

AUTOMOTIVE

Rolls-Royce surpasses 2019's annual sales record

January 10, 2022



The new Black Badge Ghost helped drive demand in 2021. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker **Rolls-Royce Motor Cars** set all-time sales records in several regions in 2021, increasing its sales nearly 50 percent from 2020.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The marque delivered 5,586 vehicles last year, up 49 percent year-over-year for the best performance in its history. Rolls-Royce is off to another strong start, with orders already extending into the third quarter of 2022.

"2021 was a phenomenal year for Rolls-Royce Motor Cars," said Torsten Müller-Ötvös, CEO at **Rolls-Royce**, in a statement.

"We delivered more cars than at any time in the marque's 117-year history with unprecedented demand for all products in every global market," he said. "Our extremely strong product portfolio, an exceptional bespoke offering, together with the first full year of availability of Ghost, the launch of Black Badge Ghost in October and the continuing record demand for bespoke personalization, has contributed meaningfully to our extremely strong performance."

High demand

In 2021, Rolls-Royce set sales records in Greater China, the Americas and Asia Pacific, as well as several countries.

Every model in the automaker's portfolio performed well, although the Ghost was the primary growth driver. The Cullinan and Phantom are also in high demand.

Rolls-Royce set many sales records in 2021

Additionally, bespoke commissions are at record highs. The preowned program Provenance also saw record sales results last year.

The automaker's previous annual sales record was set in 2019, with 5,152 deliveries.

Looking ahead, Rolls-Royce has orders booked into Q3 2022. To keep up with demand, the site at Goodwood is running at "near-maximum capacity" with a two-shift system in place to fulfill orders.

In another milestone this fall, the marque plans to welcome 37 new apprentices ([see story](#)).

Rolls-Royce is also debuting the Spectre, its first battery electric vehicle, during the fourth quarter of 2023 and has already begun road tests. The automaker also plans to have a fully electric model lineup by 2030 ([see story](#)).

"This is hugely encouraging as we prepare for the historic launch of Spectre, our first all-electric car," Mr. Miller-tvs said. "Building on this year's success, we will continue to evolve as a true luxury brand, beyond the realms of automotive manufacturing."

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.