Vertu Motors PLC

28 January 2008

Holding(s) in Company

TR-1(i): 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 state Yes/No):

An acquisition or disposal of voting rights: YES

An acquisition or disposal of financial instruments which may result in the acquisition of shares NO

already issued to which voting rights are attached:

An event changing the breakdown of voting rights: NO

NO Other (please specify):

3. Full name of person(s) subject to the notification obligation (iii):

The Goldman Sachs Group, Inc.

4. Full name of shareholder(s) (if different from 3.) (iv):

Goldman Sachs International

- 5. Date of the transaction (and date on which the threshold is crossed or reached if different) (v):
- 23 January 2008
- 6. Date on which issuer notified:
- 25 January 2008
- 7. Threshold(s) that is/are crossed or reached:

7.0%

8. Notified details:

Situation previous to the triggering transaction ^{vi}		Resulting situation after the triggering transaction				
		Number of shares	Number of voting rights		% voting rights	
Number of shares	Number of voting rights viii	Direct	Direct *	Indirect xi	Direct	Indirect
5,915,236	6.51%	-	6,999,986	-	7.61%	-
	to the trigg transaction Number of shares	to the triggering transaction vi	to the triggering transaction vi Number of shares Number of shares Number of voting rights viii	to the triggering transaction vi Number of of shares of voting rights viii	to the triggering transaction vi Number of voting rights Number of shares Number of shares Number of shares Number of voting rights viii rights viii	to the triggering transaction vi Number of voting of shares Number of voting rights Number of shares of voting rights Shares Of voting rights viii rights Viii Number of voting Viii Viii Viii Viii Viii Viii Viii V

B: Financial Instruments							
Resulting situation after the triggering transaction xii							
Type of financial instrument	Expiration date ^{xiii}	Exercise/Conversion Period/Date xiv	Number of voting rights that may be acquired if this instrument is exercised/converted	% voting rights			
-	-	-	-	-			

Total (A+B)		
Number of voting rights	% of voting rights	
6,999,986	7.16	

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

The interest in 6,999,986 shares arose from a beneficial interest held by Goldman Sachs International, a wholly-owned indirect subsiduary of GS Inc. These shares are, or will be, registered at CREST in account CREPTEMP.

Proxy Voting:

10. Name of the proxy holder:

N/A

11. Number of voting rights proxy holder will cease to hold:

N/A

12. Date on which proxy holder will cease to hold voting rights:

N/A

13. Additional information:

General email contact:

shareholderdisclosures@gs.com

14. Contact name:

Sean Rogers / Alan Cox

15. Contact telephone number:

0207 552 9205 / 0207 774 8774

ENDS