

The new REO Runabout is a plan, not a truck you can buy yet

REO Industries in Dallas plans a gas Runabout T4X. The starting price target is about \$21,500. A reservation is \$25 and can be refunded. First deliveries are aimed at late 2028 or 2029 if the roadmap holds. Horsepower is not published. This is not the old REO company from Lansing.

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Original illustration standing in for the planned truck. Not a manufacturer photo. Not the production design.

A Dallas company named REO Industries wants to build a small gas work truck. The lead model is the Runabout T4X. It is not for sale. You cannot register one this month. The company is taking reservations. A reservation is not an order.

The old REO trucks were built in Lansing, Michigan. That company is gone. This is a new startup using an old name. Keep the two stories apart.

What the truck is supposed to be

REO Industries, Inc. is based in Dallas, Texas. Zach De Bernardi is the founder and chief executive. The company says the REO name came back in 2026.

The plan is one body-on-frame platform and three bodies. The Runabout T4X is a two-door work truck with two seats and a steel drop-side flatbed. The target start is \$21,500. The Runabout T4C is a crew cab with five seats, four doors, and an extendable tailgate. The target start is \$25,000. The Runabout S4C is an SUV with six seats and a side-facing jump seat. The target start is \$28,500.

REO calls the class an Ameri-Kei. The idea is a truck with the useful size of a Japanese kei truck, but built for American roads and federal vehicle rules.

The company site lists a gas inline-four with no turbo in that wording, a six-speed manual or a six-speed automatic, and mechanical four-wheel drive. Horsepower is not published. Torque is not

published. Engine size and the engine maker are not published. This paper will not guess them.

The pictures on the site now are not the production design. REO says they are not even final concept designs. A digital reveal is targeted for the fourth quarter of 2026. A first physical vehicle is planned for 2027.

What it is not

It is not a new Speed Wagon. Road & Track reported that the company holds the Speed Wagon name and is not using it on the first models.

It is not a Japanese kei truck you import. Japan's current small four-wheel class, from the Japan Mini Vehicle Association, tops out at 3.40 meters long, 1.48 meters wide, 2.00 meters high, and 660 cc. The T4X length target is 180 inches, about 4.57 meters. The width and height targets are 74 inches, about 1.88 meters. That is short for a truck. It is still tall and wide. A used kei already on a U.S. street is a different, smaller vehicle.

It is not a truck you can buy in 2026. A July 2026 Commute Volt item said an REO pickup was launched and available at \$21,500. That fights REO's own reserve page and terms. This paper does not treat that item as a launch.

No model year has been published. No VIN has been issued. There is no EPA label and no crash rating. The company has not published a plant city.

The prices are targets

REO's terms, last updated June 2026, say a price on the site is an estimate for a vehicle still in development. It may change. There is no final price and no separate destination charge in the sources used here. The homepage shows "\$21,500+". Top Gear and Carscoops reported the same three target prices in June 2026.

A bar chart filed with this paper plots five starting figures only. REO T4X is \$21,500. The Slate Blank Slate is \$24,950. REO T4C is \$25,000. A 2026 Ford Maverick XL showed \$27,145 on Ford's build-and-price page on October 4, 2026. REO S4C is \$28,500. The REO bars are targets. The Ford figure is a truck you can order. The Slate figure leaves out destination, taxes, and options. The chart has no horsepower, because REO has not published one.

The number sheet, and the blanks

REO labels these figures as engineering targets, subject to a final check. On October 4, 2026, the live site script was set to these targets. They are not certified ratings.

Payload is 2,500 pounds on that October script. In June, Top Gear reported about 1,200 pounds. Both are targets. REO has not published a note that explains the change. Do not bid a job on either number.

Maximum towing is 4,500 pounds. That is not a certified tow rating. Length is 180 inches. Width is 74 inches. Height is 74 inches. Fuel use is about 25 mpg. That is not an EPA number. Curb weight is about 4,200 pounds. That is not a scale weight. The fuel tank target is 25 gallons. Range is about 600 miles per tank. That is not an EPA range.

REO also prints a design goal of a powertrain that could last 500,000 miles. That is not a warranty. No truck has put those miles on yet.

Still not published: horsepower, torque, displacement, engine family, wheelbase, bed size, ground clearance, gross vehicle weight, axle ratio, and tire size.

A July 24, 2026 note in The Autopian described a turbo riddle from the chief executive. It fights the company's "naturally aspirated" wording and a Road & Track report that called the engine free-breathing. Until REO prints a spec sheet, horsepower stays unpublished. A riddle is not a rating.

What \$21,500 buys today

It buys a place in line. The reservation is \$25, charged to a card, and fully refundable. It is for the United States market only. REO's terms say a reservation is not an order, not a purchase, and not a contract. It does not lock a price or a build date. Spots follow the order of paid deposits. Canceled spots are not filled from a wait list.

If you cancel before you finalize an order, REO says the full \$25 goes back to the original card. That often takes five to ten business days. The terms say no processing fee is taken out.

The Drive reported 5,500 reservations in six days around the June 24, 2026 launch. REO's September 21, 2026 press release said more than 32,500 paid reservations, and that the book was still open. That shows people want this truck to exist. It is not a count of trucks built.

When a truck might show up

The roadmap on the site is a list of targets. The company says the dates can move. Now, reservations are open. In the fourth quarter of 2026, the aim is a production design and a full lineup reveal. In 2027, the aim is pilot builds and tests for federal standards. In 2028, the aim is an order book. Reservations would convert in the order they were placed. First deliveries are aimed at late 2028 or 2029, if the roadmap holds. The earliest reservations would go first.

The September 21 release says the same thing: teasers, then a digital reveal later in 2026, pilot builds in 2027, and first deliveries targeted for late 2028 or 2029. As of October 4, 2026, that reveal was not in the sources reviewed for this paper.

Sales and service details are not published. REO says it will publish a plan before the 2028 order book, and that reservation holders hear first. The public letter promises a direct sale, no dealers, and a website price. That is a plan. It is not a map of where you would buy a water pump later.

A designer is hired. The truck is not done.

On September 21, 2026, in Dallas, REO named frankstephenson design as the design partner for all three models. REO said Frank Stephenson's past work includes the modern MINI, the first BMW X5, the Fiat 500, the Ferrari F430, the Maserati MC12, and the McLaren P1. Those are other people's cars. The Runabout has no production design to award.

The same release talks about repair. A switch or a lever for controls. Panels off in under five minutes with common tools. No part locked to the truck by software. A public parts list backed for 20 years. The company letter also describes plain-language diagnostics on a \$30 scanner, and one small screen for diagnostics and Apple CarPlay.

None of that is a statute, and none of it is a truck you can stand under. The 20-year list is a promise from a company that has not shipped a part. Promises are worth printing, so buyers can quote them later.

Trucks people might compare

The 2026 Ford Maverick XL is on sale. Ford's build-and-price page showed a starting price of \$27,145 for the XL on October 4, 2026. A footnote marker was on that price. The footnote text was not in the page we retrieved, so this paper does not add a destination charge. REO's own site rounds the Maverick to about \$28,500. That is REO's comparison number, not Ford's sticker.

The Maverick is a unibody pickup with five seats. On the XL pages used here, the standard engine is a 2.5 liter hybrid. Front-wheel drive is standard on that hybrid. All-wheel drive is available. An available 2.0 liter EcoBoost is rated 250 horsepower. That rating is Ford's, not REO's. Standard towing is 2,000 pounds. Towing of 4,000 pounds needs the available 4K Tow Package. Payload is up to 1,500 pounds. The hybrid front-drive EPA estimate is 42 city, 35 highway, and 38 combined. You can go buy one. That is the fact that matters most next to a paper truck.

Slate is a different startup, and it is electric on purpose. Its June 24, 2026 release prices a Blank Slate at \$24,950 before destination, taxes, and options. It lists a single rear motor of 135 kW, a manufacturer estimate of 205 miles, 1,550 pounds of payload, and 2,000 pounds of towing. It names a plant in Warsaw, Indiana. First deliveries are expected in the fourth quarter of 2026. Slate says the specs are estimates and the truck is still pre-production. REO's own comparison art used older Slate numbers. This paper uses Slate's release, not that graphic.

If you need a truck this month for short hauls, a used kei that is already legal here is the truck that exists. If you want a new, warrantied, federally certified American gas truck in that spirit, nobody is handing you the keys in 2026.

What REO is promising, without proof that the price survives crash rules, emissions rules, and a real payroll: a short body-on-frame gas truck, a manual in the order guide, mechanical four-wheel drive, and a target under the Maverick's advertised start. Hold the company to the published truck. The published truck is the gas four. Horsepower is still blank.

The old company, told short

Ransom Eli Olds organized the R.E. Olds Motor Car Company in Lansing in August 1904. The name became Reo. The National Park Service records a truck division in 1910. MotorTrend dates the Speed Wagon to 1915. Passenger-car building ended in 1936. The Park Service says Diamond Reo filed for bankruptcy in 1975, and that the Lansing plant was demolished by January 14, 1980.

REO Industries thanks the R.E. Olds Foundation, the R.E. Olds Transportation Museum, and the REO Club of America in its September 21, 2026 release. Thanks are not the same as owning the old factory. There is no old line waiting for a switch. The new company is a startup with a historic name.

Plant country, a VIN, and a car loan

No production truck exists, so no 17-character VIN exists. "Built in Texas" on a website is not a plant code. The company has not published a plant city.

When a VIN does exist, the first character is not the country of the plant. That character starts the code for who issues the number. Plant country comes from the factory that built that vehicle. You get there by reading the plant code in the VIN, then naming that plant's country.

You can check plant country for free at <https://assemblyalert.com>. The checker wants the full 17-character VIN. For the car-loan interest plant test in the One Big Beautiful Bill, a result of UNITED STATES or USA passes. Puerto Rico does not pass. Texas would count only if the VIN of the

truck you bought points to a plant in Texas.

This is not tax advice. A reservation is not a loan. A target is not a deduction. Other tests still apply: what counts as a qualified vehicle, how the loan is written, how the truck is used, and the rules in the year you file. A mini truck does not qualify just because it is small or wears an old American name. A used kei import, or an off-road machine with no 17-character road VIN, does not get this break by hope.

Slate has named Warsaw, Indiana. That is a U.S. city. It is still not your deduction. Your truck's VIN is the document. Ford's Maverick plant is not settled in the pages this paper used, so this paper does not assign one.

Questions people ask

What is the new REO mini truck? It is the planned Runabout from REO Industries, Inc., a Dallas company that brought the name back in 2026. The lead model is the T4X, a two-door, two-seat work truck with a steel drop-side flatbed. Reservations are open. Deliveries are not.

How much will it cost? The site shows target starts of \$21,500, \$25,000, and \$28,500. The terms say those prices can change. There is no final price.

When can I buy one? Not in 2026. The target path is a reveal in late 2026, pilot builds in 2027, an order book in 2028, and first deliveries in late 2028 or 2029 if the roadmap holds. A reservation is not a delivery you can schedule.

Is this the company that built the Speed Wagon? No. The historic firm was in Lansing. The Park Service records a 1975 bankruptcy for Diamond Reo. REO Industries is a 2026 startup. The first planned product is a Runabout, not a new Speed Wagon.

Is it a kei truck? No. REO's length target is far past Japan's current kei length limit. See the class limits above.

Does it have a manual and four-wheel drive? That is the published plan: mechanical four-wheel drive, and a six-speed manual or a six-speed automatic. One June 2026 Carscoops story said manual only. This paper follows the company site, which lists both.

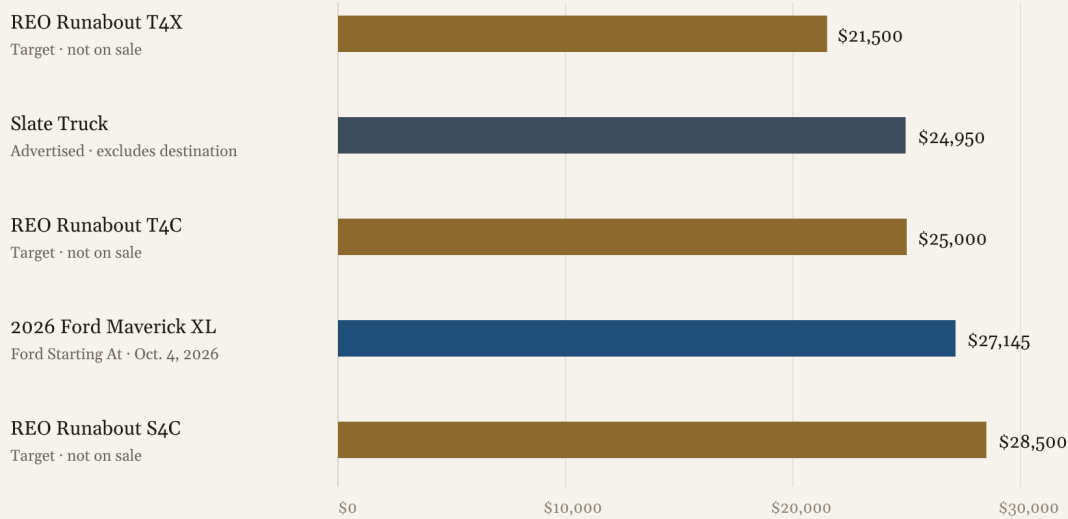
Is the \$25 a down payment? No. It holds a place in line. It is not a contract to buy.

Will it qualify for the car-loan interest break? Not automatically, and not today. There is no VIN to check. A homepage line about Texas is not a plant code. This is not tax advice.

Starting-price chart (not the hero)

What a small truck is asking, on paper

Sourced starting prices only. REO bars are targets, not stickers.



Sources: reotrucks.com targets; Slate Auto press release, June 24, 2026; Ford Maverick XL build-and-price.

Not like-for-like. No horsepower, payload, or tow rating is plotted. REO has not certified a price.

Assembly Alert · October 4, 2026 · original chart, not a manufacturer graphic

Targets and published starts only. No horsepower.

Notes and sources

Car loans · sourced with Assembly Alert. <https://assemblyalert.com>

Plant country is a VIN fact. Free checker: <https://assemblyalert.com>. UNITED STATES or USA is the pass named for the car-loan interest plant test. Puerto Rico does not pass that test. The first digit of the VIN is not the test. A window sticker is not the test. This paper is not tax advice.

The Assembly Alert blog path named in the source package was not live on October 4, 2026, and it is not listed in SOURCES.md. This paper does not link that path.

Company and product: REO Industries, Inc., Dallas. <https://reotrucks.com/terms> and <https://reotrucks.com/newsroom/frankstephenson-design>

Target prices, reservation, and timeline: <https://reotrucks.com/> and <https://reotrucks.com/reserve> and <https://reotrucks.com/terms>

Engineering targets read from the live site script on October 4, 2026, not from the zero counters in the static HTML. Payload 2,500 lb, tow 4,500 lb, 180 by 74 by 74 inches, about 25 mpg, about 4,200 lb curb, 25 gal, about 600 miles. Subject to final validation.

June payload of about 1,200 lb:

<https://www.topgear.com/car-news/usa/startup-wants-build-small-manual-ameri-kei-trucks-texas-21500>

Reservations, 5,500 in six days:

<https://www.thedrive.com/news/texas-real-estate-guy-wants-to-make-a-21500-truck-he-got-5500-reservations-in-six-days>

More than 32,500 paid reservations, design partner, September 21, 2026:

<https://reotrucks.com/newsroom/frankstephenson-design>

Not a new Speed Wagon; free-breathing engine as reported:

<https://www.roadandtrack.com/news/a71667299/reo-industries-runabout-aims-to-simplify-the-truck-market/>

Turbo riddle not used as a horsepower rating:

<https://www.theautopian.com/the-ceo-of-reo-insists-hes-serious-and-will-make-good-cheap-trucks/>

Kei class limits: <https://www.zenkeijikyo.or.jp/kei/standards>

2026 Ford Maverick XL starting at \$27,145 on October 4, 2026:

<https://shop.ford.com/configure/maverick/model/customize/xl?gnav=vhpnav>

Maverick towing, payload, EPA, and 250 hp EcoBoost: <https://www.ford.com/trucks/maverick/> and <https://www.ford.com/trucks/maverick/models/xl/> and <https://www.ford.com/trucks/maverick/specs/>

Slate Blank Slate, June 24, 2026: <https://www.prnewswire.com/news-releases/back-to-basics-made-to-be-accessorized-over-time-the-24-950-slate-truck-is-the-most-affordable-truck-in-america-302808453.html>

Historic REO: <https://www.nps.gov/subjects/nationalhistoriclandmarks/reo-motor-car-company-plant.htm> and <https://www.motortrend.com/features/0905dp-reo-speedwagon>

Chart uses only starting prices: REO T4X \$21,500, Slate Blank Slate \$24,950, REO T4C \$25,000, Ford Maverick XL \$27,145, REO S4C \$28,500. Not used as the hero image.

Hero is an original illustration, not a REO or GM press photo, and not a claim of the production design.

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