

# Scout Motors Rooted in America in South Carolina - CEO Scott Keogh Details Future Brand Revitalization

Lynn Walford - Mar 22 2023



Scout Motors hosted a news conference after the signing ceremony of a groundbreaking bill and development agreement with the governor of South Carolina, Henry McMaster. Scott Keogh, CEO and President of Scout Motors, gave Auto Futures insight into the new Scout Motors Brand.

The \$1.3 billion package supports a \$2 billion production plant in Blythewood, expected to break ground in mid-2023.

"The process took just over sixty days. This was an immensely smooth process," says Keogh.

He noted that the site was prepared with water, energy and infrastructure. He praised help from the state's Electric Vehicle Committee. South Carolina is also home to BMW, Daimler, Volvo and over 500 automotive-related companies.

In May 2022, Volkswagen backed Scout Motors as a separate company. Former President and CEO of Volkswagen Group America, Keogh, was named CEO in July 2022.

Last year, the Scout Motors website was launched with a forum for fans and owners of the Harvester International Scout vehicles produced from 1960-1980. Vintage Scout vehicle owners showed up to display vehicles at the signing.



## How Will Scout Electrify the Brand?

18.154.132.124 ✕ "What was life about revitalizing our brand, coming from its history and its background-- it has classic Americana. Americana roots that are powerful. I think it also has been iconic. If you look at the huge trend over the last ten to fifteen years and growing all the time towards modifying these cars. You can see them now from

Malibu to Greenwich, Connecticut to across the coast. It has allowed the brand to become (what I would say) a coast-to-coast American brand, which is something that motivates us," says Keogh.

The company plans to make rugged electric SUVs and trucks that compete with the Ford Bronco, Toyota 4Runner, Ford trucks and Rivian vehicles.

"It is going to put us into the heart of the action. I think the other thing we want to be certain to do is to make sure we hit price points that make these cars approachable," he says.

"I think being an American nameplate gives us lots of opportunities. These segments have been historically dominated by American brands. We think made in America by Americans by American brands is a powerful thing that we are excited about."

He calls the factory a 100% strategic asset.

"I think some people view factories as a commodity that makes things. I think in America right now to get the type of asset we have here in Columbia with this location, this workforce, and everything--- we want that asset linked and associated to Scout that has future value- however it manifests itself."

To date, the vehicles have been globally designed.

"We have had some studios in Europe and studios here in the United States. We have shown some early concepts in clinics in Texas and California and got a great response. We have not shown it yet - but it looks magnificent," he says.



## Built on a Rugged Platform

Keogh says the vehicle has the integrity and romance of the Scout II.

"That vehicle basically was the source code for almost all SUVs that came to America over the next forty years," he says about the original Scout.

"I think it is also important because the vehicles are electric--we want to get some perspective of the future. The concept is not to do a retro redo of That 70's Show in design. The concept is to take some of those core things and bring them into the 21st century. So, we think we have something cool. We will show the first concept in the spring of '24."

The vehicles will be built on an entirely new platform, a rugged electric platform. Some components may come from various group brands, but it's an all-new architecture, he reports. Keogh did not reveal how the vehicles will be sold or where they will be serviced.

The Inflation Reduction Act (IRA) subsidies will help sell the brand. It will help consumers with subsidies because the vehicles are made in America, he says.

"We haven't announced anything about the battery assembly. That certainly is another significant opportunity," says Keogh about the act.



## What Will Scout Vehicles Be Like?

Keogh describes the new Scout this way: "The first thing you get hit with is this wave of nostalgia. Of course, that takes you back. The second thing is when everyone comes across the vehicle, it puts an absolute smile on their face. These are good things you want in vehicles. When I think of us taking that and putting

seventy years of technological advancement on top of that, I think these vehicles are going to be awesome."

"People are rooting for these brands. We are making things again in America. We are industrializing in America. For this iconic brand to come back - honestly, people are rooting for you. When you do something in life, simplistically, you want people rooting for you rather than against you. And I think we've got a state rooting for us," he concludes.

Vehicle production is expected to begin by the end of 2026.

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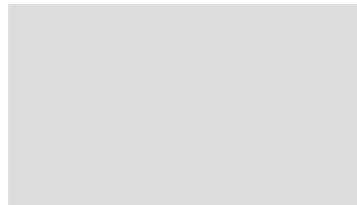
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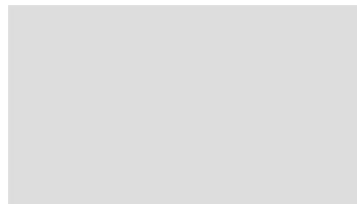
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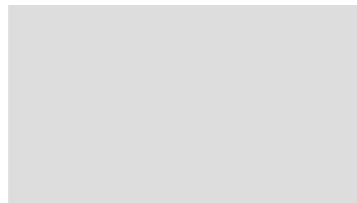
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