

Past Meets Power

Hardbody Edition Offers Nostalgic Design, Strong Performance

By Derek Price

CARGAZING.COM

The 2024 Nissan Frontier Hardbody Edition is both a robust workhorse and rolling slice of nostalgia, particularly for those who, like me, grew up during the era of the iconic original Hardbody.

To me, this edition is reminiscent of the days when a local Nissan dealer's "Hands on a Hardbody" contest captured the community's imagination, offering a tangible link to a unique piece of East Texas lore. The unusual contest, an endurance challenge where participants had to keep their hand on the truck without stopping for days, was fascinating to me, even if I was too young to understand the inherent cruelty of such a stunt.

I saw the shiny Hardbody trucks driving around Longview after they were introduced in 1985. They were cool, no doubt about it. And the new Frontier Hardbody Edition taps into that nostalgia.

From the driver's seat, the Frontier exudes the essence of a traditional truck. Its solid, heavy feel provides a reassuring sense of durability and strength, exactly what people expect from a pickup.

However, this heft comes with downsides, particularly in urban settings where its wide turning radius and stiff



The 2024 Nissan Frontier Hardbody Edition has a retro-inspired rugged design, blending classic appeal with contemporary functionality.

steering can make maneuvering through tight spaces less than ideal. While lending a certain rugged charm, it requires an adjustment for those accustomed to more nimble, city-friendly trucks.

Under the hood, the Hardbody Edition impresses with a 310-horsepower V6 engine paired with a nine-speed automatic transmission, delivering performance that's both smooth and robust.

This powertrain stands out in the midsize truck seg-

ment, offering a level of refinement and muscle that's a marked improvement over the previous-generation Frontier. In a market where value can sometimes be hard to come by, this truck presents a compelling package, balancing cost with features and performance.

To me, the design of the Hardbody Edition is a significant draw, particularly for those with fond memories of the original.

The Hardbody Edition is equipped with 17-inch alloy

wheels in a three-spoke design reminiscent of the original truck, complemented by all-terrain tires.

It boasts an aluminum skid plate, black over-fenders, side rails, mud flaps and a sport bar mounted on the bed, enhancing its classic tough appearance.

Echoing the style of the 1980s Hardbody, this edition features bumpers, mirrors, door handles and grille all finished in black. The design is rounded off with distinctive black graphics,

including a prominent "4x4" logo on the front doors and a unique tailgate design showcasing a cut-out "Nissan" logo, offering a modern twist on the classic emblem.

Pricing for the 2024 Frontier starts at \$30,030. The Hardbody Edition, only available as a 4x4 with a lot of standard equipment, tops the lineup at \$44,200. Those numbers to arrive closer to its release date, which should be sometime this spring, Toyota says.

AT A GLANCE

What was tested?

2024 Nissan Frontier SV Crew Cab SWB 4x4 Automatic V6 (\$37,030). Options: Fender audio package (\$750), Hardbody Edition (\$3,890), SV convenience package (\$2,190), carpeted floor mats (\$195), technology package (\$990). Price as tested (including \$1,495 destination charge): \$46,540

By The Numbers

Wheelbase: 126 in.
Length: 210.2 in.
Width: 74.7 in.
Height: 72 in.
Engine: 3.8-liter V6 (310 hp, 281 lbs.-ft.)
Transmission: Nine-speed automatic
Fuel economy: 18 city, 23 highway

RATINGS

Style: 9
Performance: 9
Price: 7
Handling: 7
Ride: 4
Comfort: 6
Quality: 7
Overall: 8

Why buy it? The Hardbody Edition stands out with a unique blend of nostalgic style, robust performance and good value in the midsize truck segment.

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Inside, modern tech meets throwback style for a unique experience.

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A CLOSER LOOK



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FACTS, FIGURES AND RATINGS

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