

Financial Services Authority

TR-1ⁱ: NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached ⁱⁱ :	Vertu Motors plc	
2. Reason for the notification (please tick the appropriate tick tick tick the appropriate tick tick tick tick tick tick tick tick	riate box or boxes)	
An acquisition or disposal of voting rights		\checkmark
An acquisition or disposal of financial instruments what acquisition of shares already issued to which voting right results and the state of the sta		
An event changing the breakdown of voting rights		
Other (please specify):		
3. Full name of person(s) subject to the notification obligation ^{ill} :	Aviva plc & its subsid	iaries
4. Full name of shareholder(s) (if different from 3.) ^{iv} :	Registered Holder: BNY Norwich Union Non Limited 420, Chase GA Group Nomined Limited 1,391, CUIM Nominee Limited 256, * denotes direct interest Vidacos Nominees Limite 2,277,	,359* es 607* 034* d

5. Date of the transaction (and date on which the threshold is crossed or reached if different) ^v :	23 October 2008
6. Date on which issuer notified:	27 October 2008
7. Threshold(s) that is/are crossed or reached:	5% to <5% Change at Combined Interest level
8. Notified details:	

A: Voting rights attached to shares							
Class/type of shares if possible using	Situation previous to the Triggering transaction ^{vi}		Resulting situation after the triggering transaction ^{vii}				
the ISIN CODE	Number of Shares	Number of Voting Rights ^{viii}	Number of sharesNumber rights ixvoting voting ix% of voting rights		rights		
			Direct	Direct ×	Indirect ^{xi}	Direct	Indirect
Ordinary Shares GB00B1GK4645	4,745,000	4,745,000	2,068,000	2,068,000	2,277,000	2.25%	2.47%

B: Financial In Resulting situation				
Type of financial instrument	Expiration date ^{xiii}	Exercise/ Conversion Period/ Date ^{xiv}	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights
		N/A		

Total (A+B)	
Number of voting rights	% of voting rights
4,345,000	4.72%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable ^{xv}:

The voting rights are managed and controlled by Aviva Investors Global Services Limited, with the following chain of controlled undertakings:-

Aviva Investors Global Services Limited:

- Aviva plc (Parent Company)
- Aviva Group Holdings Limited (wholly owned subsidiary of Aviva plc)
- Aviva Investors Holdings Limited (wholly owned subsidiary of Aviva Group Holdings Limited)
- Aviva Investors Global Services Limited (wholly owned subsidiary of Aviva Investors Holdings Limited)

Proxy Voting:	
10. Name of the proxy holder:	See Section 4
11. Number of voting rights proxy holder will cease to hold:	
12. Date on which proxy holder will cease to hold voting rights:	

13. Additional information:	Figures are based on a total number of voting rights of 91,982,478.	
14. Contact name:	Neil Whittaker	
15. Contact telephone number:	01603 684420	
ANNEX NOTIFICATION OF MAJOR INTERESTS IN SHARES XVI		

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A: Identity of the person or legal entity subject	ct to the notification obligation
Full name (including legal form for legal entities)	
Contact address (registered office for legal entities)	
Phone number	
Other useful information (at least legal representative for legal persons)	

B: Identity of the notifier, if applicable ^{xvii}	
Full name	
Contact address	
Phone number	
Other useful information (e.g. functional relationship with the person or legal entity subject to the notification obligation)	

C: Additional information
