

Rolls-Royce sales reach new peak in 2013

LONDON - German-owned luxury car manufacturer Rolls-Royce said that sales accelerated in 2013 to a new record for the fourth year in succession, aided by emerging markets.



Rolls-Royce's sales reached a new peak level in 2013. Image: [Rolls-Royce](#)

The British marque, which is owned by Germany's BMW, said in a statement that car sales rose by 1.5% to 3,630 vehicles last year, up from 3,575 in 2012.

"I stated at the beginning of last year that I wished to see further sustainable growth, I am delighted with this fourth successive record year, a result that reaffirms our leadership of the super-luxury segment," said Torsten Muller-Otvos, chief executive of Rolls-Royce Motor Cars.

"This is an extraordinary British manufacturing success story borne out of a commitment to delivering only the very finest super-luxury cars. I am particularly satisfied to report that this result is based on a balanced global sales picture, with continued success in emerging markets paving the way for future sustainable growth," he added.

Sales growth was particularly strong in the Middle East and China. The prestigious car manufacturer's top market is China, followed by the United States. Rolls-Royce vehicles are sold in more than 40 countries across the world.

The group added that it had retained its top position as a leader in ultra-luxury cars costing more than €200,000.

Source: AFP via I-Net Bridge