



The Right Balance of Touch, Tech, and Connection Brings People Together – Scout Motors announces in-vehicle satellite connectivity and highlights Scout Community UX™ interface at CES 2025

The Right Balance of Touch, Tech, and Connection Brings People Together – Scout Motors announces in-vehicle satellite connectivity and highlights Scout Community UX™ interface at CES 2025

- Scout Motors participates in CES for the first time
- Scout® Traveler™ sport utility vehicle (SUV) and Scout® Terra™ truck concept vehicles on display in Central Plaza, booth CP-412
- Scout Motors announces available in-vehicle satellite connectivity for the Scout Traveler and Scout Terra models
- Scout Community UX™ interface makes its debut at CES, highlighting the right mix of tactile experiences and modern technology

January 2, 2025, Novi, Mich. - Scout Motors Inc., the American startup automotive company with heritage, makes its debut at CES 2025 in Las Vegas, Nevada. Its concept vehicles, the Scout® Traveler™ sport utility vehicle (SUV) and Scout® Terra™ truck, will be on display at the show for the first time. The Scout Motors display location is CP-412.

“To make a true Scout vehicle meant we had to listen to consumers and design a versatile tool for today,” said Scott Keogh, President and CEO, Scout Motors. “We’re pairing powerful, state-of-the-art software and in-vehicle satellite connectivity with a community-focused user interface to make our customers’ driving and ownership experience enjoyable and convenient.”

In-vehicle Satellite Connectivity

To add the capability and features consumers desire, Scout Motors announces available in-vehicle satellite connectivity for both the Scout Traveler SUV and Scout Terra truck models.

For peace of mind when off the grid or traveling in rural areas without cell service, to using your vehicle as a Wi-Fi hotspot for your home, worksite or campsite, the available in-vehicle satellite connectivity is one more way Scout Motors is developing a true Connection Machine™.

More than 70 percent of Scout Motors’ research clinic respondents said in-vehicle satellite connectivity was important and they would be interested in an in-vehicle satellite internet option.

Scout Traveler SUVs and Scout Terra trucks with in-vehicle satellite connectivity will be pre-wired from the factory for the satellite Wi-Fi feature. The vehicle hotspot is intended to have broad reach to help drivers and passengers stay connected in and around their vehicle.

Scout Traveler SUV Concept Vehicle

The Scout Traveler SUV on display at CES has been updated in order to imagine the possibilities with features and accessories consumers can choose for their own Scout vehicle including the Harvester™ Extended Range Electric Vehicle (EREV) option, an added roof rack with forward lighting and space for a satellite antenna, Rallye graphics, and spare-tire-mounted, five-gallon gas can for peace of mind during off-the-grid adventures.

Scout Motors Community UX™

Scout vehicle designers employed a thoughtful, customer-focused process for designing the user experience for the Traveler SUV and Terra truck.

“We listened to our customers and created an experience that’s intuitive, versatile, and uniquely Scout,” said Chris Benjamin, Scout Motors Chief Design Officer. “Our Community UX is grounded, warm, and approachable, yet it’s innovative and modern, offering everything drivers need without overwhelming their experience.”

The Community UX interface is setting a new benchmark for human-centered design in Scout vehicles. The system will deliver a seamless integration of intuitive technology, tactile controls, responsiveness, and adaptable design, creating a connected experience for drivers and passengers alike.

With the right balance of touch and tech, the Community UX interface redefines the relationship between physical and digital controls, blending thoughtfully placed tactile buttons, knobs, and hardware with highly responsive screens. This approach provides drivers with the right control at the right time and ensures that essential features are always within reach. From HVAC adjustments to vehicle settings, quick access controls utilize familiar gestures, such as a swipe-down interface, to offer an instinctive, smartphone-like experience. It’s a helpful companion for every journey.

Designed for safety and security, simplicity, and comfort, Scout vehicles prioritize safety and usability through thoughtful ergonomics. A 16.2-inch, 24:9 ratio screen aligns with the dashboard for better visibility, reducing blind

spots, and enhancing readability. Larger icons, clear layouts, and generous touch areas ensure a low-effort interaction for both drivers and passengers. Physical and digital controls work in harmony, helping drivers stay focused on the road while maintaining control of key features.

Blending heritage with ingenuity, Community UX reflects the Scout brand's bold legacy and innovative spirit. By pairing modern technology with authentic, tactile interactions, it becomes more than just a user interface—it's a connection machine that builds bonds between the driver, vehicle, and the land around them.

About Scout Motors

The Scout, originally produced by International Harvester from 1961-80, was the world's first utility vehicle capable of both off-road adventure and family duty. It was the 8-day-a-week truck. The Scout brand is now an American icon whose heritage is kept alive by a dedicated community of doers who continue to push their vehicles on the farm, in the wilderness, and on family outings.

Scout Motors was formed to craft the next era of trucks and rugged SUVs rooted in the same tradition that made the original Scout vehicle an American icon. Scout Motors is revitalizing a legend and returning manufacturing to American shores.

Initial production is targeted to begin at the Scout Motors Production Center near Columbia, South Carolina, in 2027.

To learn more, visit www.scoutmotors.com and follow along on [Instagram](#), [Facebook](#), and [LinkedIn](#).