

AUTOMOTIVE

## Bentley surpasses best full-year profits in record first half

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*The new Flying Spur hybrid. Image credit: Bentley*

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors posted record sales and profits in the first half of 2021, increasing retail sales by 50 percent from 2019.

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For the first six months of 2021, Bentley's profit levels of 178 million euros, or about \$211.2 million at current exchange, already surpassed the marque's best full-year results. The record results also show strong client support for Bentley's accelerated electrification efforts.

"These results are an important milestone on our mission Beyond100, namely to become the leading sustainable luxury mobility company by 2030," said Adrian Hallmark, chairman/CEO at [Bentley Motors](#), in a statement.

"They are the outcome of favorable market conditions, combined with three years of hard work within Bentley, where we have reinvented our products, restructured our operations, managed three crises, and defined our 2030 strategy," he said. "We have worked relentlessly to transform our entire organization through productivity improvements and cost efficiencies, and the double-digit return on sales is validation that we are on the right path to enable a sustainable business model."

### Bentley records

For the first half, Bentley reported 1.32 billion euros in revenues, or about \$1.57 billion up from 834.8 million euros, or \$990.1 million, in 2019.

The automaker saw a return on sales of 13 percent, another record high.

Bentley's 178 million euros, or \$211.2 million, in profits is more than 50 percent higher than its previous best half-year performance of 95.2 million euros, or \$112.9 million, in 2014.

The automaker closed 2014, its most successful year, with a record profit of 170 million euros, or about \$201.7 million at current exchange a figure already exceeded during the first half of 2021 alone.



*The Bentley Bentayga S. Image credit: Bentley Motors*

Bentley sold 7,199 vehicles in H1 2021, improving on its first half 2020 sales of 4,918 models by 46 percent. That mark was itself a 3 percent increase from the 4,785 Bentleys sold in the first six months of 2019.

Sales were well-balanced across Bentley's three model lines, with Bentayga leading the pack with 2,767 sales to the Continental GT's 2,318 and the Flying Spur's 2,063.

Globally, sales were more evenly balanced across all regions, with each market showing double-digit growth.

For the first time in almost a decade, China, including Hong Kong and Macau, was Bentley's best-selling market with 2,155 vehicles sold, up 73 percent from H1 2020. The Americas followed with 2,049 H1 sales, an increase of 45 percent y-o-y.

In the first half, Bentley also opened its new Excellence Centre at Crewe, part of a continued push towards modernizing production.

All new Bentleys will be finished and checked at the dedicated Excellence Centre for Vehicle Finish. The new modernized, digitally-enabled facility will help the automaker optimize process while future-proofing as the manufacturing process evolves ([see story](#)).

Looking to the second half, Bentley will begin deliveries of its Flying Spur hybrid by the end of the year as it moves away from traditional combustion engines. The automaker remains cautiously optimistic, however, amid an uncertain climate.

"While we celebrate these results, we are not taking the full year outlook for granted as we know there are still sizable risks to the year-end, notably the increasing number of colleagues having COVID enforced self-isolation periods," Mr. Hallmark said.

"That notwithstanding, our financial strength is a positive sign and as we continue on our biggest transformation and investment program in history, Beyond100, fully electrifying our entire model range within a decade, we continue on track with our aim to become the world's benchmark luxury car business, financially resilient and recession-proof."