

24 May 2019

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

PDMR Share Purchase

Vertu Motors announces that it was notified on 24 May 2019, of the following dealing ("Dealing") in ordinary shares of 10p each in the capital of the Company ("Ordinary Shares") by Barbara Goss, a person closely associated ("PCA") of Andrew Goss a director of the Company. The Dealing took place on 23 May 2019 at a price of 40.20p per Ordinary Share.

PDMR	Beneficial interest in Ordinary Shares prior to the Dealing*	Beneficial interest as % of issued share capital prior to the Dealing*	Ordinary Shares acquired by PDMR	Resultant beneficial interest in Ordinary Shares after the Dealing*	Resultant beneficial interest as % of issued share capital after the Dealing*
Andrew Goss	0	0	62,083	62,083	0.02

*includes shares held by the PDMR's PCAs.

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	BARBARA GOSS
2.	Reason for the notification	
a)	ACQUISITION OF SHARES	
a)	Position/status	BARBARA GOSS, A PCA OF ANDREW GOSS, 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	213800GIKJEIUIGM1575
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 Identification code	ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC 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)
	£0.402	62,083

d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION
e)	Date of the transaction	23 MAY 2018
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM

- Ends -

For further information please contact:

Vertu Motors plc

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Notes to Editors

Vertu Motors is the sixth largest automotive retailer in the UK with a network of 123 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 120 franchised sales outlets and 3 non-franchised sales operations from 104 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 /
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