



For Immediate Release

Nissan Frontier Forsberg Edition package, Pole to Pole Ariya to debut at Chicago Auto Show

First EV to drive to the South Pole makes its auto show debut in Chicago

CHICAGO – Nissan is bringing the thrill of rugged adventure to the 2024 Chicago Auto Show with two new vehicles: An off-road-ready version of Frontier and an Ariya electric crossover that tackled an immense adventure across continents.

From desert racing to dealership

The thrill of desert off-road racing is coming to the [Nissan Frontier](#) with the debut of a limited-edition package inspired by the [modified Frontier in which Forsberg Racing recently won the NORRA 500 race](#).

Bringing race-inspired style to Frontier Crew Cab models, the Nissan Frontier Forsberg Edition dealer-installed accessory package features NISMO Off Road parts including new 17-inch Axis Beadlock wheels, rock sliders and a roof rack with integrated LED lighting. Forsberg Racing decals and a Forsberg Racing Limited Edition badge complete the desert-racing look.

Backing up the truck's appearance with enhanced capability is a NISMO Off Road lift kit and other supporting NISMO Off Road suspension parts, including forged upper control arms and high-performance shocks, Yokohama Geolandar X-AT tires (size 265/70/R17) and a NISMO cat-back exhaust.

The Forsberg Edition package will have a Manufacturer's Suggested Retail Price (MSRP)¹ of \$9,999. It can be installed by a Nissan dealer on a new or previously purchased Frontier (model year 2022 and above) and will be available in the fall of 2024.

The limited-edition package follows a collaboration earlier this year between Nissan, Forsberg Racing and Chris Forsberg. Forsberg Racing [developed a truck outfitted with NISMO Off Road parts](#) for the rigors of the NORRA 500 off-road race. Chris Forsberg and Yokohama teammate Leticia Bufoni entered the 2023 year's race in the stock production class and took home first-place in the category. Their success demonstrates the durability of [Frontier](#) and showcases the improvements in performance and capability provided by NISMO Off Road products.

"Our championship win at the NORRA 500 was a testament to the capabilities of the Nissan Frontier with NISMO Off Road parts and Yokohama Geolandar tires," said Forsberg. "We took a stock truck outfitted with NISMO Off Road parts and drove it from the shop in Southern California to the event, raced across the Baja desert for 500 miles, and drove it back home to the shop without an issue. It's thrilling to know

that more drivers will be able to experience a taste of the rugged performance that propelled our success in the NORRA 500.”

The 2024 Nissan Frontier gives buyers an expansive range of grades from which to choose. The new-for-2024 SL grade is highly appealing with premium features like LED headlights and leather-appointed seating, while the PRO-X and PRO-4X enable exciting off-road adventures and the new Hardbody Edition package brings a dose of 1980s-inspired nostalgia to the truck. The 2024 Frontier has a starting MSRP² of \$30,030.

Full specifications on all 2024 Nissan Frontier grades, as well as [pricing](#), fuel economy, photos and videos, are available in the [full press kit](#).

An EV fit for a Chicago winter – and beyond

Further showcasing a commitment to tackling extreme terrain, Nissan’s booth will also feature the auto show debut of the [Ariya e-4ORCE](#) that traveled from the North Pole to the South Pole. Piloted more than 18,000 miles over 10 months by husband-and-wife adventurers Chris and Julie Ramsey, the all-electric expedition vehicle is the first vehicle – and EV – to travel from the North Pole to the South Pole.

The Ramseys set off from the 1823 Magnetic North Pole in March 2023, traversing North, Central and South America before reaching their destination in mid-December. [Modifications to the Ariya](#) were intentionally minimal to showcase the ability of EVs to operate in extreme conditions, with no changes applied to the battery or powertrain. However, the suspension was revised and the fenders widened in order to fit rugged 39-inch BF Goodrich tires for driving on snow and ice.

Other innovations for the trip included a portable, renewable power generator that combined a lightweight wind turbine and solar panels to help recharge the Ariya, taking advantage of the high winds and long daylight hours near the poles.

Learn more about the [Pole to Pole electric vehicle adventure](#), and see how it unfolded on Instagram [@PoletoPoleEV](#).

For more information about our products, services and commitment to sustainable mobility, visit [nissanusa.com](#). You can also follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) and see all our latest videos on [YouTube](#).

#

Media Contacts

Kaitlyn Jefferson
Specialist, Nissan EVs, SUVs & Trucks Communications
Kaitlyn.Jefferson@nissan-usa.com

Jeff Wandell
Manager, Nissan EVs, SUVs & Trucks Communications
Jeff.Wandell@nissan-usa.com

¹ MSRP excludes applicable tax, title, license fees and destination charges. Dealer sets actual price. Prices and specs are subject to change without notice.

² MSRP excludes applicable tax, title, license fees and destination charges. Dealer sets actual price. Prices

and specs are subject to change without notice. Destination and handling \$1,510.