

AUTOMOTIVE

Bentley shrugs off pandemic to report strong 2020 sales

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The Bentayga Hybrid is part of Bentley's plan to offer only hybrid or electric vehicles by 2026. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has recorded its best sales performance in its 101-year history in 2020, as it reported a 2 percent jump in yearly total car sales to 11,206, despite the production shutdowns triggered by the COVID-19 pandemic.

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The Bentley Continental GT, GT Convertible and Bentayga SUV ranked among the most popular cars of the year. These vehicles drove sales higher in a year when Bentley's production was shut down for seven weeks beginning in March and running at 50 percent output for a further nine weeks as social distancing measures became the norm.

"Even though we anticipated greater sales before the pandemic struck, when you consider the level of restrictions around the world for the majority of the year, to achieve a record sales performance is a strong measure of our performance," said Adrian Hallmark, chairman and CEO of **Bentley Motors**, in a statement. "As we look to the year ahead we remain cautiously optimistic as much remains uncertain."

Record sales

The Americas, where 3,035 cars were delivered compared to 2,913 in 2019, remained Bentley's highest performing sales territory. China, meanwhile, came in second, with 2,880 cars sold, up from 1,940 cars in 2019, as the country welcomed the new Flying Spur.

Sales closer to home were less impressive as Europe closed the year with the delivery of 2,193 cars, down from 2,670 in 2019. Sales also fell by 22 percent from the previous year in Bentley's home market of the UK to 1,160 cars.

Lastly, Bentley delivered 735 cars to the Middle East in 2020, dropping from a total of 852 in 2019.



Bentley was the fastest-growing car brand of 2020, per J.D. Power. Image credit: Bentley Motors

Critical to the company's success was the introduction of new models as well as the global availability of other popular cars.

The Bentley Continental GT and GT Convertible together accounted for 39 per cent of total sales. The new Bentayga SUV, meanwhile, was still the biggest-selling single model, making up 37 percent of total sales.

"One thing that doesn't falter is our commitment to progress, the first step of which is the launch of the Bentayga Hybrid," Mr. Hallmark said. "This is one of nine new models we will launch this year as we continue on our Beyond100 strategic path and our accelerated journey towards becoming a fully electrified car company by 2030."

For decades, Bentley has focused on its environmental pedigree, particularly at its headquarters, and the recent unveiling of the 2021 Bentayga Hybrid marks a step forward in this regard ([see story](#)).

As part of the Beyond 100 strategy, the car maker will introduce its first fully electric model in 2025, described as a "cradle to grave fully carbon neutral car." Bentley vehicles will be fully electric by 2030.

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