

10 July 2019

Vertu Motors plc

("Vertu Motors" or the "Company")

Transaction in Own Shares

Vertu Motors plc (AIM: VTU) announces that on 10 July 2019, it purchased 99,703 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	10 July 2019
Number of ordinary shares purchased	99,703
Highest price paid per ordinary share	37.75 pence
Lowest price paid per ordinary share	37.50 pence
Volume weighted average price paid per ordinary share	37.7014 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 373,366,247 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:	10 July 2019

Aggregate information:

Aggregated volume	Volume-weighted average price (pence)	Venue
99,703	37.7014	London Stock Exchange

Individual transactions:

3,703	37.50 pence	09:15 UK
6,000	37.50 pence	09:32 UK
730	37.65 pence	10:24 UK
1,580	37.65 pence	10:24 UK
25,000	37.70 pence	12:56 UK
25,000	37.725 pence	14:06 UK
12,690	37.725 pence	14:57 UK
25,000	37.75 pence	15:39 UK

For further information please contact:

Vertu Motors plc

Robert Forrester, CEO
Karen Anderson, CFO

Tel: 0191 491 2111
Tel: 0191 491 2112

Zeus Capital Limited

Jamie Peel

Andrew Jones

Dominic King

Tel: 020 3829 5000

Camarco

Billy Clegg

Tom Huddart

Tel: 020 3757 4983

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 / www.vertuvolkswagen.com / www.vertumercedes-benz.com