

COMMERCE

Rolls-Royce to expand global Private Office network in 2024

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Year-on-year growth was seen in the Middle East, Asia-Pacific, Europe, North America and China in 2023. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is reflecting on what has been a major year for the company.

The vehicle brand delivered 6,032 cars to clients in more than 50 countries last year, beating its record to reach an all-time high. In 2024, Rolls-Royce is building on the momentum by strengthening its personalization programs, announcing plans to expand its global Private Office network for bespoke commissions to two new cities this year, among other forthcoming updates.

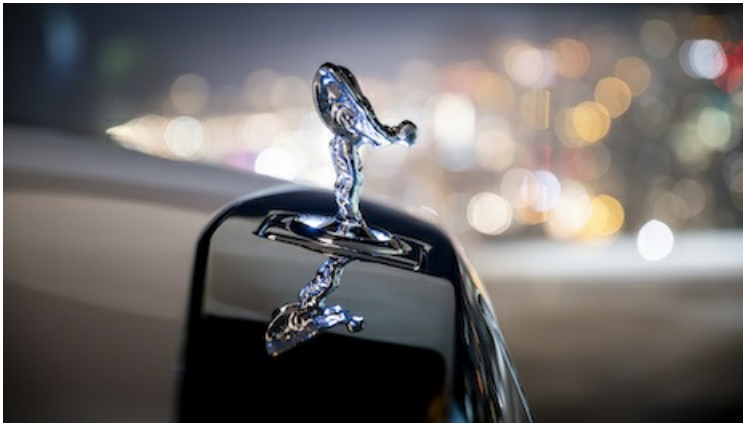
"2023 was another extraordinary year for Rolls-Royce, with strong sales performances in all regions and across the full product portfolio," said Chris Brownridge, CEO of [Rolls-Royce Motor Cars](#), in a statement.

"It's especially encouraging to see the enormous interest in and demand for Spectre, supporting the decision to adopt a bold, all-electric' strategy for future model development and production," Mr. Brownridge said. "The record level of Bespoke commissions, both by volume and value, also underlines our position within the luxury sector, offering our clients opportunities for self-expression and personalization they cannot find anywhere else."

New year, new numbers

While orders from North America and China led Rolls-Royce's sales in 2023, additional markets that moved year-on-year growth during this period included the Middle East, Asia-Pacific, Europe, North America and China.

The United States was Rolls-Royce's biggest individual market internationally. In Europe, where record sales were achieved, the United Kingdom came out on top.



Following last year's record-breaking period, 2023 marked another landmark, sales-wise. Image credit: Rolls-Royce

Highest-ever sales were also seen in Asia-Pacific. Strong performances in Korea are said to have fueled APAC's standing, as consumers in the locale continue to show interest in luxury.

All of the 6,032 deliveries made around the globe this past year included bespoke elements, proving customization has remained a high point for the company ([see story](#)).

"As incoming CEO, I'm in the extremely fortunate position of taking over responsibility for a business in robust good health, with strong foundations and a clear strategy for growth and development, formidable technical capabilities and a focused, dedicated team," said Mr. Brownridge, in a statement.

"I'm looking forward to working with the entire Rolls-Royce team to maintain this momentum and take this great company forward with confidence and conviction."

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