



By appointment  
to HM The Queen  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



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**BENTLEY**

## Press Information

### **BENTLEY ACHIEVES RECORD SALES IN MOST CHALLENGING OF YEARS**

- **Bentley Motors delivers 11,206 extraordinary cars in 2020**
- **Despite production shutdown and global lockdown, Bentley sells more than ever in 101-year history**
- **Particularly strong performance in China, Americas and Asia Pacific**
- **Introduction of all-new Flying Spur a significant contributor to results**

**(Crewe, 5 January 2021)** Bentley Motors today announced total sales of 11,206 in 2020, an increase of two per cent over 2019. Although the pre-COVID sales forecast was much greater, new model introductions fuelled this significant achievement which was the highest sales performance in any of the luxury British marque's 101 years.

Bentley's production was shutdown for seven weeks beginning in March, and running at a 50 per cent output for a further nine weeks thereafter, as social distancing measures were introduced. A resulting comprehensive redesign of the production facility enabled Bentley to meet this global demand while in parallel maintaining these social distancing protocols to the current day and beyond.

The Americas remained Bentley's number one region although a strong performance in China, posting an increase of 48 per cent, ran it close.

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*[All vehicles in release: WLTP/NEDC drive cycle: fuel consumption, mpg (l/100km) – Combined 19.8-71.3 (14.8-3.3). Combined CO<sub>2</sub> – 78-337g/km.]*



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Commenting on the global sales results, Adrian Hallmark, Chairman and CEO of Bentley Motors, said:

“Even though we anticipated greater sales before the pandemic struck, when you consider the level of restrictions around the world for the majority of the year, to achieve a record sales performance is a strong measure of our potential.

“As we look to the year ahead we remain cautiously optimistic as much remains uncertain. One thing that doesn’t is our commitment to progress, the first step of which is the launch of the Bentayga Hybrid. This is one of nine new models we will launch this year as we continue on our Beyond100 strategic path and our accelerated journey towards becoming a fully electrified car company by 2030.”

Key to the company’s ongoing success was the introduction of a number of exciting new models, combined with greater global availability of other popular models. In particular the all-new Flying Spur was launched internationally and received a phenomenal reception from customers and media alike.

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This demand was increased further in October with the introduction of a high-performance V8 engine derivative.

The Bentley Continental GT (24 per cent) and GT Convertible (15 per cent) together accounted for 39 per cent of total sales, finishing the year as Bentley’s number one selling model line. However, in spite of the run out of the previous generation model, and delays to market entry of the all-new

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Bentayga due to the COVID-19 pandemic, the pioneering, go-anywhere SUV was still the biggest selling single model, accounting for 37 per cent of total sales.

The **Americas** region delivered 3,035 cars, an increase of four per cent on the corresponding figure for 2019, 2,913. Placing the region as Bentley's number one market, this strong performance was boosted by the introduction of the Flying Spur and a full year of sales of the Continental GT and GT Convertible luxury Grand Tourer.

Bentley's biggest growth was reserved for **China**, posting a sales increase of 48 per cent, 2,880 cars, against 1,940, as the traditional sedan market welcomed the introduction of the all-new Flying Spur, with Bentayga sales remaining strong.

**Europe** closed the year with the delivery of 2,193 cars, against a figure of 2,670 in 2019, a decrease of 18 per cent with the region impacted because of the market entry delays of the all-new Bentayga.

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Bentley's home market in the **UK** continued its consistent strong performance, recording sales of 1,160 cars. This represented a decrease of 22 per cent over the previous year.

Bentley delivered 735 cars to the **Middle East** in 2020, against a total of 852 the previous year.

Finally, the **Asia Pacific** region posted an increase of six per cent, delivering

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1,203 cars, against 1,139 sold in 2019.

Market	2020 (sales)	2019 (sales)	2020 (% of total sales)
Americas	3,035 (+4%)	2,913	27%
China	2,880 (+48%)	1,940	26%
Europe	2,193 (-18%)	2,670	20%
Asia Pacific	1,203 (+6%)	1,139	11%
United Kingdom	1,160 (-22%)	1,492	10%
Middle East	735 (-14%)	852	6%
<b>Total</b>	<b>11,206 (+2%)</b>	<b>11,006</b>	<b>100%</b>

\*Bentley's previous record sales year was in 2017 - 11,089 cars

\*Bentley ended the year with 237 retailers in 67 countries.

- ENDS -

### Notes to editors

Bentley Motors is the most sought after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering and production of the company's three model lines, Continental, Bentayga and Flying Spur. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.

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