus Capital Limited, are set out below:

Schedule of Purchases:

Shares purchased: Vertu Motors plc (ISIN: GB00B1GK4645)

Date of purchases: 05 December 2018

Aggregate information:

Aggregated volume Volume-weighted Venue

average price (pence)

181,982 36.2446 London Stock Exchange

Individual transactions:

32,000	37.00 pence	08:08 UK
25,000	36.50 pence	10:00 UK
545	36.50 pence	10:00 UK
24,455	36.50 pence	10:00 UK
18,000	36.25 pence	10:21 UK
7,000	36.25 pence	10:45 UK
818	36.00 pence	11:34 UK
14,847	36.00 pence	11:47 UK
9,335	36.00 pence	14:55 UK
25,000	35.75 pence	16:25 UK

8,497	35.50 pence	16:27 UK
16,000	35.50 pence	16:27 UK
320	35.50 pence	16:29 UK
165	35.50 pence	16:29 UK

For further information please contact:

Vertu Motors plc

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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 / <