

AUTOMOTIVE

## Bentley posts record regional sales for 2021

January 6, 2022



*Bentley's sustainability efforts continue to drive sales growth. Image credit: Bentley Motors*

By LUXURY DAILY NEWS SERVICE

British automaker **Bentley Motors** has reported another year of record-breaking sales in 2021.

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Bentley sold 14,659 vehicles in 2021, a 31 percent increase year-over-year from 2020 when the automaker sold 11,206 vehicles. The automaker's new models and increased demand for hybrid vehicles under its Beyond100 sustainability strategy contributed to an increase in sales.

"The reaction to the market introduction of the Bentayga Hybrid and anticipation for Flying Spur Hybrid demonstrates the path the luxury sector is heading, and we are positioned firmly at the forefront," said Adrian Hallmark, chairman and CEO of Bentley Motors, in a statement.

"These numbers are validation that we not only lead the sector in sales and market share, but also investment in electric technologies and commitment to being the first fully electrified and zero-carbon luxury car company in the world."

### Sales by region

Bentley delivered 4,212 vehicles in the Americas, a 39 percent increase from 3,035 in 2020. This region reigned Bentley's top market, fueled by the introduction of the Continental GT Speed and a full year of sales of the Flying Spur.

The regional market that saw the most growth for the automaker was China, reflecting a sales increase of 40 percent, stemming from strong sales of the Flying Spur and Bentayga models.



*Bentley delivered 4,212 vehicles in the Americas, a 39 percent year-over-year increase from 3,035 in 2020. Image credit: Bentley Motors*

The automaker delivered 2,520 cars in Europe, a 15 percent increase from 2,193 in 2020, with an increase in sales of various models.

Bentley recorded selling 1,328 vehicles in the United Kingdom, a 14 percent increase compared to 2020.

The automaker also delivered 915 cars to the Middle East in 2021, while delivering 1,651 vehicles to the Asia Pacific region, reflecting a 37 percent year-over-year increase.

"2021 was yet another year of unpredictability though I am delighted to be able to confirm that we overcame significant headwinds, and deliver a breakthrough in our sales performance," Mr. Hallmark said.

"This is our second record sales year in the successive years and is a positive sign of our brand strength, operational excellence, strong global demand and affirmation of our strategic priorities."

Last December, Bentley Motors began operations at its new state-of-the-art engineering test center in Crewe, England.

The center opened after receiving official approval from Britain's Vehicle Certification Agency. The opening serves as a major achievement in the automaker's sustainability strides, now allowing Bentley to carry out in-house emissions, fuel economy and electric range testing ([see story](#)).

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