

8 July 2016

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

PDMR Share Purchase –initial notification

Vertu Motors announces that it was notified on 6 July 2016, of the following acquisition (“Dealing”) in the Company’s ordinary shares of 10p each (“Ordinary Shares”) by Christopher Taylor, Operations Director, who, whilst not a statutory director of the Company, is considered to be a person discharging managerial responsibility in the Company. The Dealing took place on 6 July 2016 at a price of 37.89p per Ordinary Share:

PDMR	Beneficial holding of Ordinary Shares prior to the Dealing*	% of issued share capital prior to the Dealing*	Ordinary Shares acquired by PDMR	Resultant Beneficial holding of Ordinary Shares after the Dealing*	Resultant % of issued share capital after the Dealing*
Christopher Taylor	149,720	0.04	39,561	189,281	0.05

*includes shares held by the PDMR’s PCAs.

The Company's issued share capital consists of 397,269,839 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 CLOSLEY ASSOCIATED WITH THEM

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	CHRISTOPHER TAYLOR
2.	Reason for the notification	
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	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	IDENTIFICATION CODE FOR VERTU MOTORS PLC ORDINARY SHARES 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)
		£0.3789	39,561
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION	
e)	Date of the transaction	6 JULY 2016	
f)	Place of transaction	AIM	

- Ends -

For further information please contact:

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Notes to Editors

Vertu, the UK automotive retailer with a proven growth strategy, is the fifth largest automotive retailer in the UK with a network of 132 sales outlets across the UK. Its dealerships operate predominantly under the Bristol Street Motors, Vertu, Farnell, South Hereford Garages and Macklin Motors brand names.

Vertu was established in November 2006 with the strategy to consolidate the UK automotive retail sector. It is intended that the Group will continue to acquire automotive 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 129 franchised sales outlets and 3 non-franchised sales operations from 109 locations across the UK.

Vertu Group websites - www.vertumotors.com / www.vertucareers.com

Vertu brand websites - www.bristolstreet.co.uk / www.vertuhonda.com / www.macklinmotors.co.uk / www.farnellandover.com / www.farnelljaguar.com / www.vertuvolkswagen.com / www.southherefordgarages.co.uk / www.vertumercedes-benz.com