

AUTOMOTIVE

Rolls-Royce achieves landmark year in 2022, reaching highest annual sales in history

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Torsten Müller-tvs, CEO of Rolls-Royce Motor Cars. Image courtesy of Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

British automaker **Rolls-Royce** is reporting its highest earnings year on record per 2022 results, further establishing its place as a leader in the luxury automotive world.

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The company shares today that last year's deliveries landed at 6,021 total units sold, signaling an 8 percent year-over-year increase. These are historic sales numbers for Rolls-Royce, as, in its 118-year history, the company has never before surpassed 6,000 in units sold over a 12-month period.

"2022 has been a momentous year for Rolls-Royce Motor Cars," said Torsten Müller-tvs, CEO of Rolls-Royce Motor Cars, in a statement.

"Not only did we reveal Rolls-Royce Spectre, our marque's first ever fully-electric series model to the world, it was also the first year we ever delivered more than 6,000 cars in a single 12-month period, with strong demand across our entire product portfolio," Mr. Müller-tvs said. "But as a true House of Luxury, sales are not our sole measure of success: we are not and never will be a volume manufacturer.

"Bespoke is Rolls-Royce, and commissions were also at record levels last year, with our clients' requests becoming ever more imaginative and technically demanding a challenge we enthusiastically embrace."

Driving ahead

Despite the geopolitical and financial instability being felt across international markets, the desire to acquire a Rolls-Royce has remained steady among luxury consumer circles.

The brand's 2021 earnings proved strong across global markets.

In nearly all regions, the brand experienced an increase in sales. Sales were especially strong in the Middle Eastern, European, American and Asian-Pacific markets.

This comprehensive growth demonstrates the powerful hold that Rolls-Royce has on an international level, having made deliveries to over fifty countries last year.



The new report shows the universal appeal of the company, as it experienced growth across regions. Image courtesy of Rolls-Royce

2022 proved that buyers in The Americas are especially captivated, standing out as the most popular sales region for the company. Rolls-Royce sales increased within nearly every NA market, with the United States experiencing the most growth the brand attributes this to an expansive population of young entrepreneurs with rising buying power, many of whom have developed a taste for the brand.

China is the automaker's second-largest sales region. The company reports seeing the most success in Beijing, Shanghai and among what the brand refers to as "New Tier One" territories, presumably meaning global metropolitan areas with rising economic power, such as Shenzhen.

Demand for Rolls-Royce's Black Badge model was especially high last year, making up 35 percent of commissions within North America alone, however, the Cullinan holds the title as the company's most popular model.

Though units moved ranked historically high in number, Rolls-Royce delivers the news with the crucial caveat that sales are not a primary measure of success for the marquee. The automaker is far more concerned with creating bespoke customer experiences in its cars than it is with volumes manufactured.

In good news then, commissions and bespoke creations were in particular demand last year.

The Middle East ([see story](#)) leads all other regions in customization commissions, so much so that to better serve clients based there, Rolls-Royce opened the first invitation-only Private Office outside of Goodwood in Dubai, with more to come globally.

Overall, bespoke items rose in value more than ever before. Rolls-Royce reports that this past year, clients shelled out an average of \$530,000 for bespoke cars, showing that the customer base is especially inclined towards customizable options.

The brand has updated its bespoke offerings for the Cullinan model, diversifying customizations to meet the demand ([see story](#)).