
FINAL NOTICE

To: Direct 4 Cars Limited (In Administration)

**Of: 8 Baker Street
London
W1U 3LL**

Dated: 18 March 2008

TAKE NOTICE: The Financial Services Authority (the "FSA") of 25 The North Colonnade, Canary Wharf, London E14 5HS gives Direct 4 Cars Limited ("D4C") final notice about a decision to cancel the permission granted to D4C to carry on regulated activities

1. ACTION

- 1.1 The FSA gave D4C a Decision Notice on 12 February 2008 (the "Decision Notice") which notified D4C that for the reasons given below and pursuant to section 45 of the Financial Services and Markets Act 2000 (the "Act"), the FSA had decided to cancel the permission granted to D4C pursuant to Part IV of the Act ("D4C's Part IV permission").
- 1.2 D4C was informed of its statutory right to make a reference to the Financial Services and Markets Tribunal, but it has not referred the Decision Notice to the Tribunal within 28 days of the date on which the Decision Notice was given to it. Accordingly, the FSA has today cancelled D4C's Part IV Permission.

/cont.

2. REASONS FOR ACTION

- 2.1 On the basis of the facts and matters and conclusions described in its Warning Notice dated 4 January 2008 (the "Warning Notice"), and in the Decision Notice, it appears to the FSA that D4C is failing to satisfy the threshold conditions set out in schedule 6 of the Act (the "Threshold Conditions").
- 2.2 This is because, in the opinion of the FSA, D4C's resources are not adequate in relation to the regulated activities it has permission to carry on. Specifically, D4C is unable to meet its liabilities as they have fallen due, in breach of MIPRU 4.2.1R. By failing to meet its liabilities as they have fallen due, D4C is also in breach of Principle 4 (Financial prudence).
- 2.3 These failings are significant and material in relation to the regulated activities for which D4C has permission, and D4C therefore fails to satisfy Threshold Condition 4 (Adequate resources).

3. DECISION MAKER

The decision which gave rise to the obligation to issue this Final Notice was taken by the Regulatory Decisions Committee.

4. IMPORTANT

- 4.1 This Final Notice is given to you in accordance with section 390(1) of the Act.

Publicity

- 4.2 Sections 391(4), 391(6) and 391(7) of the Act apply to the publication of information about the matter to which this Final Notice relates. Under those provisions, the FSA must publish such information about the matter to which this Final Notice relates as the FSA considers appropriate. The information may be published in such manner as the FSA considers appropriate. However, the FSA may not publish information if such publication would, in the opinion of the FSA, be unfair to D4C or prejudicial to the interests of consumers.
- 4.3 The FSA intends to publish such information about the matter to which this Final Notice relates as it considers appropriate.

FSA Contact

- 4.4 For more information concerning this matter generally, you should contact Martin Badcock at the FSA (direct line: 020 7066 1560/fax: 020 7066 1561).

John Kirby
FSA Enforcement Division