

COMMERCE

Bentley nears \$3B in annual revenue as growth slows

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The company plans to reduce its workforce by cutting 275 roles across the company. Image credit: Bentley

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

In 2025, British automaker Bentley is

experiencing its seventh consecutive year of profitability.

Today, the company posted a total revenue of 2.6 billion euros in 2025, or \$2.9 billion at current exchange. Despite a decline in global deliveries and larger macroeconomic concerns, Bentley remains resilient as the marque invests in electric vehicles and its manufacturing facility in Crewe, England.

"Our high-performance Continental GT and Flying Spur have set new benchmarks for desirability, while the Bentayga remains our best-selling model with the new Speed derivative entering key markets," said Dr. Frank-Steffen Walliser, chairman and chief executive officer of Bentley, in a statement.

"The all-new Bentley Supersports opened a new chapter for Bentley and underlines our sportiness and driver orientation," Dr. Walliser said. "We are investing at unprecedented levels in the Pym's Lane site, including the Design Centre, opened in July last year, the near completion of the A1 building for BEV production, and the upcoming opening of the new Paint Shop later this year.

"At the same time, we are making some difficult decisions to ensure the long-term competitiveness of the business, including an organisational adjustment potentially impacting approximately 275 positions."

Next chapter

Globally, vehicle deliveries fell by 5 percent in 2025, largely due to weaker demand in China. Revenue declined by just 1 percent as higher-margin models and bespoke commissions helped offset lower volumes.

The company's best-selling vehicle was the Bentayga ([see story](#)), with continued demand for higher-specification variants, including Mulliner and Speed derivatives. Despite the softer sales, customization and pricing contributed to the consistent revenue.

The financials support Bentley's long-term "Beyond100+" strategy, which includes transitioning to electrified vehicles and modernizing the Pym's Lane site.

As part of broader efficiency measures, Bentley announced plans to reduce up to 275 roles across the company. The changes will streamline operations as the company prepares for future product launches.



In 2025, the company's best-selling vehicle was the Bentayga. Image credit: Bentley

"Bentley has delivered a seventh consecutive year of profitability, demonstrating strong underlying financial performance despite a challenging macro environment," said Axel Dewitz, board member for finance and information technology, in a statement.

"While reported results reflect a non-recurring accounting impact and external trade effects, the underlying business remains resilient," Mr. Dewitz said. "Revenue quality is supported by disciplined pricing and a rich model mix, with Mulliner bespoke demand continuing to grow.

"These results give us confidence that Bentley's financial foundation is solid, whilst highlighting the need to continue to invest in our future product portfolio and site transformation."

In February, Bentley commits to cutting airfreight emissions worldwide as part of its Beyond100+ decarbonization strategy ([see story](#)).

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