



BENTLEY

In 2017, Bentley celebrated the world premiere of the third generation of its best-selling Continental GT Coupé, which sets new standards in the luxury grand tourer segment.

BUSINESS DEVELOPMENT

The Bentley brand is defined by exclusivity, elegance and power. The third generation of the successful Continental GT debuted at the IAA in Frankfurt am Main in the reporting year. The vehicle sets new standards in the luxury grand tourer segment. Compared to its predecessor, it has a longer bonnet, a flatter front end and an extra-wide radiator grille. The exclusive interior features a virtual cockpit and a 12.3-inch foldaway touch-screen in the center console. The W12 engine puts an impressive 467 kW (635 PS) to the wheels. The Bentayga Diesel, launched in 2017, is the luxury brand's first model to be equipped with a diesel engine. A hybrid version will follow in 2018, marking Bentley's first step into the world of electric driving.

Bentley delivered 11,089 (11,023) vehicles to customers in the reporting period, exceeding the previous year's record figure. While deliveries declined by 6.8% in the USA, the brand's largest single market, they rose by 15.7% in Asia-Pacific and 1.5% in Europe.

At 10,566 (11,298) vehicles worldwide in 2017, the Bentley brand's unit sales were lower than in the previous year; this was above all attributable to the new generation of the Continental GT Coupé. The highest demand was recorded for the Bentayga.

Bentley produced 10,552 vehicles in 2017; the year-on-year decline of 10.7% was attributable to the production cycle.

SALES REVENUE AND EARNINGS

Bentley recorded sales revenue of €1.8 billion in the past fiscal year, a decline of 9.2% compared to 2016. Operating profit declined to €55 (112) million; negative volume-, price- and mix-related effects were offset by positive exchange rate effects and lower expenses from the development of the model portfolio. The operating return on sales stood at 3.0 (5.5)%.

3rd generation
Continental GT Coupé

PRODUCTION

Units	2017	2016
Bentayga	4,849	5,586
Flying Spur	2,295	1,731
Continental GT Convertible	1,468	1,600
Continental GT Coupé	1,345	2,272
Mulsanne	595	628
	10,552	11,817

BENTLEY BRAND

	2017	2016	%
Deliveries (units)	11,089	11,023	+0.6
Vehicle sales	10,566	11,298	-6.5
Production	10,552	11,817	-10.7
Sales revenue (€ million)	1,843	2,031	-9.2
Operating result	55	112	-50.8
as % of sales revenue	3.0	5.5	

Continental GT



DELIVERIES BY MARKET

in percent



Europe/Other markets	48.5%
North America	23.6%
South America	0.1%
Asia-Pacific	27.9%