

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES**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	Yes
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	No
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	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:

F&C Asset Management Plc

4. Full name of shareholder(s) (if different from 3.):

See box 9 below

5. Date of the transaction and date on which the threshold is crossed or reached:

20 October 2010

6. Date on which issuer notified:

21 October 2010

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

10%

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		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights	
			Direct	Direct	Indirect	Direct	Indirect
GB00B16K4645 Ord 10p	19,774,306	19,774,306	20,034,420	-	20,034,420	-	10.05%

B: Qualifying Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ Conversion Period	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	Exercise/ Conversion period	Number of voting rights instrument refers to	% of voting rights	
					Nominal	Delta

Total (A+B+C)	
Number of voting rights	Percentage of voting rights
20,034,420	10.05%

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

F&C Asset Management plc:-			
Client	No. of voting rights	% of total voting rights	Registration name
No underlying client holds over 3%	-	-	-

Proxy Voting:

10. Name of proxy holder:	F&C Asset Management Plc
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11. Number of voting rights proxy holder will cease to hold:	
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12. Date on which proxy holder will cease to hold voting rights:	
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13. Additional information:	Based on TVR of 199,278,032
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14 Contact name:	Richard Morrison, F&C Asset Management plc
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15. Contact telephone name:	0131 718 1055
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For notes on how to complete form TR-1 please see the FSA website.

Note: Annex should only be submitted to the FSA not the issuer

Annex: Notification of major interests in shares

A: Identity of the persons or legal entity subject to the notification obligation	
Full name (including legal form of legal entities)	Vertu Motors
Contact address (registered office for legal entities)	Vertu House, Kingsway North Team Valley, Gateshead Tyne & Wear NE11 0JH
Phone number & email	Telephone 0191 491 2121 kanderson@vertumotors.com
Other useful information (at least legal representative for legal persons)	

B: Identity of the notifier, if applicable	
Full name	Mike Bassi, F&C Asset Management plc
Contact address	80 George Street, Edinburgh EH2 3BU
Phone number & email	0131 718 1055 Richard.morrison@fandc.com
Other useful information (e.g. functional relationship with the person or legal entity subject to the notification obligation)	

C: Additional information