



The development of the IZERA project in Poland

An overview of Poland's first
electric vehicle (EV) project

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I Z E R A

Inception and Background

- **Objective: to create a national brand for EVs in Poland, aligning with EU green energy goals.**
- ElectroMobility Poland S.A. (EMP): Established in **2016** to advance electromobility in Poland.
 - The main shareholders include the State Treasury and four Polish energy companies: PGE, Energa, Enea, and Tauron
 - Demand survey conducted by EMP / Kantar on a sample of 24 (!) drivers in 2017 indicated key assumptions for vehicles production: **low price** (c.a. 60K PLN), 4 seats, range>150km
- In July 2020, EMP revealed two prototypes, a hatchback and an SUV, under the *Izera* brand

Izera prototypes: T-100 and Z-100



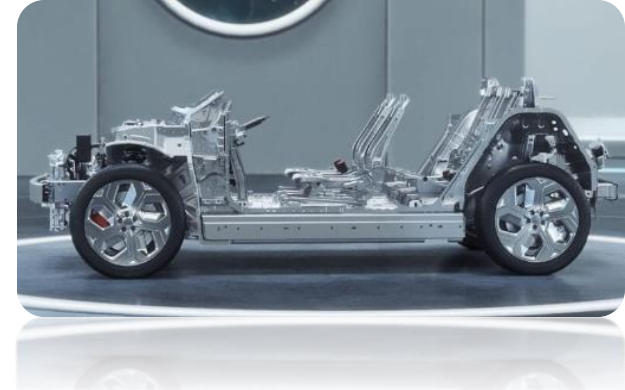
Factory Construction in Jaworzno

- Location: the factory was to be built in the Jaworzno Economic Zone (JOG) in Silesia, Southern Poland. The [site](#) is part of a revitalized industrial and mining area
- Key Facts:
 - Plot surface: 117 ha
 - Plot price: 128 M PLN
 - Construction (public tender): Mirbud S.A. (well established company on the industrial property market)
 - Contract value: 227 M PLN
 - Construction permit: obtained (May 2024)
- Estimated manufacturing capacity: 150 - 200k cars / year
- Estimated employment: 2400
- Estimated cooperations: c.a. 250 suppliers

The site



Strategic Partnership



- Key Partnership with Geely (signed in 2022)
- Key facts about Geely:
 - China's largest private automaker, to use its **Sustainable Experience Architecture (SEA platform)**, one of the most advanced EV platforms.
 - Brands: Geely Auto, Lynk & Co, ZEEKR, Geometry, **Volvo Cars**, Polestar, Lotus, London Electric Vehicle Company, Farizon Auto i Cao Cao Mobility
 - Sales: c.a. 1,7 M vehicles / year (15th)
 - Employment: c.a. 120 000

Other partners

The logo for Pininfarina, featuring the word "pininfarina" in a stylized, italicized, lowercase serif font.

- Pininfarina (Italy): for vehicle design
 - EDAG Engineering (Germany): for production integration designing and engineering entire vehicles, covering everything from the concept phase to production-ready solutions
 - body design,
 - chassis,
 - electronics,
 - interior development
 - planning and optimizing manufacturing processes, development of production facilities
- etc.

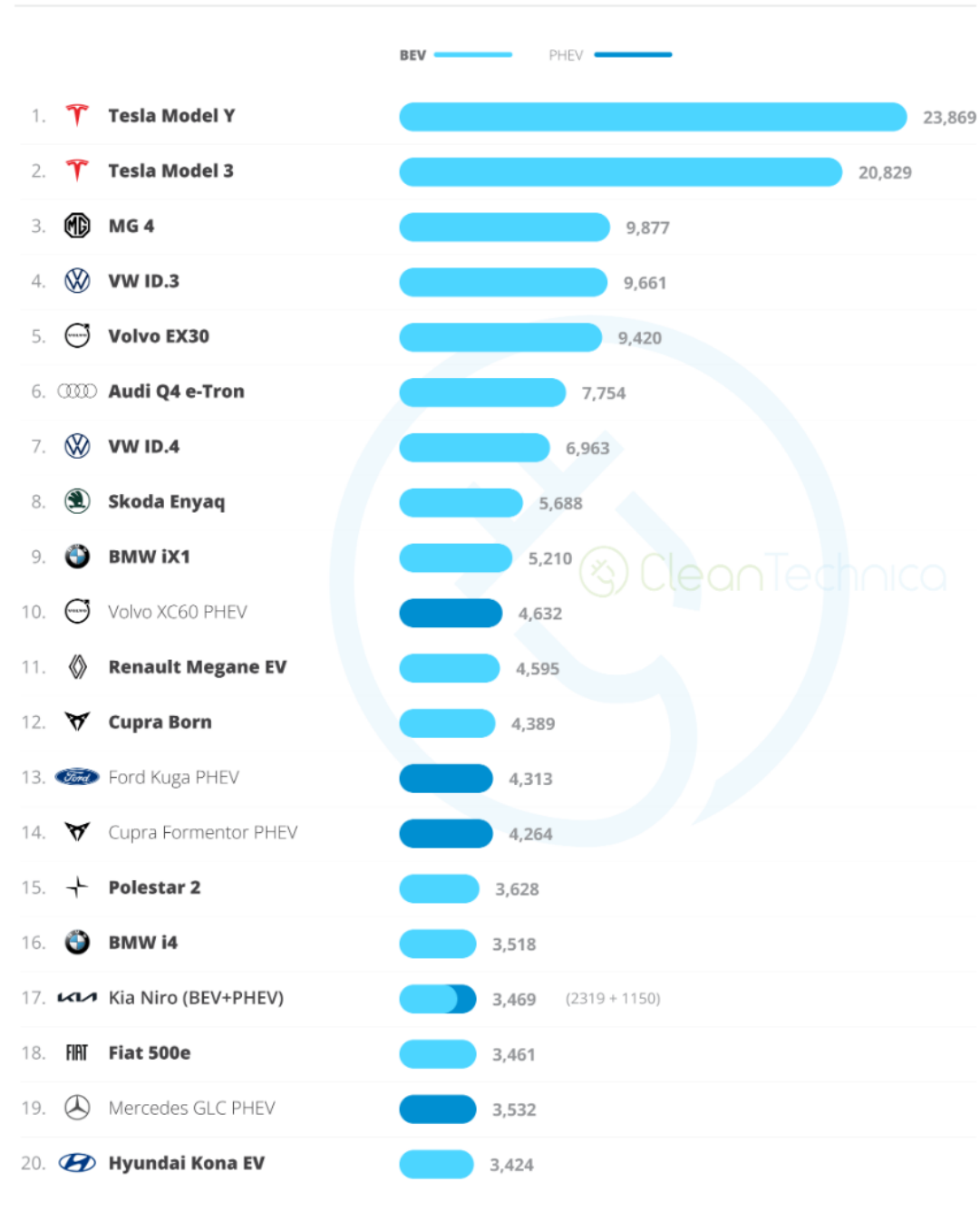
The logo for EDAG, featuring the word "EDAG" in a bold, uppercase sans-serif font, preceded by a stylized graphic element consisting of three horizontal lines of varying lengths.

Drawbacks

- High competition in the electromobility industry, all the global players have [EVs](#) in their offer
- Geely does business in Russia, and has been lately incorporated into *Manufacturers Blacklist* by Ukraine
- Insufficient [charging](#) stations capacity:
 - EU: 632 432 public charging points (c.a. 60% in FR, DE, NL)
 - Poland: 7962 public charging points (Sep 2024)

Top Selling Electric Vehicles in Europe

June 2024



CHARGING POINTS PER COUNTRY, PLUS PERCENTAGE OF EU TOTAL

2023

Country	Chargers	% of EU total
Austria	18,637	2.9 %
Belgium	44,363	7.0 %
Bulgaria	1,624	0.3 %
Croatia	1,074	0.2 %
Cyprus	329	0.1 %
Czechia	4,664	0.7 %
Denmark	23,072	3.6 %
Estonia	683	0.1 %
Finland	11,247	1.8 %
France	119,255	18.9 %
Germany	120,625	19.1 %
Greece	3,166	0.5 %
Hungary	3,319	0.5 %
Ireland	2,825	0.4 %

Country	Chargers	% of EU total
Italy	41,114	6.5 %
Latvia	535	0.1 %
Lithuania	1,313	0.2 %
Luxembourg	2,323	0.4 %
Malta	101	0.0 %
Netherlands	144,453	22.8 %
Poland	6,102	1.0 %
Portugal	7,306	1.2 %
Romania	2,754	0.4 %
Slovakia	2,380	0.4 %
Slovenia	1,608	0.3 %
Spain	30,385	4.8 %
Sweden	37,166	5.9 %
EU	632,423	100 %

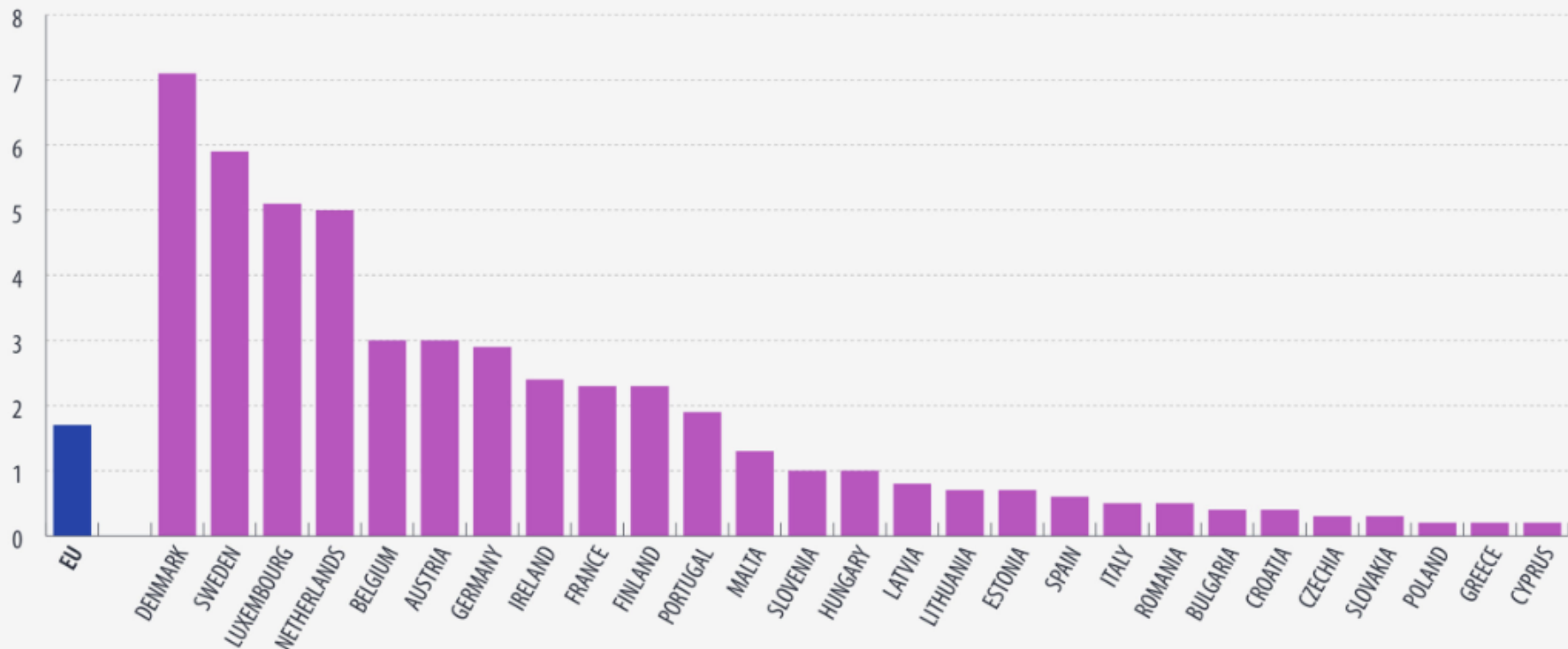
SOURCE: EAFO

Drawbacks – ctd.

- Necessity to create dealership and service network from scratch – Poland lacks developed EV supply chain
- EVs not so popular in PL: as of 2024 there was c.a. 74K Evs in PL (Izera est. sales was 150 – 200k yearly)
- High financial risk (private investors are not willing to participate in the project)
- What actually makes this brand Polish?

Share of battery-only electric cars in all passenger cars, 2023

(%)



EU aggregate, Bulgaria, Cyprus, Greece, France, the Netherlands, Poland and Slovakia: Eurostat estimate.
Portugal: provisional data.



The European countries with the highest percentage of electric vehicles

Rank	Country	Total registered vehicles 2022	Total registered electric vehicles 2022	Percentage of electric vehicles
1	Norway	3,018,728	607,516	20.12%
2	Denmark	2,801,076	112,674	4.02%
3	Sweden	4,979,761	197,709	3.97%
4	Netherlands	8,917,107	330,113	3.70%
5	Luxembourg	444,818	13,909	3.13%
6	Liechtenstein	30,659	950	3.10%
7	Switzerland	4,812,896	110,788	2.30%
8	Austria	5,150,890	110,225	2.14%
9	Germany	48,763,036	1,013,009	2.08%
10	United Kingdom	32,169,932	620,632	1.93%

What next?

- The initial production deadline was pushed back from 2023 to late 2025, and financing remains a challenge
- By the end of 2023, the EMP total expenditures equalled c.a. 300 m PLN (the initial budget allocation was 500 m PLN)
- Five changes of CEOs until now
- No clear vision nor solid strategy
 - According to the latest media releases the Polish Government is looking for the way out of this investment
 - Alternatives: production site for Geely / Joint venture with Geely; electric scooters assemble point

Conclusions

- EMP was launched by the Polish government as a **symbol of technological advancement and national pride**. Similar to other state-backed ventures, e.g.:
 - PEJ/EJ1 (founded 2009): Limited progress despite high investment outlays (800M PLN in 2014-2017).
 - CPK (founded 2018): Spent 1.2 B PLN
 - Both projects consume c.a. 200 M PLN / year
- Lack of Serious Market Research
 - No comprehensive market analysis or consultation with independent automotive experts.
 - Risks underestimated in an already saturated and competitive EV market
- Estimated cost to launch (as of 2024): 2 – 3 B EUR
- Production gradually delayed from 2023 to (now) 2027, **HOWEVER** significant delays, financial challenges, and unresolved technical issues raise concerns about whether the project will launch at all...

Thank you for your attention!

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