

AUTOMOTIVE

## Bentley reports record 2021 revenues

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*The automaker notes there has been a steady increase in customer interest regarding new models and that Bentley is anticipating another record year for 2022. Image credit: Bentley Motors*

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has reported an operating profit of 389 million euros, or \$425.5 million at current exchange.

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The operating profit is more than double the brand's previous highest achieved. The record figures are underscored by a 3 billion euro, or \$3.3 billion, investment in the Crewe factory and future products.

"These results were achieved against a continued backdrop of economic uncertainty," said Adrian Hallmark, chairman and CEO of **Bentley Motors**, in a statement.

"They represent a major achievement for everybody involved at Bentley Motors, as we push forward with our Beyond100 program to reinvent our entire product range in the build-up to carbon neutrality by 2030."

Bentley's final numbers

In 2021, Bentley sold a total of 14,659 cars, a 31 percent increase from 2020.

The automaker notes there has been a steady increase in customer interest regarding new models and that Bentley is anticipating another record year for 2022.



*Bentley sold 14,659 cars in 2021. Image credit: Bentley Motors*

Bentley believes customer appreciation is stemming from its roster of impressive models as well as admiration for the automaker's Beyond100 strategy which is aiming to be end-to-end carbon neutral by 2030.

The company is also planning to build one new electric model every year for five years beginning in 2025 onward, as the entire collection undergoes electrification.

"Brand strength has been key to Bentley's financial performance in 2021, with new models such as Bentayga Hybrid helping to drive profit to a record 389 million euros," said Jan-Henrik Lafrentz, member of the board for finance and IT at Bentley Motors, in a statement.

"Increasing demand for our hybridized models, supported by 3 billion euros of sustainable investment in our Crewe factory, will ensure we remain the benchmark manufacturer in sustainable luxury mobility."

Last month, Bentley Motors furthered its investment in its 3D printing capabilities.

A major investment worth 3 million pounds, or \$4.1 million at current exchange, doubles 3D printing capacity at the Crewe factory. The new equipment is expected to reduce waste and save on development time ([see story](#)).

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