

AUTOMOTIVE

## Bentley on track for best year in history

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*Bentley reports a 124 percent increase in profit year-over-year. Image credit: Bentley Motors*

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By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has posted a profit of \$398 million, up 124 percent year-over-year, for the first half of 2022 as it pushes further into an electrified future.

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Putting this into perspective, Bentley reported \$389 million in profit for the entire year of 2021, a previous record year, which positions the company to have its best year ever. The latest figures support Bentley's Beyond100 strategy, as it redevelops its product range to achieve carbon neutrality by 2030.

"Despite the continued global economic instability, it is promising to see Bentley is showing financial consistency as we reinvent the company in line with our Beyond100 strategy and form a basis to withstand further external shocks," said Adrian Hallmark, chairman and CEO of Bentley Motors, in a statement.

"In particular, a significant increase in demand and capitalization of our Mulliner personalization program has driven record return on sales, and continued global interest in the freshest model line in the luxury sector has resulted in record high revenues."

Against all odds

Despite economic uncertainty around the world, turnover increased from \$1.32 billion during the first half of 2021 to \$1.71 billion, while revenue per vehicle increased from \$186,000 to \$213,000.



*Bentley committed to a \$3 billion ten-year investment program in future products and at the Pym's Lane factory in Crewe. Image credit: Bentley Motors*

The company's return on sales also reached 23.3 percent during the first half of the year, up from 13.4 percent in 2021.

The best-selling Bentayga luxury SUV accounted for nearly half, 40 percent, of all car sales, with the new Flying Spur sedan making up 27 percent of sales. The Continental GT Grand Tourer took up the remaining 33 percent of sales.

Bentley sales were up 33 percent in Europe and 44 percent in the United Kingdom due to the introduction of the Continental GT Speed.

The Americas remained the company's strongest market, while China was significantly impacted by COVID-related lockdowns.

The automaker recently created a unique collection of new vehicles to celebrate the 20th anniversary of its presence in China. The four models Guard, Carnaby, Pall Mall and Savile Row introduced unique designs, embroidery and Mulliner features inspired by famous locales in London, where W.O. Bentley founded the marque in 1919 ([see story](#)).

Globally, sales units increased 3 percent to 7,398 vehicles, up from 7,199 during the same period in 2021.