

AUTOMOTIVE

## Rolls-Royce announces record year for manufacturing

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Rolls-Royce Cullinan. Image credit: Rolls-Royce

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By STAFF REPORTS

British automaker Rolls-Royce is celebrating a historic business record, with the highest annual sales in the brand's lifespan.

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The iconic Phantom model was a big driver for sales this year for Rolls-Royce, but all models across the brand supported its record-breaking year. The Americas kept its position as the largest region in sales, but all markets saw year-over-year growth.

Driving deliveries

Rolls-Royce also saw record-breaking bespoke sales, which it believes has heightened its luxury position.

In tandem with its sales growth, the automaker also broke a record with its apprentice intake, with the highest number of individuals in the program at 23. In addition, Rolls-Royce added a total of 200 new jobs.

The automaker delivered 4,107 vehicles to customers this past year.

"2018 was a most successful, record-breaking year for Rolls-Royce," said Torsten Müller-Övs, CEO of Rolls-Royce Motor Cars, in a statement. "We have seen growth in all our regions around the world.

"At Rolls-Royce we are deeply focused on each and every one of our customers and are delivering on their demanding expectations," he said. "The Home of Rolls-Royce at Goodwood is acknowledged and celebrated as a global center of luxury manufacturing excellence, where our skilled, dedicated team create the world's finest, most sought-after luxury products.

"We set a formidable mark in 2018: I am confident it will prove the spur to even greater success in 2019."



*Rolls-Royce Phantom. Image courtesy of Rolls-Royce*

Rolls-Royce recently showcased how its Cullinan sports utility vehicle can fit into the lifestyles of those who perform at an elite level.

The Cullinan is the marque's first SUV and represents an opportunity to attract new drivers that seek out luxury vehicles that have greater versatility than coups or sedans. By giving personality traits to the characters in the advertisements, Rolls-Royce makes the Cullinan more aspirational and accessible at once ([see story](#)).

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