Toyota Says ‘Okei’ to America: Introducing the Scion by Toyota Brand and KEI-01

November 10, 2026



PLANO, Texas (Nov. 10, 2026) – Yesterday, at simultaneous events in Ypsilanti Township, Michigan, and Frisco, Texas, Toyota Motor North America (TMNA) introduced Scion by Toyota, a new brand built around curiosity, possibility and the freedom to explore mobility in new ways. The company also unveiled the brand’s first vehicle, the KEI-01, an ultra-compact utility truck that will arrive in the U.S. in the second half of 2027.

The company also showcased two additional vehicles—the SxS Concept and the BKE Concept—which represent different expressions of the brand’s vision for future mobility. Together, the three vehicles explore new ideas in utility, adventure, capability and personal expression.

Scion by Toyota is a “freedom lab” built around bold ideas, curiosity and possibility. It starts by asking what’s next—and how far an idea can go. That curiosity is where *beyond* starts, and opens new possibilities to explore, experiment and make something entirely your own. Scion by Toyota will learn and evolve through new vehicle concepts, designs, capabilities, and experiences that could help shape the future of Toyota mobility.

The brand builds on the experimental spirit associated with the original Scion, reimagined for a new generation. This new endeavor gives Toyota a space to challenge conventions and provide drivers with more freedom to

experiment, personalize and create something that is uniquely theirs.

At its heart is the simple idea that there is no single way forward—only the one you choose to make your own. Scion by Toyota explores what becomes possible when mobility supports personal expression, adventure and capability.

“The future of mobility will not be defined by one vehicle, one technology or one way of thinking,” said Simon Humphries, Chief Branding Officer, Head of Design, Toyota Motor Corporation. “Scion by Toyota gives us a place to challenge conventional thinking, explore new possibilities and create mobility in new ways. The KEI-01, SxS and BKE concepts each represent a different possibility—and together, they show what can happen when curiosity leads the way.”

The KEI-01: Where the Journey Begins
The KEI-01 is the first manifestation of the Scion by Toyota vision.

Providing the functionality, efficiency and versatility of Japan’s legendary kei trucks, the KEI-01 brings a proven concept to American customers in a packaged way that only Toyota companies can deliver. Designed to meet applicable low-speed vehicle federal safety requirements, the KEI-01 comes standard with a 660cc three-cylinder engine, a continuously variable transmission, and four-wheel drive (4WD) making it an affordable, highly capable, and remarkably maneuverable package.

Toyota has long focused on bringing customers vehicles that fit the way they live and work. For decades, kei trucks have earned a strong reputation in Japan and some other Asian markets for their practicality and versatility. The KEI-01 brings that combination to a new audience while challenging the traditional blueprint, giving customers the freedom to make it their own.

That spirit of going beyond blueprints, combined with Toyota’s commitment to “Fun to Drive,” makes the KEI-01 a natural first expression of the Scion by Toyota brand.

Bringing the KEI-01 to Customers
As an intentionally low-volume, niche vehicle, the KEI-01 will initially be offered through a fleet-focused pilot program to help the company learn how it can best serve U.S. customers and use cases. Initial fleet sales are planned through Scion by Toyota dealers selected from current Toyota dealers, which will serve as the customer-facing sales channel. Based on market conditions, customer demand, and operational considerations, Toyota may consider expanding availability to limited retail sales at a later date.

Additional information and the broader sales strategy will be shared as plans are finalized.

Three Vehicles. Three Ways to go Beyond.
While the KEI-01 is designed to bring a unique form of utility to U.S. customers, the SxS and BKE concepts demonstrate the broader range of ideas Scion by Toyota is intended to explore.

SxS Concept – Beyond Limits
First shown at the 2025 SEMA Show, the SxS Concept is a purpose-built side-by-side concept that reimagines the all-terrain vehicle for a new generation of outdoor enthusiasts. Developed by the company’s North American engineering team, the concept combines a high-output turbocharged four-cylinder hybrid powertrain producing more than 300 horsepower with a compact, purpose-built off-road package.

Designed for everything from spirited desert running to technical rock crawling, the SxS Concept features significant suspension articulation and a nimble footprint. It also features a Silent Mode that allows the vehicle to operate using electric power, offering a different way to experience the outdoors.

Representing Scion by Toyota's willingness to take Toyota technology and engineering into entirely new spaces, the SxS Concept pushes beyond the limits of terrain, performance and what this kind of vehicle can be. The SxS Concept is more than an exercise in imagination. Toyota will continue advancing the concept, exploring its potential, and evaluating how it could bring an entirely new kind of off-road experience to enthusiasts.

BKE Concept – Beyond Permission
The BKE Concept explores another dimension of personal mobility, bringing together compact packaging, utility and adventure in a concept designed to expand the possibilities of how people move through and experience the outdoors.

Where the KEI-01 emphasizes practical utility and the SxS Concept showcases off-road performance, the BKE Concept opens up the space in between—offering freedom to choose your own direction, to take the unexpected turn, and explore beyond permission. Its small, highly adaptable form creates new possibilities for different lifestyles, activities and experiences.

Together, these three distinct vehicles illustrate the breadth of the Scion by Toyota laboratory: from everyday utility, to high-performance adventure, to entirely new forms of personal mobility.

Assembled in America
The KEI-01 will be assembled at Toyota Motor Manufacturing Indiana (Toyota Indiana) starting in the second half of 2027, supported by a $34 million investment that will add approximately 50 new jobs.

Assembly at Toyota Indiana represents the company's continued commitment to investing in the U.S. and American jobs. The investment will establish new vehicle assembly operations and upgrade production and logistics infrastructure, bringing this unique utility vehicle closer to U.S. customers.

Small Footprint. Big Capability.
Despite its compact footprint, the KEI-01 delivers capability, versatility and operator comfort. Key highlights include:

- **Efficient Powertrain:** Powered by a proven 660cc three-cylinder engine mated to a continuously variable transmission, delivering a balance of low-end torque and exceptional fuel efficiency for all-day operation.
- **Rugged Drivetrain:** Standard selectable four-wheel drive (4WD) with auto mode and push-button lock up to help the KEI-01 tackle mud, snow and uneven terrain.
- **Versatile Cargo Access:** An easily accessible three-way fold-down cargo bed allows operators to load and unload materials from a lower height.
- **Extended Cabin Comfort:** An extended-cabin design with a raised roofline allows for reclining and sliding seats, plus secure interior storage behind the seats for tools and gear.
- **All-Weather Climate Control:** An enclosed cabin with heat and air conditioning helps keep operators comfortable throughout the year.
- **Maneuverable Footprint:** Measuring just over 11 feet in length and under 5 feet in width, the KEI-01 offers exceptional agility and maneuverability in tight spaces.
- **Impressive Payload and Towing:** A payload capacity of up to 600 pounds in the bed and structural rigidity for towing small trailers and equipment make it a versatile utility performer.

Built for Work, Play and Everything in Between
The KEI-01 will provide customers with a practical, right-sized solution for buyers who need versatility and durability without the size or expense of a traditional pickup.

The KEI-01 is a right-hand-drive vehicle designed to comply with FMVSS No. 500 requirements for LSVs. Its maximum speed will be 25 miles per hour.

The KEI-01 is designed to meet a wide range of customer needs, including:

- Small business owners looking for an affordable urban commercial vehicle.
- Farmers and ranchers requiring a dependable daily workhorse.
- Municipalities, universities and corporate campuses seeking efficient fleet vehicles.
- Delivery and service providers operating in urban environments.
- Outdoor enthusiasts and hobbyists wanting a versatile utility vehicle.

Although intentionally small in scale, the KEI-01 delivers impressive cargo capability and excellent maneuverability backed by the company's reputation for quality, durability and reliability.

Beyond Starts Here
Scion by Toyota is more than a return of a familiar name. It is a reinvention of Scion's experimental spirit around curiosity, possibility and freedom for a new era of mobility.

We're wired to wonder. What's next? What's more? What happens if we try another way? Scion by Toyota starts with those questions—challenging what's given, pushing past limits and exploring where mobility can take us.

The brand is a freedom lab—a place where ideas can be tested, challenged and evolved, and where something capable from day one can become uniquely yours.

The KEI-01 puts the Scion by Toyota vision into motion, representing it in tangible form: a small, unconventional vehicle that opens up new possibilities for affordable, capable and personal mobility. The SxS Concept goes beyond limits, demonstrating how Toyota can explore the intersection of performance, hybrid technology and off-road adventure. The BKE Concept goes beyond permission, expanding the exploration into new forms of personal mobility. Together, they demonstrate different modes, different ideas and different directions—showing that there is no single way forward. Scion by Toyota will continue exploring new possibilities in design, capability, versatility and personal expression—giving people more freedom to explore, experiment and make something their own.

There is no final version. Every build is a draft. Every direction is a test. Every idea can become something else. Scion by Toyota is not a finish line—it is an invitation to prototype your freedom.

The KEI-01 is where that exploration begins.