

AUTOMOTIVE

Bentley Bentayga SUV sets six-year sales record in 2022

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Bentley rose to consumer demands this past year, achieving record deliveries as a result. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors has hit its highest number of deliveries ever.

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The company delivered 15,174 vehicles in total in 2022, marking a 4 percent increase compared to the 14,659 deliveries made in 2021. With more units moved last year than ever before, 2022 was the first time in Bentley history that the company delivered more than 15,000 vehicles in one year.

"In what was another year of unpredictability, the business overcame significant headwinds and demonstrated great resilience to deliver the third consecutive record sales year," said Adrian Hallmark, chairman and CEO of **Bentley Motors**, in a statement.

"This underlines our brand strength, operational excellence and strong global demand by market and model," Mr. Hallmark said. "The reaction to the market introduction of our hybrid models, Flying Spur joining Bentayga last year, demonstrate the path the luxury sector is heading, and we are positioned firmly at the forefront.

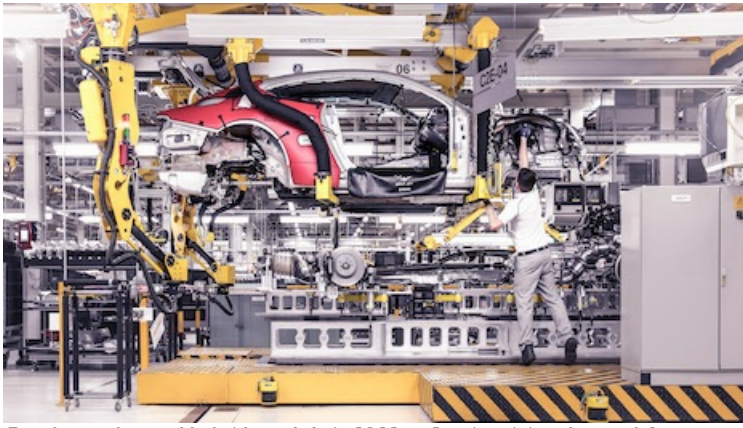
"These numbers are validation that we not only lead the sector in sales and market share, but also investment in electric technologies and commitment to being net carbon neutral in 2030."

Demand drive

Innovation and an embracing of new trends kept Bentley's numbers strong in 2022, despite global challenges across markets.

The automotive company introduced fresh models to its portfolio, including in-demand hybrid offerings.

The move is part of Bentley's Beyond100 initiative to become fully electric by 2030, diving into the trending consumer desire for EV and green automotive options.



Bentley embraced hybrid models in 2022, reflecting rising demand. Image credit: Bentley Motors

Personal commissions have quintupled for Bentley in the past five years.

The brand's top seller, however, was its Bentayga model ([see story](#)).

The luxury SUV is currently the company's number one model, amounting to 42 percent of total sales.

The Continental GT accounted for a third of the company's sales in 2022, with the new GT Speed being its most popular model. The offering made up 31 percent of Continental GT orders.

Other frequent orders were models among the brand's hybrid and Extended Wheelbase offerings.

This was reflected in the spike in Flying Spur sales, accounting for 28 percent of total Bentley sales. The surge came as the hybrid option was introduced, comprising 30 percent of all Flying Spur orders.

Specifically in the United Kingdom, the demand was even higher according to the brand's figures, making up 65 percent of Europe's orders.

Bentley especially experienced record sales across Europe, as well as Asia-Pacific and the Americas the latter keeping its spot as the top-selling global market.

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