

19 December 2016

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

**PDMR and Director Share Transfers –initial notification**

Vertu Motors announces that it was notified on 16 December 2016, of the following gifts of the Company's ordinary shares of 10p each ("Ordinary Shares") by:

- Karen Anderson, Company Secretary, a person discharging managerial responsibility in the Company, to Steve Anderson, her husband, on 16 December 2016; and
- Robert Forrester, Chief Executive Officer, to Helen Forrester, his wife, on 16 December 2016.

Vertu Motors also announces that it was notified on 16 December 2016, of the following dealing in Ordinary Shares ("Dealing") by Colin Kent, 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 2 November 2016 for nil consideration and was a transfer to a broker account only, without any impact on beneficial ownership.

| PDMR/Director    | Beneficial holding of Ordinary Shares prior to the Dealing* | % of issued share capital prior to the Dealing* | Ordinary Shares transferred by PDMR | Resultant Beneficial holding of Ordinary Shares after the Dealing* | Resultant % of issued share capital after the Dealing* |
|------------------|---|---|-------------------------------------|--|--|
| Colin Kent       | 421,323   | 0.11  | 53,583                              | 421,323  | 0.11   |
| Karen Anderson   | 756,926   | 0.19  | 360,000                             | 756,926  | 0.19   |
| Robert Forrester | 6,925,606   | 1.74  | 142,887                             | 6,925,606  | 1.74   |

\*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>COLIN KENT</b>           |
| 2. | Reason for the notification  |                             |
|    | <b>TRANSFER OF SHARES</b>  |                             |
| a) | Position/status  | <b>OPERATIONS DIRECTOR</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>213800GIKJEIUGMI575</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<br>identification code<br><br>Identification code | <b>ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC</b><br><br><b>IDENTIFICATION CODE FOR VERTU MOTORS PLC ORDINARY SHARES GB00B1GK4645</b>                       |       |           |            |               |
|------------|---|--|-------|-----------|------------|---------------|
| b)         | Nature of the transaction   | <b>TRANSFER OF LEGAL INTEREST IN ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC TO A BROKER ACCOUNT</b>   |       |           |            |               |
| c)         | Price(s) and volume(s)  | <table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td><b>NIL</b></td> <td><b>53,583</b></td> </tr> </tbody> </table> | Price | Volume(s) | <b>NIL</b> | <b>53,583</b> |
| Price      | Volume(s)   |  |       |           |            |               |
| <b>NIL</b> | <b>53,583</b>   |  |       |           |            |               |
| d)         | Aggregated information<br>-Aggregated volume<br>- Price   | <b>NOT APPLICABLE – SINGLE TRANSACTION</b>   |       |           |            |               |
| e)         | Date of the transaction   | <b>2 NOVEMBER 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**

|    |  |  |
|----|--|--|
| 1. | Details of the person discharging managerial responsibilities/person closely associated  |  |
| a) | Name   | <b>KAREN ANDERSON</b>                                  |
| 2. | Reason for the notification  |  |
| a) | Position/status  | <b>COMPANY SECRETARY</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>213800GIKJEIUGMI575</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<br>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>GIFT OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC TO A PCA, STEVE ANDERSON</b>   |       |           |            |                |
| c)         | Price(s) and volume(s)                                  | <table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td><b>NIL</b></td> <td><b>360,000</b></td> </tr> </tbody> </table> | Price | Volume(s) | <b>NIL</b> | <b>360,000</b> |
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| <b>NIL</b> | <b>360,000</b>  |   |       |           |            |                |
| d)         | Aggregated information<br>-Aggregated volume<br>- Price | <b>NOT APPLICABLE – SINGLE TRANSACTION</b>  |       |           |            |                |
| e)         | Date of the transaction                                 | <b>16 DECEMBER 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**

|    |  |  |
|----|--|--|
| 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>CHIEF EXECUTIVE OFFICER</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>213800GIKJEIUGMI575</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>GIFT OF ORDINARY SHARES OF 10p EACH IN VERTU MOTORS PLC TO A PCA, HELEN FORRESTER</b>  |       |           |            |                |
| c)         | Price(s) and volume(s)                                  | <table border="1"> <thead> <tr> <th>Price</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td><b>NIL</b></td> <td><b>142,887</b></td> </tr> </tbody> </table> | Price | Volume(s) | <b>NIL</b> | <b>142,887</b> |
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| e)         | Date of the transaction                                 | <b>16 DECEMBER 2016</b>   |       |           |            |                |
| f)         | Place of transaction                                    | <b>LONDON STOCK EXCHANGE, AIM</b>   |       |           |            |                |

- 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 129 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 126 franchised sales outlets and 3 non-franchised sales operations from 107 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)