TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES¹

1. Identity of the issuer or the underlying is of existing shares to which voting rights are attached: ii	Vertu Motors PLC			
2 Reason for the notification (please tick the appropriate box or boxes):				
An acquisition or disposal of voting rights				
An acquisition or disposal of qualifying financial acquisition of shares already issued to which we				
An acquisition or disposal of instruments with s financial instruments				
An event changing the breakdown of voting rights				
Other (please specify):				
3. Full name of person(s) subject to the notification obligation:		BlackRock UK Smaller Companies Fun	d	
4. Full name of shareholder(s) (if different from 3.):				
5. Date of the transaction and date on which the threshold is crossed or reached: V		13 th May 2011		
6. Date on which issuer notified:	16 th May 2011			
7. Threshold(s) that is/are crossed or reached: vi, vii		Holding has gone above 3%		

8. Notified details:							
A: Voting rights attached to shares viii, ix							
Class/type of shares	Situation proto to the trigge transaction		Resulting situation after the triggering transaction				
if possible using the ISIN CODE	Number of	Number of	Number Number of voting % of voting right of shares rights				rights ^x
	Shares	Voting Rights	Direct	Direct xi	Indirect xii	Direct	Indirect
GB00B1GK4645	N/A	N/A	6,570,488	6,570,488	N/A	3.30%	N/A

B: Qualifying Financial Instruments					
Resulting situation after	Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date xiii	Exercise/ Conversion Period xiv	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights	

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments xv, xvi							
Resulting situation after the triggering transaction							
Type of financial instrument	Exercise price	Expiration date xvii	Exercise/ Conversion period xviii	Number of voting rights instrument refers to	% of voting rights XIX,		
					Nominal	Delta	

Total (A+B+C)			
Number of voting rights	Percentage of voting rights		
6,570,488	3.30%		

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: xxi			
Proxy Voting:			
10. Name of the proxy holder:			
11. Number of voting rights proxy holder wil to hold:			
12. Date on which proxy holder will cease to hold voting rights:			
13. Additional information:	BlackRock International Threshold Reporting Team		
14. Contact name:	Andrew Manch	nester	
15. Contact telephone number:	020 7743 5773		