

4 August 2016

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

**PDMR Share Purchase**

Vertu Motors announces that it was notified on 4 August 2016, of the following acquisitions ("Dealings") in the Company's ordinary shares of 10p each ("Ordinary Shares") by persons discharging managerial responsibility in the Company. The Dealings took place on 4 August 2016 pursuant to the Company's Share Incentive Plan at a price of 46.975p 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*
Robert Forrester	6,778,888	1.71	3,831	6,782,719	1.71
Michael Sherwin	424,466	0.11	3,832	428,298	0.11
Karen Anderson	753,095	0.19	3,831	756,926	0.19
Ian Harrison	159,323	0.04	3,832	163,155	0.04

\*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 CLOSELY ASSOCIATED WITH THEM**

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<b>ROBERT FORRESTER</b>
2.	Reason for the notification	
a)	Position/status	<b>CEO</b>
b)	Initial notification/Amendment	
	<b>INITIAL NOTIFICATION</b>	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	<b>VERTU MOTORS PLC</b>
b)	LEI	<b>213800GIKJEIUIGMI575</b>
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	<b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC</b>
	Identification code	<b>IDENTIFICATION CODE FOR VERTU MOTORS PLC ORDINARY SHARES GB00B1GK4645</b>

b)	Nature of the transaction	<b>PURCHASE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S SHARE INCENTIVE PLAN</b>				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>Volume(s)</td> </tr> <tr> <td><b>£0.46975</b></td> <td><b>3831</b></td> </tr> </table>	Price	Volume(s)	<b>£0.46975</b>	<b>3831</b>
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d)	Aggregated information  -Aggregated volume  - Price	<b>NOT APPLICABLE – SINGLE TRANSACTION</b>				
e)	Date of the transaction	<b>4 AUGUST 2016</b>				
f)	Place of transaction	<b>LONDON STOCK EXCHANGE, AIM</b>				

**NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING  
MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM**

5.	Details of the person discharging managerial responsibilities/person closely associated					
b)	Name	<b>MICHAEL SHERWIN</b>				
6.	Reason for the notification	<b>ACQUISITION OF SHARES</b>				
c)	Position/status	<b>CFO</b>				
d)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>				
7.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
c)	Name	<b>VERTU MOTORS PLC</b>				
d)	LEI	<b>213800GJKJEIUIGMI575</b>				
8.	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					
g)	Description of the financial instrument, type of instrument identification code  Identification code	<b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC</b>  <b>IDENTIFICATION CODE FOR VERTU MOTORS PLC ORDINARY SHARES GB00B1GK4645</b>				
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**NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING  
MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM**

9.	Details of the person discharging managerial responsibilities/person closely associated					
c)	Name	<b>KAREN ANDERSON</b>				
10.	Reason for the notification	<b>ACQUISITION OF SHARES</b>				
e)	Position/status	<b>COMPANY SECRETARY</b>				
f)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>				
11.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
e)	Name	<b>VERTU MOTORS PLC</b>				
f)	LEI	<b>213800GIKJEIUIGMI575</b>				
12.	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					
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13.	Details of the person discharging managerial responsibilities/person closely associated					
d)	Name	<b>IAN HARRISON</b>				
14.	Reason for the notification	<b>ACQUISITION OF SHARES</b>				
g)	Position/status	<b>OPERATIONS DIRECTOR</b>				
h)	Initial notification/Amendment	<b>INITIAL NOTIFICATION</b>				
15.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
g)	Name	<b>VERTU MOTORS PLC</b>				
h)	LEI	<b>213800GIKJEIUIGM1575</b>				
16.	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					
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- Ends -

**For further information please contact:**

**Vertu Motors plc**

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Michael Sherwin, FD

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**Liberum**

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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](http://www.vertumotors.com) / [www.vertucareers.com](http://www.vertucareers.com)

Vertu brand websites - [www.bristolstreet.co.uk](http://www.bristolstreet.co.uk) / [www.vertuhonda.com](http://www.vertuhonda.com) / [www.macklinmotors.co.uk](http://www.macklinmotors.co.uk) / [www.farnellandrover.com](http://www.farnellandrover.com) / [www.farnelljaguar.com](http://www.farnelljaguar.com) / [www.vertuvolkswagen.com](http://www.vertuvolkswagen.com) / [www.southherefordgarages.co.uk](http://www.southherefordgarages.co.uk) / [www.vertumercedes-benz.com](http://www.vertumercedes-benz.com)