

Royce-Royce heralds 'momentous year' as car sales exceed 6,000 for first time

Rolls-Royce Motor Cars has exceeded annual sales of more than 6,000 cars for the first time in its 118-year history, the company announced.

It said it achieved "particularly strong year-on-year growth" during 2022 in the [Middle East](#), Asia-Pacific, the [USA](#) and [Europe](#).

A "single-digit" drop in sales was recorded in Greater [China](#) – which includes mainland China and areas such as Hong Kong – due to "ongoing headwinds" but this was "successfully counterbalanced by increased sales in other markets", according to the car maker.

Some 6,021 cars were delivered to customers last year, a rise of 8% compared with 2021.

The value of bespoke commissions also reached record levels in 2022, with clients "willing to pay around half a million euros (£440,000) for their unique Rolls-Royce motor car", according to the BMW-owned company.

Read More

- [Gio Reyna's mother admits telling US Soccer about Berhalter incident](#)
- [Tech & Science Daily podcast: Europe winter heat records smashed](#)
- [What is Covid variant XBB, including early symptoms?](#)
- SPONSORED

[Why the only way is up for this inspirational paraclimber](#)

Demand for all models “remains exceptionally strong” with advance orders “secured far into 2023”, it added.

Rolls-Royce Motor Cars chief executive Torsten Muller-Otvos described 2022 as a “momentous year” for the company, which is based in [Goodwood](#), West Sussex.

He said: “Not only did we reveal Rolls-Royce Spectre, our marque’s first ever fully-electric series model to the world, it was also the first year we ever delivered more than 6,000 cars in a single 12-month period, with strong demand across our entire product portfolio.

“But as a true house of luxury, sales are not our sole measure of success: we are not and never will be a volume manufacturer.

“Bespoke is Rolls-Royce, and commissions were also at record levels last year, with our clients’ requests becoming ever more imaginative and technically demanding – a challenge we enthusiastically embrace.”

He added: “This success has not been achieved overnight.

“In 2023, we mark the 20th anniversary of the home of Rolls-Royce at Goodwood, during which time we’ve transformed our business through a long-term strategy based on continuous and sustainable growth, careful management and planning, an unwavering focus on profit and a respectful but forward-thinking reinvention of the Rolls-Royce brand.”

More than 150 new jobs were created at the company’s headquarters in 2022, bringing the site’s total workforce to 2,500.