## For filings with the FSA include the annex For filings with issuer exclude the annex

## TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES<sup>i</sup>

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: "		Vertu Motors plc			
2 Reason for the notification (please tick the appropriate box or boxes):					
An acquisition or disposal of voting rights			$\checkmark$		
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached					
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments					
An event changing the breakdown of voting rights					
Other (please specify):					
3. Full name of person(s) subject to the notification obligation: <sup>™</sup>	Aviva plc & its subsidiaries				
	Registered Holder:				
	BNY Norwich Union Nominees Limited		1,204,754*		
<b>4. Full name of shareholder(s)</b> (if different from 3.): <sup>iv</sup>	Chase (GA Group) Nominees Limited		7,617,006*		
	*denotes direct interest				
	Chase	Nominees Limited	425,167		
	Vidacos Nominees Limited		4,072,672		
5. Date of the transaction and date on which the threshold is crossed or reached: <sup>v</sup>	19 February 2013				
6. Date on which issuer notified:	20 February 2013				

8. Notified details:							
A: Voting rights attached to shares <sup>viii, ix</sup>							
Class/type of shares	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
if possible using the ISIN CODE	5	Number of shares	Number of voting rights		% of voting rights <sup>x</sup>		
	Voting Rights		Direct <sup>xi</sup>	Indirect <sup>xii</sup>	Direct	Indirect	
Ordinary Shares							
GB00B1GK4645	10,514,499	10,514,499	13,319,599	8,821,760	4,497,839	4.41%	2.25%

B: Qualifying Financial Instruments					
Resulting situation after the triggering transaction					
Type of financial instrument	Expiration date <sup>xiii</sup>	Exercise/ Conversion Period <sup>xiv</sup>	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 <sub>xv, xvi</sub> Resulting situation after the triggering transaction % of voting rights  $x_{xx}$ Type of financial Exercise/ Number of voting rights Exercise Expiration date <sup>xvii</sup> instrument instrument refers to price Conversion period <sup>xviii</sup> Nominal Delta

Total (A+B+C)			
Number of voting rights	Percentage of voting rights		
13,319,599	6.66%		

## 9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: <sup>xxi</sup>

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 hold voting rights:				
13. Additional information:	Figures are based on a total number of voting rights of 200,075,904 as per the Company's Total Voting Rights Announcement of 06 December 2012.			
14. Contact name:	Neil Whittaker, Aviva plc			
15. Contact telephone number:	01603 684220			