

For filings with the FCA include the annex

For filings with issuer exclude the annex

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

<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b> <sup>ii</sup>	Vertu Motors plc
<b>2 Reason for the notification</b> (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	<input checked="" type="checkbox"/>
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	<input type="checkbox"/>
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	<input type="checkbox"/>
An event changing the breakdown of voting rights	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>
<b>3. Full name of person(s) subject to the notification obligation:</b> <sup>iii</sup>	Aviva plc & its subsidiaries
<b>4. Full name of shareholder(s)</b> (if different from 3.): <sup>iv</sup>	Registered Holder: BNY Norwich Union Nominees Limited <b>1,406,242*</b> Chase (GA Group) Nominees Limited <b>13,642,182*</b> *denotes direct interest BNY (Nominees) Limited <b>66,836</b> Chase Nominees Limited <b>348,921</b> Vidacos Nominees Limited <b>1,496,625</b>
<b>5. Date of the transaction and date on which the threshold is crossed or reached:</b> <sup>v</sup>	04 August 2015
<b>6. Date on which issuer notified:</b>	05 August 2015

<b>7. Threshold(s) that is/are crossed or reached:</b> <sup>vi, vii</sup>	>5% to <5% Change at Combined Interest Level
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**8. Notified details:**

**A: Voting rights attached to shares** <sup>viii, ix</sup>

Class/type of shares  if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights <sup>x</sup>	
			Direct	Direct <sup>xi</sup>	Indirect <sup>xii</sup>	Direct	Indirect
Ordinary Shares  GB00B1GK4645	13,319,599	13,319,599	16,960,806	15,048,424	1,912,382	4.41%	0.56%

**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** <sup>xv, xvi</sup>

Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date <sup>xvii</sup>	Exercise/ Conversion period <sup>xviii</sup>	Number of voting rights instrument refers to	% of voting rights <sup>xix, xx</sup>	
					Nominal	Delta

<b>Total (A+B+C)</b>	
<b>Number of voting rights</b>	<b>Percentage of voting rights</b>
16,960,806	4.97%

<b>9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:</b> <sup>xxi</sup>
<p>The voting rights are managed and controlled by <b>Aviva Investors Global Services Limited</b>, with the following chain of controlled undertakings:-</p> <p><b>Aviva Investors Global Services Limited:</b></p> <ul style="list-style-type: none"> <li>• Aviva plc (Parent Company)</li> <li>• Aviva Group Holdings Limited (wholly owned subsidiary of Aviva plc)</li> <li>• Aviva Investors Holdings Limited (wholly owned subsidiary of Aviva Group Holdings Limited)</li> <li>• Aviva Investors Global Services Limited (wholly owned subsidiary of Aviva Investors Holdings Limited)</li> </ul>

<b>Proxy Voting:</b>	
<b>10. Name of the proxy holder:</b>	See Section 4
<b>11. Number of voting rights proxy holder will cease to hold:</b>	
<b>12. Date on which proxy holder will cease to hold voting rights:</b>	
<b>13. Additional information:</b>	Figures are based on a total number of voting rights of 341,089,985 as per the Company's 'Issue of equity, total voting rights and change of director' Announcement of 24 July 2015.
<b>14. Contact name:</b>	Michael Dunhill, Aviva plc
<b>15. Contact telephone number:</b>	01603 685988