

Vertu Motors PLC

01 February 2008

Holding(s) 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):

GAM International Management Limited

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

N/A

5. Date of the transaction (and date on which the threshold is crossed or reached if different) (v):

28 January 2008

6. Date on which issuer notified:

30 January 2008

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

Fallen below 3.00%

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		% voting rights	
	Number of shares	Number of voting rights ^{viii}	Direct	Direct ^x	Indirect ^{xi}	Direct	Indirect
GB00B1GK4645	2,766,514	2,766,514	2,489,814	2,489,814	-	2.71	-

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 this	% voting rights

			instrument is exercised/converted	
-	-	-	-	-

Total (A+B)	
Number of voting rights	% of voting rights
2,489,814	2.71

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

GAM International Management Limited is the discretionary investment manager for the following funds/holdings:

GAM Star UK Dynamic Equity Investments

Proxy Voting:

10. Name of the proxy holder:

Institutional Shareholder Services

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:

N/A

14. Contact name:

Kemi Thomas

15. Contact telephone number:

020 7917 2346

ENDS