

6 September 2016

Vertu Motors plc

(the "Company")

Notification of Directors' and PDMR's interests

The Company has been notified of the exercise by persons discharging managerial responsibility ("PDMR") in the Company of options over ordinary shares of 10p each in the Company ("Ordinary Shares"), under the Vertu 2013 Long Term Incentive Plan ("LTIP Options"). The LTIP Options were exercised as detailed below on 5 September 2016 resulting in the acquisition of Ordinary Shares as set out below, by way of transfer from the Company's Employee Benefit Trust.

The Company has also been notified that Michael Sherwin, a director and PDMR, has sold 50,471 of the 107,166 Ordinary Shares exercised, to satisfy the resultant income tax and National Insurance liability, and that Mike Rich, a PDMR, has sold 25,235 of the 53,583 Ordinary Shares exercised to satisfy the resultant income tax and National Insurance liability. The sales took place on 5 September 2016 at a price of 49.75 pence per Ordinary Share.

PDMR	Beneficial holding of Ordinary Shares prior to the Dealings*	% of issued share capital prior to the Dealings*	Ordinary Shares acquired by PDMR	Resultant Beneficial holding of Ordinary Shares after the Dealings*	Resultant % of issued share capital after the Dealings*
Robert Forrester	6,782,719	1.71	142,887	6,925,606	1.74
Michael Sherwin	428,298	0.11	56,695	484,993	0.12
Jatinder Aujla	11,632	0.00	53,583	65,215	0.02
Ian Harrison	163,155	0.04	53,583	216,738	0.05
Colin Kent	367,740	0.09	53,583	421,323	0.11
Mike Rich	7,346	0.00	28,348	35,694	0.02
Chris Taylor	189,281	0.05	53,583	242,864	0.06

*includes shares held by persons closely associated with the PDMR.

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	ROBERT FORRESTER
2.	Reason for the notification	
a)	Position/status	CEO
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	EXERCISE OF OPTION OVER ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC, PURSUANT TO THE COMPANY'S LONG TERM INCENTIVE PLAN, RESULTING IN THE TRANSFER OF SHARES FROM THE COMPANY'S EBT				
c)	Price(s) and volume(s)					
		<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>NIL</td> <td>142,887</td> </tr> </tbody> </table>	Price	Volume(s)	NIL	142,887
Price	Volume(s)					
NIL	142,887					
d)	Aggregated information -Aggregated volume - Price	NOT APPLICABLE – SINGLE TRANSACTION				
e)	Date of the transaction	5 SEPTEMBER 2016				
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM				

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	MICHAEL SHERWIN
2.	Reason for the notification	
		ACQUISITION OF SHARES
a)	Position/status	CFO
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
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		NIL	107,166
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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		
	ACQUISITION OF SHARES		
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	
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		NIL	53,583
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	COLIN KENT	
2.	Reason for the notification		
	ACQUISITION OF SHARES		

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	
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1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	MIKE RICH	
2.	Reason for the notification		
		ACQUISITION OF SHARES	
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	
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1.	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	JATINDER AUJLA					
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					
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**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	CHRIS 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				
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b)	Nature of the transaction	SALE OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC				
c)	Price(s) and volume(s)					
		<table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>49.75p</td> <td>50,471</td> </tr> </tbody> </table>	Price	Volume(s)	49.75p	50,471
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a)	Name	MIKE RICH				
2.	Reason for the notification					
a)	Position/status	OPERATIONS DIRECTOR				
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49.75p	25,235					
d)	Aggregated information	NOT APPLICABLE – SINGLE TRANSACTION				

	-Aggregated volume	
	- Price	
e)	Date of the transaction	5 SEPTEMBER 2016
f)	Place of transaction	LONDON STOCK EXCHANGE, AIM

- Ends -

For further information please contact:

Vertu Motors plc

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Liberum

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Tel: 020 3757 4983

Georgia Mann

Tom Huddart

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.farnellandrover.com / www.farnelljaguar.com / www.vertuvolkswagen.com / www.southherefordgarages.co.uk / www.vertumercedes-benz.com