

Scout Motors Selects Charlotte, North Carolina, as Corporate Headquarters Location

Strategic investment will bring over 1,200 high-quality jobs to the region and reinforce the Southeast as a rising automotive hub.

CHARLOTTE, N.C. – Scout Motors, the emerging automotive manufacturer revitalizing an iconic American brand, has selected Charlotte, North Carolina, as the home of its corporate headquarters. This major investment will bring more than 1,200 high-quality jobs to the Charlotte region over the coming years and marks a key milestone for Scout Motors as it establishes a central hub for leadership and innovation in advance of the start of production for the Scout® Traveler™ SUVs and Scout Terra™ trucks.

“Charlotte is the ideal home for Scout Motors — a place as dynamic as our people and brand, where heritage and pride meet progress and innovation,” said Scott Keogh, President and CEO of Scout Motors. “With a thriving talent pool, world-class universities, and a deserved reputation as a launchpad for bold ideas, Charlotte offers the momentum we need to scale quickly and sustainably. We’ll build a headquarters that reflects our culture, empowers our teams, and connects us to a region that’s fast becoming a national hub for mobility and manufacturing.”

This decision follows a comprehensive, multi-state evaluation process as Scout Motors sought the right location to serve as the long-term center of gravity for the company’s corporate operations. Charlotte stood out for its combination of workforce strength, business climate, livability, strategic location, and alignment with the Scout brand’s adventurous spirit.

Just over an hour north of the company's Production Center that is under construction in Blythewood, South Carolina, the Charlotte location will further cement Scout Motors' presence in the Carolinas and enable seamless coordination between manufacturing, corporate and technical operations.

"Scout Motors is revitalizing an iconic American brand, creating high-quality jobs, and building the next great automotive company right here in the Carolinas," said Governor Josh Stein. "Our business-friendly climate, our top-tier research universities and community colleges, our leadership in the clean energy economy, our quality of life, and above all, our people make companies want to call North Carolina home."

The Scout Motors headquarters will be at the Commonwealth development in Plaza Midwood. Conveniently located in the heart of Charlotte's most eclectic neighborhood, this vibrant development blends restored historic architecture with striking new construction. Offering modern office space and welcoming community areas, it's where the city's past and future meet with purpose.

Construction is progressing rapidly at Scout Motors' Production Center in Blythewood, with initial production targeted to begin in 2027. Once it reaches full capacity, the Production Center is expected to create more than 4,000 jobs in South Carolina and attract additional suppliers and economic opportunities to the region.

The Charlotte headquarters will serve as the home base for executive leadership, research and development, finance, IT, sales, marketing, and other key corporate functions. Scout Motors will begin establishing its Charlotte presence gradually, with plans for initial staffing and office development beginning in 2026 and full headquarters operations scaling up in the coming years.

"Charlotte is well known as the home of strong global brands, and we're thrilled to welcome Scout Motors to that list," said Charlotte Mayor Vi Lyles. "This project is a major job creation milestone for the city and will serve as a catalyst for continued revitalization in a part of our city that's seeing new life through infrastructure and development. We can't wait to see the impact this innovative company's investment will bring to our city."

"Scout Motors carries forward a proud American legacy of innovation and craftsmanship to North Carolina," said N.C. Commerce Secretary Lee Lilley. "We're honored that this storied brand is building its next chapter here—joining dozens of world-class companies that have chosen to invest in our state. With our talented workforce, strong business climate, and exceptional quality of life, Scout Motors reinforces why North Carolina remains America's Top State for Business."

"Mecklenburg County is quickly becoming a major hub for the automotive industry, and Scout Motors' major investment underscores that momentum," said Mecklenburg Board of County Commissioners Chair Mark Jerrell. "Mecklenburg County has everything in place to support the company's success — from world-class transportation infrastructure and a highly skilled engineering workforce to proximity to major manufacturing centers and a pro-business climate that fosters innovation and growth."

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.