ROLLS-ROYCE | MEDIA INFORMATION

Rolls-Royce motor cars REPORTS

record first quarter results

8 April 2021, Goodwood, West Sussex

* Rolls-Royce reports record first quarter sales, up 62% on the same period in 2020
* Total exceeds previous record set in 2019 and is the highest in the marque's 116-year history
* Sales growth was seen in all markets, with the strongest in China, US and Asia Pacific
* High demand for all models, particularly new Ghost and Cullinan, with order books extending well into the second half of 2021; Bespoke commissions also at record levels
* Company 'optimistic' for remainder of 2021

*“Rolls-Royce Motor Cars made a strong start to 2021, reflected today in our first quarter sales figures, which are the highest in our 116-year history. With robust order books across our product range, particularly for the new Ghost and Cullinan, sales growing in key markets and Bespoke commissions running at record levels, our business is in excellent shape. We have every reason to be optimistic for the remainder of 2021."*

**Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars has delivered the highest-ever first quarter sales results in the marque's 116-year history in the first three months of 2021.

Between 1 January and 31 March, the company delivered 1,380 motor cars to customers, up 62% on the same period in 2020 and surpassing the previous first quarter record set in 2019. Sales growth was seen in all markets, with the strongest in China, US and Asia Pacific.

Demand for all Rolls-Royce models is extremely buoyant, particularly the new Ghost launched in 2020, and the superluxury SUV, Cullinan, with order books extending well into the second half of 2021.

Bespoke commissions remain at the record levels seen in 2020, with a number of outstanding individual examples already delivered this year, including the Koa Phantom and Iridescent Opulence Phantom. All 20 of the Phantom Tempus Collection cars have been allocated to customers worldwide.

Reflecting on the results, Müller-Ötvös said, "We've responded to recent challenges with our customary boldness, imagination and inventiveness, underpinned by meticulous planning and a relentless focus on our customers' needs and requirements. Every member of our extraordinary team, at the Home of Rolls-Royce at Goodwood and across the globe, has been crucial to delivering these remarkable results; their skills, talents, commitment and enthusiasm make us who we are."

- Ends -

## FURTHER INFORMATION

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [**PressClub**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow marque on social media: [**LinkedIn**](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[**Twitter**](https://twitter.com/rollsroycecars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

## EDITORS’ NOTES

Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 2,000 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super-luxury motor cars are hand-built.

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