



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



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BENTLEY

Press Information

BENTLEY CHARGES TO RECORD YEAR WITH UNPRECEDENTED DEMAND FOR LUXURY HYBRID MODELS

- **Bentley Motors delivers 14,659 extraordinary cars in 2021**
- **A 31 per cent growth on previous record year in 2020**
- **1 in 5 Bentley sales were of the Hybrid model**
- **Double digit growth in all markets - record sales figures in US, China and Asia Pacific**
- **Americas remains number one market with highest ever sales figure**

(Crewe, 6 January 2022) Bentley Motors today announced total sales of 14,659 in 2021, an increase of 31 per cent over the previous record year (11,206) in 2020. This significant achievement was driven by new model introductions, a fresh product portfolio and increasing demand for Bentley's new hybridised models, introduced under Bentley's Beyond100 strategic path to full electrification by 2030.

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The success of this new hybrid option ensured Bentley remained Bentley's number one model selling more in its fifth year of sales than ever before, establishing itself as the most successful luxury SUV in the world. Furthermore, a full year of Flying Spur sales around the world and the introduction of the Continental GT Speed, among 11 new derivatives launched, added to this success.

The Americas maintained its position as the biggest selling global market, selling more than ever before. China almost matched this performance for the

[All vehicles in release: WLTP/NEDC drive cycle: fuel consumption, mpg (l/100km) – Combined 19.8-71.3 (14.8-3.3). Combined CO₂ – 78-337g/km.]



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first time in a decade. Combined, the Americas and China contributed more than half (56 per cent) of Bentley's total global sales.

In addition to Bentayga's 40 per cent share, Bentley's definitive luxury grand tourer, the Continental GT added 33 per cent of total sales, split between 60 per cent coupe and 40 per cent convertible. With the highly anticipated market entry of the Hybrid imminent, the Flying Spur's 27 per cent of total sales is expected to grow even further in 2022.

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

"2021 was yet another year of unpredictability though I am delighted to be able to confirm that we overcame significant headwinds, and deliver a breakthrough in our sales performance. This is our second record sales year in the successive years and is a positive sign of our brand strength, operational excellence, strong global demand and affirmation of our strategic priorities.

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"The reaction to the market introduction of the Bentayga Hybrid and anticipation for Flying Spur Hybrid 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 the first fully electrified and zero carbon luxury car company in the world."

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Regional performance

The **Americas** region delivered 4,212 cars, an increase of 39 per cent on the corresponding figure for 2020, 3,035. Placing the region as Bentley's number one market, this strong performance was boosted by the introduction of the Continental GT Speed and a full year of sales of the Flying Spur.

Bentley's biggest growth for the second consecutive year was reserved for **China**, posting a sales increase of 40 per cent, 4,033 cars, against 2,880, as the traditional four-door market maintained strong sales of Flying Spur and Bentayga.

Europe closed the year with the delivery of 2,520 cars, against a figure of 2,193 in 2020, a 15 per cent increase driven by evenly split sales across model lines.

Bentley's home market in the **UK** continued its consistent strong performance, recording sales of 1,328 cars. This represented an increase of 14 per cent over the previous year.

Bentley delivered 915 cars to the **Middle East** in 2021, against a total of 735 the previous year.

Finally, the **Asia Pacific** region posted an increase of 37 per cent and a record performance, delivering 1,651 cars, against 1,203 sold in 2020.

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Market	2021 (sales)	2020 (sales)	2021 (% of total sales)
Americas	4,212 (+39%)	3,035	29%
China	4,033 (+40%)	2,880	28%
Europe	2,520 (+15%)	2,193	17%
Asia Pacific	1,651 (+37%)	1,203	11%
United Kingdom	1,328 (+14%)	1,160	9%
Middle East	915 (+24%)	735	6%
Total	14,659 (+31%)	11,206	100%

*Bentley ended the year with 240 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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