

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 attachedⁱⁱ:	Vertu Motors plc
2. Reason for the notification (please tick the appropriate box or boxes)	
An acquisition or disposal of voting rights	<input checked="" type="checkbox"/>
An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	<input type="checkbox"/>
An event changing the breakdown of voting rights	<input type="checkbox"/>
Other (please specify): _____	<input type="checkbox"/>
3. Full name of person(s) subject to the notification obligationⁱⁱⁱ:	Aviva plc & its subsidiaries
4. Full name of shareholder(s) (if different from 3.)^{iv}:	Registered Holder: BNY Norwich Union Nominees Limited 544,405* Chase GA Group Nominees Limited 1,769,460* CUIM Nominee Limited 333,135* * denotes direct interest Vidacos Nominees Limited 2,277,000
5. Date of the transaction (and date on which the	07 April 2009

threshold is crossed or reached if different) ^v :	
6. Date on which issuer notified:	08 April 2009
7. Threshold(s) that is/are crossed or reached:	4% to 5% Change at Combined Interest level
8. Notified details:	

A: Voting rights attached to shares

Class/type of shares if possible using the ISIN CODE	Situation previous to the Triggering transaction ^{vi}		Resulting situation after the triggering transaction ^{vii}				
	Number of Shares	Number of Voting Rights ^{viii}	Number of shares	Number of voting rights ^{ix}		% of voting rights	
			Direct	Direct ^x	Indirect ^{xi}	Direct	Indirect
Ordinary Shares GB00BIGK4645	4,345,000	4,345,000	2,647,000	2,647,000	2,277,000	2.88%	2.47%

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 the instrument is exercised/ converted.	% of voting rights
N/A				

Total (A+B)

Number of voting rights	% of voting rights
4,924,000	5.35%

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:	Diane Thirkettle

15. Contact telephone number:

01603 687803