

COMMERCE

## Bentley sees 31pc sales growth thanks to new models, brand presence

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By KAYLA HUTZLER

British automaker Bentley has reported an increase of 31 percent in global sales since January, a number that the company attributes to its growing global brand awareness.

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Bentley delivered 4,106 branded vehicles to customers around the world so far this year, due in large part to demand for the Continental GT coupe which was available this year in all markets for the first time. This year was also the first time that Bentley delivered more than 1,000 vehicles to China.

“Bentley is one of those unique brands that is iconic in its nature and there is no competition,” said Chris Ramey, president of [Affluent Insights](#), Miami.

“Second place is a very distant second place,” he said. “They have a unique place in the market and there are very few brands that can say that.”

Mr. Ramey is not affiliated with Bentley, but agreed to comment as a third-party expert.

[Bentley](#) was not able to respond by press deadline.

Smooth stretch ahead

Bentley’s increasing range of models is the No. 1 reason for its increase in global sales,

according to the company.

The United States remains Bentley's largest market. The automaker delivered 1,195 cars to U.S. customers as of Sept. 1.

China, formerly in third place, has made itself Bentley's second-largest market this year with a 67 percent increase in sales.

Indeed, Bentley plans to nurture this growth by increasing its China dealership network by one-third.

In addition, Bentley has taken into account requests from Chinese consumers and placed them into a special-edition Continental Flying Spur China that will only be sold in the country.

Europe, largely led by a two-thirds demand increase from Germany, came in as Bentley's third-largest market so far this year.

The most in-demand model from the automaker is the new Continental GT coupe, with just under half of all sales coming from its GT collection.

Bentley expects the soon-to-be-released Continental GTC convertible to only further increase sales.

Additionally, the recently-released Mulsanne, which the company has boasted can last for up to 100 years, is expected to boost sales even more.

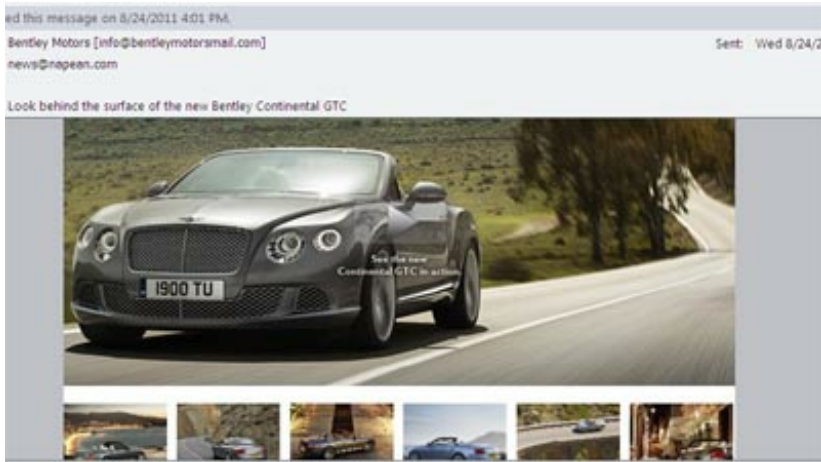


Steering right

Bentley's new models have also called for an extensive list of marketing efforts this past year.

The automaker's "look beyond the surface" campaign comprised video, email and an artist collaboration ([see story](#)).

Bentley emailed its subscriber base with news about the new Continental GTC in August, linking them to a product video on the branded YouTube page.



From there, consumers could click through to the Bentley Web site and watch additional videos and explore various views of the new model.

Bentley also worked with six artists who created a piece of art based around the features of the new Continental GTC that are featured in a tab on the Web site at <http://www.bentleymotors.com>.

Additionally, Bentley updated its “Pure Bentley” mobile application early this summer to be available in eight different languages, allowing consumers worldwide to look at branded products and keep up-to-date with news and information ([see story](#)).

The core of Bentley is its legacy and history, which are both smartly played up in their marketing campaigns.

“Their marketing campaigns continue to reinforce exactly who they are, so there is no confusion in the marketplace,” Mr. Ramey said.

“So for the person who fits that [Bentley] definition, there is no one else to buy a car from,” he said. “Joe Ashworth [head of marketing for Bentley America] has done a marvelous job reinforcing its heritage.”

Final Take

*Kayla Hutzler, editorial assistant on Luxury Daily, New York*

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