Sales Boost Puts Bentley On The Road To Record Year

Wednesday 8 October, 2014

- **Strong growth continues in the first nine months of 2014**
- **Global deliveries increase by 19%**
- **New models drive sales success**

(Crewe, England. 8th October 2014) Nine months in to 2014 and Bentley's aim of having a record breaking year is firmly on track. Global deliveries increased by 19%, to 7,786 cars, up from 6,516 cars in the same period in 2013.

Bentley's four key regions, Americas, China, Europe including the UK, and Middle East all saw strong performance, with the Americas retaining its position as Bentley's number one market, but with China posting strong growth to close the gap.

New models drove this international success, with the Continental GT V8 S coupe and convertible and Flying Spur V8 entering the market.

Commenting on the results, Bentley's Member of the Board for Sales, Marketing and Aftersales, Kevin Rose, said:

"We said at the start of the year that 2014 would be a record breaking year for Bentley and we are firmly on track to deliver on our promise. Certain markets are tough, as other luxury car brands can testify, but with our three model lines delivering a perfect blend of luxury and performance, alongside the international appeal that we have as a brand, it will ensure 2014 will go down as our best ever year."

Remaining in Bentley's number one position, the Americas delivered 2,107 cars, 4% up on the first nine months of the 2013 performance of 2,022 cars.

Bentley's sales in China remained solid in a less than buoyant market. 1,959 cars were delivered in the first nine months of 2014, against 1,264 cars in 2013.

A strong German market continued helping Europe to post a sales increase of 7%. 1,155 cars were delivered, in comparison to 1,081 cars in 2013.

UK deliveries also increased, by 5%. Rising from 1,055 cars in 2013, 1,113 cars were delivered.

Significant sales growth in the Middle East continued, a 21% improvement on 2013 (596 cars), with 720 cars delivered. Deliveries in the Middle East have now more than doubled in the past three years.

These results were reinforced in Asia Pacific, with 468 cars delivered, a 49% rise on the 2013 figure of 315 cars. While in Japan, 207 cars were delivered, a 46% growth on 2013, 142 cars.

2013 was Bentley's previous record year, posting the highest delivery, turnover and profit figures in the company's 95-year history.

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Notes to editors

- Bentley Motors is the most sought after luxury car brand in the world.2013 was Bentley's record year in the company's 95-year history.Bentley Motors' 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, Flying Spur and Mulsanne. 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 3,700 people at Crewe.

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