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For filings with the FSA include the annex
 For filings with issuer exclude the annex

TR-1: Notifications of Major Interests 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 notification (yes/no)	
An acquisition or disposal of voting rights	
An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	
An event changing the breakdown of voting rights	
Other (please specify): Placing	Yes
3. Full name of person(s) subject to notification obligation:	Artemis Investment Management Limited
4. Full name of shareholder(s) (if different from 3):	PEARSON PENSION FUND PRUDENTIAL STAFF PEN. SCHEME AKZO NOBEL PENSION SCHEME WITAN INVESTMENT TRUST PLC L&G (Barclays) S2 MM ALPHA FUND L&G (Barclays) MM ALPHA FUND BARCLAYS UK ALPHA FUND ARTEMIS INST.SPECIAL SITS. FD ARTEMIS UK SPECIAL SIT TRUST
5. Date of transaction (and date on which the threshold is crossed or reached if different):	TD 16th June 2009 SD 18th June 2009
6. Date on which issuer notified:	18 June 2009
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 use 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		Percentage of voting rights	
				Direct	Indirect	Direct	Indirect
GB00B1GK4645	1,375,000	1,375,000	20,124,800.00	20,124,800.00		10.25%	

B: Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ conversion period/date	No. of voting rights that may be acquired (if the instrument exercised/converted)	Percentage of voting rights

Total (A+B)	
Number of voting rights	Percentage of voting rights
20,124,800.00	10.25%

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

Proxy Voting:

10. Name of proxy holder:

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:

14 Contact name:

Alistair Fleming

15. Contact telephone name:

0131 718 0411

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