

Volkswagen Group to launch all-electric pick-up and rugged SUV in the United States



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The vehicles will be designed, engineered, and manufactured in the U.S. for American customers. To this end, a separate, independent company will be established in the U.S. this year as the Volkswagen Group moves the strong iconic U.S.-brand Scout into the electric vehicle space. The first prototypes are to be unveiled next year, and production is scheduled to start in 2026. The electrified Scout brand will be built upon a new technical platform concept which brings new pickup and RUV credibility beyond the existing Volkswagen Group portfolio.

Herbert Diess, CEO Volkswagen AG: “After Volkswagen’s successful turnaround in the U.S., we are now taking the opportunity to further strengthen our position in one of the most significant growth markets for EVs. Electrification provides a historic opportunity to enter the highly attractive pick-up and R-SUV segment as a Group, underscoring our ambition to become a relevant player in the U.S. market.”

Success in the R-SUV & pick-up segments is a key lever to increasing profitability in the U.S. and achieving the targeted market share of ten percent. The Volkswagen Group is thus continuing to systematically expand its presence in one of the most significant global growth markets.

Arno Antlitz, CFO Volkswagen AG: “The company we will establish this year will be a separate unit and brand within the Volkswagen Group to be managed independently. This aligns with the new Group steering model - small units that act agilely and have access to our tech platforms to leverage synergies.”

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