

For filings with the FSA include the annex

For filings with issuer exclude the annex

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARESⁱ

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 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	
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	
An event changing the breakdown of voting rights	
Other (please specify):	
3. Full name of person(s) subject to the notification obligation: ⁱⁱⁱ	Ruffer LLP (for its discretionary clients)
4. Full name of shareholder(s) (if different from 3.): ^{iv}	
5. Date of the transaction and date on which the threshold is crossed or reached: ^v	12 June 2012
6. Date on which issuer notified:	13 June 2012
7. Threshold(s) that is/are crossed or reached: ^{vi, vii}	4% to 6%

8. Notified details:

A: Voting rights attached to shares ^{viii, ix}

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 ^x	
			Direct	Direct ^{xi}	Indirect ^{xii}	Direct	Indirect
GB00B1GK4645	9,122,470	9,122,470	12,072,470	12,072,470	-	6%	-

B: Qualifying Financial Instruments

Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date ^{xiii}	Exercise/ Conversion Period ^{xiv}	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
^{xv, xvi}

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

Total (A+B+C)

Number of voting rights	Percentage of voting rights
12,072,470	6%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable: ^{xxi}	
N/A	

Proxy Voting:	
10. Name of the proxy holder:	N/A
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:	<p>Ruffer LLP now controls the voting rights over 12,072,470 shares (6% of the voting rights) of Vertu Motors Plc which are held by Ruffer LLP's discretionary clients.</p> <p>This change from 4% to 6% is due to the purchase of 2,950,000 shares on 12 June 2012.</p>
14. Contact name:	Louise Stanway
15. Contact telephone number:	020 7963 8146

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

Annex: Notification of major interests in shares^{xxii}

A: Identity of the persons or legal entity subject to the notification obligation	
Full name (including legal form of legal entities)	Ruffer LLP
Contact address (registered office for legal entities)	80 Victoria Street London SW1E 5JL
Phone number & email	020 7963 8146 lstanway@ruffer.co.uk
Other useful information (at least legal representative for legal persons)	Louise Stanway, Compliance Officer

B: Identity of the notifier, if applicable	
Full name	Ruffer LLP
Contact address	80 Victoria Street London SW1E 5JL
Phone number & email	020 7963 8146 lstanway@ruffer.co.uk
Other useful information (e.g. functional relationship with the person or legal entity subject to the notification obligation)	Louise Stanway, Compliance Officer

C: Additional information
<p>Ruffer LLP now controls the voting rights over 12,072,470 shares (6% of the voting rights) of Vertu Motors Plc which are held by Ruffer LLP's discretionary clients.</p> <p>This change from 4% to 6% is due to the purchase of 2,950,000 shares on 12 June 2012.</p> <p>.</p>

For notes on how to complete form TR-1 please see the FSA website.