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Show car of the iconic American Scout brand: European premiere at Autostadt, Wolfsburg

Wolfsburg, July 15, 2025 – The revitalization of a legendary off-road vehicle can now be experienced on the Piazza of the Autostadt in Wolfsburg: the Scout® Traveler™ show car is an electric, rugged SUV for the American market. The concept car is being publicly exhibited in Europe for the first time. Bold, rugged, resilient – the Scout Traveler will continue the brand's tradition as a versatile multitool.

The Scout brand not only stands for a great heritage but also has important strategic significance for the Volkswagen Group: Scout Motors, a Volkswagen Group company, plans to launch the Scout Terra™ pickup truck and Scout Traveler SUV in the United States in the coming years. The initial Scout vehicles were produced by International Harvester from 1961 to 1980 and were among the world's first utility vehicles, capable of both off-road adventure and family duty. It was the 8-day-a-week truck.

Scout Motors was formed to craft the next era of Scout vehicles rooted in the same tradition that made the original an American icon. American-born and American-built, they will be designed and engineered in Michigan and manufactured in South Carolina, USA. Initial production is targeted to begin at the Scout Motors Production Center near Columbia, South Carolina, in 2027.

The Scout Traveler show car is accessible daily during the opening hours of the Autostadt. Admission to the Piazza is free.

Über die Autostadt in Wolfsburg – die weltweit führende Automobildestination

Als Kommunikationsplattform des Volkswagen Konzerns und seiner Marken macht die Autostadt in Wolfsburg die Werte des Konzerns und das Thema Mobilität in all ihren Facetten erlebbar. Über 48 Millionen Gäste haben den Themenpark und außerschulischen Lernort seit der Eröffnung im Jahr 2000 besucht, der damit zu den beliebtesten touristischen Destinationen in Deutschland gehört. Zudem ist die Autostadt das weltweit größte automobiler Auslieferungszentrum und beherbergt das markenübergreifende Automobilmuseum Zeithaus. Mit einer Vielzahl kultureller Veranstaltungen ist die Autostadt überdies ein internationaler Treffpunkt für kulturell Interessierte.

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