



Bentley brand

Customer deliveries top 10,000 vehicles for the first time

2007 was the best fiscal year in Bentley's history.
A third model – the Brooklands – was added to the Arnage series.



Bentley Brooklands

BUSINESS DEVELOPMENT

In fiscal year 2007, Bentley delivered over 10,000 vehicles to customers for the first time ever. This was a milestone in the history of Bentley and cemented its leading position

in the premium vehicle segment. Sales increased by 6.7% year-on-year to 10,014 vehicles. Much of this success was attributable to continued high market acceptance of the Bentley Continental GT Cabriolet*. Over the past year, Bentley presented two impressive new vehicles. With the Bentley Brooklands*, a third model was added to the Arnage series. Another factor was the Continental GT Speed Coupé* – the most powerful Bentley ever produced.

Bentley enjoyed rising sales figures in virtually all major markets. Substantial growth rates were achieved in the passenger car markets in Western Europe and in the Asia-Pacific region, notably in China.

9,600 Bentley brand vehicles were sold in 2007. Demand was particularly strong for the Azure* and Continental GT Cabriolet* models. Owing to recent or planned model changes, there was a decline in unit sales of the Continental Flying Spur* and Continental GT Coupé*.

In fiscal year 2007, the Bentley brand produced a total of 9,972 vehicles, thus matching the high level achieved in the previous year.

*Consumption and emission data can be found on page 296 of this report.

Brands and Business Fields
Volkswagen Passenger Cars

Audi
Škoda
SEAT

> **Bentley**

Volkswagen Commercial Vehicles
Financial Services

Bentley Continental GT Speed Coupé



SALES REVENUE AND EARNINGS

The Bentley brand generated sales revenue of €1.4 billion in 2007, up 2.7% on the previous year. As a result, operating profit rose by 13.0% to €155 million. These improvements were mainly due to the model and cost structure. The operating return on sales was 11.2% (10.2%). In the future, Bentley will maintain its leading position in the premium vehicle segment.

BENTLEY BRAND

	2007	2006	%
Deliveries	10,014	9,387	+ 6.7
Vehicle sales	9,600	9,742	- 1.5
Production	9,972	10,036	- 0.6
Sales revenue (€ million)	1,376	1,340	+ 2.7
Operating profit	155	137	+ 13.0
as % of sales revenue	11.2	10.2	

PRODUCTION

Vehicles	2007	2006
Continental GT Cabriolet	4,847	1,742
Continental Flying Spur	2,270	4,042
Continental GT Coupé	1,547	3,611
Continental GT Speed Coupé	593	-
Arnage	357	464
Azure	350	177
Brooklands	8	0
	9,972	10,036



FURTHER INFORMATION
www.bentleymotors.com