

AUTOMOTIVE

Rolls-Royce celebrates new sales record

April 8, 2021



The new Rolls-Royce Ghost. Image credit: Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce set a new sales record in the first quarter of 2021, delivering more vehicles than any other quarter in its history.

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For the quarter ending March 31, Rolls-Royce delivered 1,380 vehicles for growth of 62 percent from the first quarter of 2020, prior to the peak of the COVID-19 pandemic. Sales increased in all markets, with the strongest performance in China, the United States and Asia Pacific.

"Rolls-Royce Motor Cars made a strong start to 2021, reflected today in our first quarter sales figures, which are the highest in our 116-year history," said Torsten Müller-Övs, CEO at Rolls-Royce Motor Cars, in a statement. "With robust order books across our product range, particularly for the new Ghost and Cullinan, sales growing in key markets and bespoke commissions running at record levels, our business is in excellent shape.

"We have every reason to be optimistic for the remainder of 2021," he said.

Rolls-Royce record

Rolls-Royce surpassed its previous first-quarter record, which was set in 2019.

Most luxury automakers, including Rolls-Royce, were impacted by closures of production facilities and showrooms due to COVID-19, but many marques have already seen strong sales rebounds.

Demand remains high for all models, with orders for the new Ghost and Cullinan booked into the second half of the year.



Rolls-Royce is digitizing its bespoke commissioning process. Image credit: Rolls-Royce

As seen in 2020, bespoke commissions remain at record levels as well, according to the automaker.

To help clients commission bespoke vehicles at home, Rolls-Royce upgraded its virtual showroom offerings in late 2020. Even among the ultra-affluent set, car buying has shifted to online and digital platforms over the course of the pandemic and subsequent lockdowns ([see story](#)).

"We've responded to recent challenges with our customary boldness, imagination and inventiveness, underpinned by meticulous planning and a relentless focus on our customers' needs and requirements," Mr. Miller-tvs said. "Every member of our extraordinary team, at the Home of Rolls-Royce at Goodwood and across the globe, has been crucial to delivering these remarkable results; their skills, talents, commitment and enthusiasm make us who we are."

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