

AUTOMOTIVE

## Bentley, Rolls-Royce post record 2019 sales with new models

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*The Bentley Blower inspired the Continental GT No. 9 Edition by Mulliner. Image credit: Bentley*

By STAFF REPORTS

Bentley Motors and Rolls-Royce Motor Cars had a banner 2019 with record sales driven by new models and strong demand in North America and Europe.

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Bentley posted a 5 percent growth to deliver 11,006 cars, while Rolls-Royce registered a 25 percent increase to 5,152 vehicles sold.

This was Bentley's seventh consecutive year with sales crossing 10,000 cars and Rolls-Royce's highest annual revenue recorded in its 116-year history.

Volkswagen owns [Bentley](#) and BMW Group counts [Rolls-Royce Motor Cars](#) in its portfolio.

Back to black and more

Bentley's results came as a sigh of relief for senior management, with the brand last year returning to profitability.

"Our sales performance reached over 11,000 customer deliveries for the fourth time in our 100 year history, plus it represents the seventh consecutive year above 10,000 retail sales," said Adrian Hallmark, Crewe, England-based chairman/CEO of Bentley Motors, in a statement.

"This result was driven by strong demand in all regions, the successful launch of the Continental GT Convertible, plus the launch of five major derivatives and limited edition models during the year," he said.

"It's remarkable that this achievement was largely without any sales of the Flying Spur which historically has contributed 20 per cent of our annual sales.

"This result secures Bentley's return to profitability, demonstrates the successful implementation of our turnaround, and sends a clear signal for the potential of Bentley for 2020 and into our next century."

Demand for variants of its Continental GT and Bentayga SUV models, including the first hybrid, was strong.

The Americas was Bentley's No. 1 region during the company's centenary year, with Europe and the United

Kingdom also posting strong increases.

Sales were down slightly in the Middle East, China, Japan, South Korea and Asia Pacific.

Bentley ended the year with 238 retailers in 68 markets, another record high for the brand.

The company expects the launch and imminent delivery of its new Flying Spur grand touring sedan are expected to continue the uptick in Bentley sales.

Numbers gain

For Rolls-Royce, the 2019 numbers were a balancing act between record sales to 50 countries via 135 dealerships and maintaining exclusivity.

"This performance is of an altogether different magnitude to any previous year's sales success," said Torsten Mller-tvs, CEO, Rolls-Royce Motor Cars, in a statement.

"While we celebrate these remarkable results we are conscious of our key promise to our customers, to keep our brand rare and exclusive.," he said.

"We are pleased and proud to have delivered growth of 25 percent in 2019," he said.

"Worldwide demand last year for our Cullinan SUV has driven this success and is expected to stabilize in 2020."



*Rolls-Royce is known for its iconic grille and Spirit of Ecstasy bonnet ornament. Image credit: Rolls-Royce*

North America was the No. 1 market, accounting for roughly one-third of worldwide sales, followed by China and Europe including the United Kingdom. Sales were strong in Russia, Singapore, Japan, Australia, Qatar and South Korea.

Two new dealerships opened last year with Rolls-Royce Motor Cars Brisbane and Rolls-Royce Motor Cars Shanghai Pudong.

The company said development of the new Rolls-Royce Motor Cars flagship dealership on London's Berkeley Street more than twice the size of the previous location is ongoing and set for an opening later this year.

There was strong demand for all Rolls-Royce models, with Phantom leading the charge, along with the Dawn and Wraith marques.

The new Cullinan SUV generated the most advance orders and fastest post-launch sales growth of any Rolls-Royce model in the company's history.

Last year, Cullinan joined the edgy Black Badge family side by side with Ghost, Dawn and Wraith variants.

Rolls-Royce also bid farewell to its Ghost model, in production since 2009. It was the largest-selling Rolls-Royce in the company's entire history and provided the revenue base for the brand to produce more models and invest in global scale.

Rolls-Royce said the Ghost's successor will launch mid-2020 after five years in development.

While under wraps, the car will be available for delivery in the fourth quarter with enhancements in design, engineering, materials and driving dynamics.

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