

# CEER ready to supercharge the Saudi EV industry

The launch of Saudi Arabia's first homegrown electric car brand represents a pivotal step in the nation's automotive ambitions

Since announcing its Vision 2030 strategy in 2016, Saudi Arabia has been preparing for a future focused on renewables, infrastructure, and innovative transport. Determined to diversify away from a reliance on oil and transition into strategic sectors and the blossoming industries of tomorrow, Saudi Arabia aims to become a significant player in the electric vehicle (EV) market.

Saudi Arabia is making significant strides in the EV market by investing heavily to create a comprehensive industry supply chain. Funding infrastructure and cutting-edge technology, the country is determined to lead an automotive revolution and get ahead in what is a trillion-dollar global market.

With the government pushing to create a sustainable and future-ready transportation ecosystem, the nation is developing its own homegrown electric vehicle brand, CEER.

A joint venture between the Public Investment Fund (PIF) and Foxconn, the world's largest electronics manufacturer and a technology leader, with BMW as a technology provider, CEER is already constructing a manufacturing complex and plans to unveil its first two flagship models, a sedan and SUV, by the end of the year.

While Saudi Arabia may have no previous history of mass car production, and the idea of building an entire automotive industry from the ground up may seem daunting, it presents a remarkable opportunity. Saudi Arabia wants to lead the way when it comes to the adoption of electric vehicles, and CEER is set to play a vital role.

"At CEER, we say we're not just starting a car company. We are igniting the automotive industry," says James DeLuca, CEO of CEER, who has more than four decades of experience in the automotive sector. "This is all about changing a country through mobility and igniting the private sector. It's all about job growth and economic diversification."

"We will have a huge impact on the economy. We're committed to driving transformation and growth in the Kingdom. Over the next decade, we will attract more than \$150 million in foreign direct investment, create up to 30,000 direct and indirect jobs, localize 45% of our product content or bill of material, and contribute \$8 billion directly to Saudi's GDP by 2034."

## Manufacturing from the ground up

PIF is driving the transformation of the automotive sector in Saudi Arabia, reinforcing its commitment to strengthening the domestic automotive sector and elevating the country into a global player.

CEER, as the first Saudi automotive Original Equipment Manufacturer (OEM), is key to building a cutting-edge EV industry from scratch, unburdened by legacy technologies, developing the necessary infrastructure, expertise, and a robust supply chain ecosystem. It is the only company in Saudi Arabia that will manage the entire automotive process, designing, engineering, sourcing, validating, manufacturing, and soon to be selling and servicing a portfolio of battery electric vehicles for Saudi Arabia and the region.

CEER's Manufacturing Complex (CMC), spread across a more than one-million-square-meter facility, is located within the King Salman Automotive Cluster in King Abdullah Economic City (KAEC). The region's most advanced EV manufacturing facility, the CMC is setting benchmarks for technology, scale, and quality. Set to employ approximately 2,500 engineers and skilled workers, to foster technological advancement and create high-value jobs within the country, it is a fully integrated industrial complex designed for end-to-end vehicle production.

The complex will house interconnected zones covering all stages of vehicle production. These include a Press Shop, Body Shop, Paint Shop, General Assembly, Waste Management and a Water Treatment System, as well as a Vehicle Test Track. Partnering with Schuler for the Press Shop and Dürr for the Paint Shop will help CEER produce vehicles of unmatched quality. CEER is on track to begin production at the CMC in 2026.

## CEER's strategic partnerships

CEER recognizes that building a robust and globally competitive automotive industry requires a strong network of strategic partners. From early collaborations with BMW, Foxconn, and Siemens, CEER's partnership ecosystem has evolved significantly, encompassing strategic alliances with leading global technology providers and fostering a thriving local supply chain.

CEER is partnering with Hyundai Transys and Rimac Technology to supply EV Drive Systems (EDS) for its vehicles, giving it a competitive



**James DeLuca**  
CEO, CEER Motors

advantage in electrification technologies, power efficiency, packaging, weight, and cost. CEER is the first large-scale automotive company in the region to partner with the Rimac Group, bringing the same high-performance engineering offered in vehicles like the Pininfarina Battista and Aston Martin Valkyrie to its EVs.

Other key international partnerships include collaborations with Sabelt, an Italian company trusted by brands like Aston Martin and McLaren, which will supply CEER with high-performance seats, and Isoclima, which will provide CEER with the industry's largest innovative glass windshields optimized for the hot climate.

In addition to partnerships with major international firms, the company is collaborating with numerous local companies in Saudi Arabia. At the third PIF Private Sector Forum in Riyadh, CEER announced that it had signed 11 new partnerships worth \$1.5 billion, with 80% of the deals including Saudi companies, further advancing CEER's goal of 45% localization and significantly strengthening the Kingdom's automotive ecosystem.

The newly signed local partnerships will provide major parts and components for CEER vehicles and will enable key collaborations between global companies and existing Saudi industry leaders. Discussing the local partnerships, DeLuca stated, "While we're bringing global expertise and world-class partners to Saudi Arabia, building a robust local ecosystem is even more critical. These partnerships are crucial not only for a thriving automotive industry but also for creating future jobs and driving economic growth in the Kingdom."

Entering both local and international partnerships also helps CEER foster a growing ecosystem at the King Salman Automotive Cluster, where several top-tier global suppliers including Shin Young, Lear, Benteler, and JVIS have now localized their operations.

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"The automotive ecosystem will provide opportunities for local entrepreneurs and small businesses to participate in the supply chain at all levels of manufacturing, distribution and related logistics, contributing to economic growth and innovation within the sector," adds DeLuca.

"Building a robust local ecosystem is critical for creating a thriving automotive industry."

## Building a world-class team

CEER believes that true success stems from the seamless integration of all components within its strategic human capability blueprint, which is built on five pillars: building a world-class team, government partnerships, academic collaborations, global partnerships, and a values-driven culture.

In just over two years, CEER has grown from a small team of 20 to a workforce of more than 1,500 and plans to increase the number of employees to 6,500 over the next decade, including many manufacturing jobs. This is setting the company apart as it is creating opportunities that simply did not previously exist in Saudi Arabia. "We're incredibly proud that currently we have 1,500 employees, 35% of which are local. We are developing Saudi leaders who will be able to lead this industry long into the future for generations to come," outlines DeLuca.

Building a new industry would not be possible



An overview of CEER Manufacturing Complex.



CEER's state-of-the-art paint shop by Dürr.



CEER has partnered with Schuler to deliver a world-class press shop.

without the support of the Ministry of Education, the Ministry of Industry and Mineral Resources, the Ministry of Transport and Logistic Services, and local academic institutions, enabling the creation of groundbreaking initiatives aiming to develop a skilled workforce for the automotive industry.

CEER is a founding partner of the PIF-backed National Automotive & Vehicles Academy (NAVA), the pioneer in technical education for the automotive and electric vehicles sector in the country. In all, 100 students, now CEER employees, are already enrolled in the program and the company is actively recruiting its second cohort.

CEER is also part of the Waa'id Program, an immersive educational opportunity designed to educate, upskill, and, ultimately, employ Saudi engineers and technicians. A total of 43 of Saudi Arabia's most exceptional graduate engineers are participating in a six-month program at Kettering University in Flint, Michigan as part of a year-long academic and hands-on learning experience.

"These future Saudi leaders have embarked on an exciting educational opportunity in the automotive capital of the world, Detroit, Michigan," explains DeLuca. "Through these types of collaborations, we're developing the next generation of Saudi automotive professionals by providing access to the Talent Technologies Knowledge Transfer Initiatives and best practices in EV manufacturing. These individuals are being prepared to lead the KSA automotive industry for generations to come."

## A comprehensive EV ecosystem

PIF is playing a crucial role in scaling up Saudi Arabia's automotive sector by ensuring that those living in the nation are ready to embrace the switch to electric vehicles. One of the legitimate concerns Saudi citizens have is that they need to cover long distances and therefore require a vast infrastructure of EV chargers.

This is addressed by the Electric Vehicle Infrastructure Company (EVIQ), a joint venture company between the PIF and Saudi Electricity Company (SEC). The company supports EV adoption in the Saudi market by building best-in-class infrastructure and creating a nationwide network of fast-charging hubs for electric vehicles.

With a vision to deploy more than 5,000 fast chargers in strategic locations around the country,

EVIQ is spearheading the enablement of the EV ecosystem in Saudi Arabia. CEER has an MoU with EVIQ to help empower the EV ecosystem in Saudi Arabia with reliable charging infrastructure and solutions for EV drivers.

## Flagship products to be revealed this year

Guided by a design philosophy that blends cutting-edge technology with a deep understanding of drivers' needs and preferences, CEER will introduce a range of aspirational EVs that are both innovative and uniquely suited to the region.

CEER EVs offer totally unique, purpose-led designs that deliver a bold aesthetic, blending innovation, luxury, performance, and safety to create a truly groundbreaking EV. With intellectual property originating in the Kingdom, fueled by the expertise of Saudi talent, and utilizing local components, CEER vehicles will carry the "Saudi Made" label. Built on a foundation of cutting-edge technology, CEER EVs are unburdened by legacy

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systems. The EVs are engineered for industry-leading performance, setting a new standard for excitement behind the wheel. They will be specifically optimized for the hot climate with superior cooling performance that surpasses industry benchmarks and will offer advanced battery technology.

By the end of 2025, CEER will unveil its first two flagship models, a sedan and SUV, setting the stage for an exciting new chapter in the history of Saudi Arabia's automotive industry.

DeLuca is aware of the magnitude of his company's task and offers his unique perspective on this transformative period for the automotive sector in Saudi Arabia. "This is my 46th year in the automotive industry and I can tell you that nothing compares to what is going on in Saudi Arabia. I am confident that we will ignite an industry, inspire a nation and amaze the world."

## IMPACT ON ECONOMY AND PEOPLE



**\$8 Billion**  
Projected contribution to Saudi GDP



**\$24 - 34.6 Billion**  
Projected non-oil GDP growth contribution



**\$150 Million**  
Projected foreign direct investment



**30,000 Jobs**  
Projected direct and indirect jobs



**80%**  
Projected local workforce target

## STATE OF THE ART MANUFACTURING



**\$1.3 Billion**  
Investment in the CEER construction site



**1+ Million m<sup>2</sup>**  
The size of the CEER manufacturing complex



**45%**  
CEER content to be sourced locally



**2060**  
Target year for net-zero emissions