

AUTOMOTIVE

Bentley Bentayga SUV helps brand break operating profits record in Q3

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The Bentley Bentayga SUV accounted for 41 percent of vehicles sales for the automaker's third-quarter 2022. Seen here is the new Bentley Bentayga Odyssey Edition. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors posted the highest third-quarter results in the brand's 103-year-old history.

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The Crewe, England-based marque also announced record operating profits for the first nine months of 2022, despite continuing challenges and uncertainty in the global economy.

"While Bentley continues to tackle the challenges it faces in the global market, this latest set of financial figures shows strong results in most regions," said Adrian Hallmark, CEO of Bentley Motors, in a statement.

German automaker Volkswagen owns the **Bentley** brand.

SUV driving profits

Bentley reported that its operating profits more than doubled from the first nine months of 2021 to 2022, to \$567.8 million a 109 percent increase.

The company's previous highest profit for a full year was \$384.1 million.

Bentley reported a 23.1 percent return on sales for the third quarter, also the highest recorded in its history.

A total 11,316 vehicles have been sold year-to-date.

The United Kingdom market saw the largest growth at 25 percent, although the Americas still show the strongest total sales.

The Asia-Pacific and Europe markets also showed strong growth numbers.

Much of the credit goes to the popularity of new model derivatives and personalization options, including new Continental GTs the GT Mulliner, S range and hybrid Flying Spur along with new Azure range.

The popular Bentayga SUV accounted for 41 percent of sales, with the Flying Spur bringing in 27 percent.

"The continued growth in revenue per car supports the options and limited-edition models created by Bentley's in-

house coachbuilder, Mulliner, and the positive customer reception to our increasing range of model derivatives," Mr. Hallmark said in a statement.

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