

11 March 2020

Vertu Motors plc

(the "Company")

Notification of Directors' interests

The Company announces that the Remuneration Committee of the Company approved grants of nil-cost options over ordinary shares of 10p each in the Company ("Ordinary Shares") to persons discharging managerial responsibility in the Company ("Options"). The Options were made under a new Partnership Share Scheme introduced by the Company and are a percentage of target earnings calculated using the Company's share price at the start of the financial year. The Options were issued on 9 March 2020 as detailed below:

PDMR	Number of Ordinary Shares subject to the Options	Resultant number of Ordinary Shares subject to options	Beneficial holding of Ordinary Shares excluding options*
Ian Harrison	269,716	1,452,047	228,931
Colin Kent	269,716	1,022,047	442,663
Michael Rich	269,716	1,452,047	43,497
Christopher Taylor	255,520	1,187,851	292,241
Jatinder Aujla	269,716	992,047	99,921
Stephen Gould	255,520	1,055,520	7,933
Leon Caruso	255,520	455,520	4,390

Vesting of the Options is pro rata to the individual's achievement of a variety of annual bonus targets for the financial year, and vested Options are then subject to a further three-year holding period before they can be exercised.

The Company's issued share capital consists of 369,173,981 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	IAN HARRISON
2.	Reason for the notification	
	ISSUE OF OPTIONS	
a)	Position/status	OPERATIONS 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	213800GIKJEIUGMI575

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	ACCEPTANCE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN				
c)	Price(s) and volume(s)					
		<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td>NIL</td> <td>269,716</td> </tr> </table>	Price	Volume(s)	NIL	269,716
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e)	Date of the transaction	9 March 2020				
f)	Place of transaction	OUTSIDE A TRADING VENUE				

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	COLIN KENT				
2.	Reason for the notification	ISSUE OF OPTIONS				
b)	Position/status	OPERATIONS DIRECTOR				
c)	Initial notification/Amendment	INITIAL NOTIFICATION				
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1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	MICHAEL RICH				
2.	Reason for the notification					
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a)	Position/status	OPERATIONS DIRECTOR				
b)	Initial notification/Amendment	INITIAL NOTIFICATION				
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	CHRISTOPHER TAYLOR
2.	Reason for the notification	
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a)	Position/status	OPERATIONS DIRECTOR
b)	Initial notification/Amendment	INITIAL NOTIFICATION
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1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	JATINDER AUJLA				
2.	Reason for the notification					
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a)	Position/status	OPERATIONS DIRECTOR				
b)	Initial notification/Amendment	INITIAL NOTIFICATION				
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- Ends -

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 fifth largest automotive retailer in the UK with a network of 133 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 130 franchised sales outlets and 3 non-franchised sales operations from 110 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.farnellandover.com / www.farnelljaguar.com / www.vertuvolkswagen.com / www.vertumercedes-benz.com