TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES¹

1. Identity of the issuer or the underlying is of existing shares to which voting rights ar attached:	Vertu Motors plc				
2 Reason for the notification (please tick the	oriate box or boxes):				
An acquisition or disposal of voting rights					
An acquisition or disposal of qualifying financial acquisition of shares already issued to which		•			
An acquisition or disposal of instruments with financial instruments	economic effect to qualifying				
An event changing the breakdown of voting rig	ghts				
Other (please specify): On market transfer between	tween indirect and direct funds				
3. Full name of person(s) subject to the notification obligation:	plc & its subsidiaries				
	Registered Holder:				
	BNY	876,263*			
4.5.11	Chase	5,140,397*			
4. Full name of shareholder(s) (if different from 3.):	*d	enotes direct interest			
	Chase Nominees Limited		425,167		
	Vidac	4,072,672			
5. Date of the transaction and date on which the threshold is crossed or reached: ^V	15 October 2012				
6. Date on which issuer notified:	e on which issuer notified: 16 Oct				

7. Threshold(s) that is/are crossed or reached: $^{\text{vi, vii}}$

<3% to 3% Change at Direct Interest Level

8. Notified details: A: Voting rights attached to shares viii, ix							
						Class/type of shares	e of Situation previous to the triggering transaction
the ISIN CODE of	Number of	Number of	Number of shares	Number of voting % of voting rights		ng rights ^x	
	Shares	Shares Voting Rights	Direct	Direct xi	Indirect xii	Direct	Indirect
Ordinary Shares							
GB00B1GK4645	4,924,000	4,924,000	10,514,499	6,016,660	4,497,839	3.02%	2.26%

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							
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			
10,514,499	5.28%			

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

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 to hold:					
12. Date on which proxy holder will cease to voting rights:					
13. Additional information: of 199,278,03		ased on a total number of voting rights 32 as per the Company's Total Voting uncement of 28 May 2010.			
14. Contact name:	Diane Thir	irkettle, Aviva plc			
15. Contact telephone number:	01603 687803				