

**Vertu Motors PLC**

**27 July 2007**

**Holding 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 already issued to which voting rights are attached: NO

An event changing the breakdown of voting rights: NO

Other (please specify): NO

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):

25 July 2007

6. Date on which issuer notified:

27 July 2007

7. Threshold(s) that is/are crossed or reached:

6.00%

8. Notified details:

<b>A: Voting rights attached to shares</b>							
Class/type of shares  If possible using the ISIN code	Situation previous to the triggering transaction <sup>vi</sup>		Resulting situation after the triggering transaction <sup>vii</sup>				
			Number of shares	Number of voting rights		% voting rights	
	Number of shares	Number of voting rights <sup>viii</sup>	Direct	Direct <sup>x</sup>	Indirect <sup>xi</sup>	Direct	Indirect
GB00B1GK4645	-	-	5,915,236	5,915,236	-	6.51	-

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

<b>Total (A+B)</b>	
Number of voting rights	% of voting rights
5,915,236	6.51

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

The interest in 5,915,236 shares arose from a beneficial interest held by Goldman Sachs International, a wholly-owned indirect subsidiary of GS Inc. These shares are, or will be, registered at CREST in account CREPTMP.

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](mailto:shareholderdisclosures@gs.com)

14. Contact name:

Joanne Wall / Sean Rogers

15. Contact telephone number:

44(20)7051-1704 / 44(20)7552-9205

**ENDS**