AUTOSTADT

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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.

About the Autostadt in Wolfsburg – The world's leading automotive destination

As a communications platform for the Volkswagen Group and its brands, the Autostadt in Wolfsburg focuses on the Volkswagen corporate values and all aspects of mobility. The theme park and educational centre have attracted more than 48 million visitors since the official opening in 2000, making the Autostadt one of the most popular tourist destinations in Germany. The Autostadt is also the world’s largest new car delivery centre and home to the multi brand Zeithaus car museum. Featuring a variety of cultural events the Autostadt is a well-known international meeting place for culture enthusiasts.

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