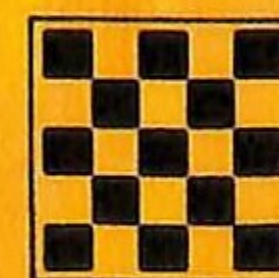


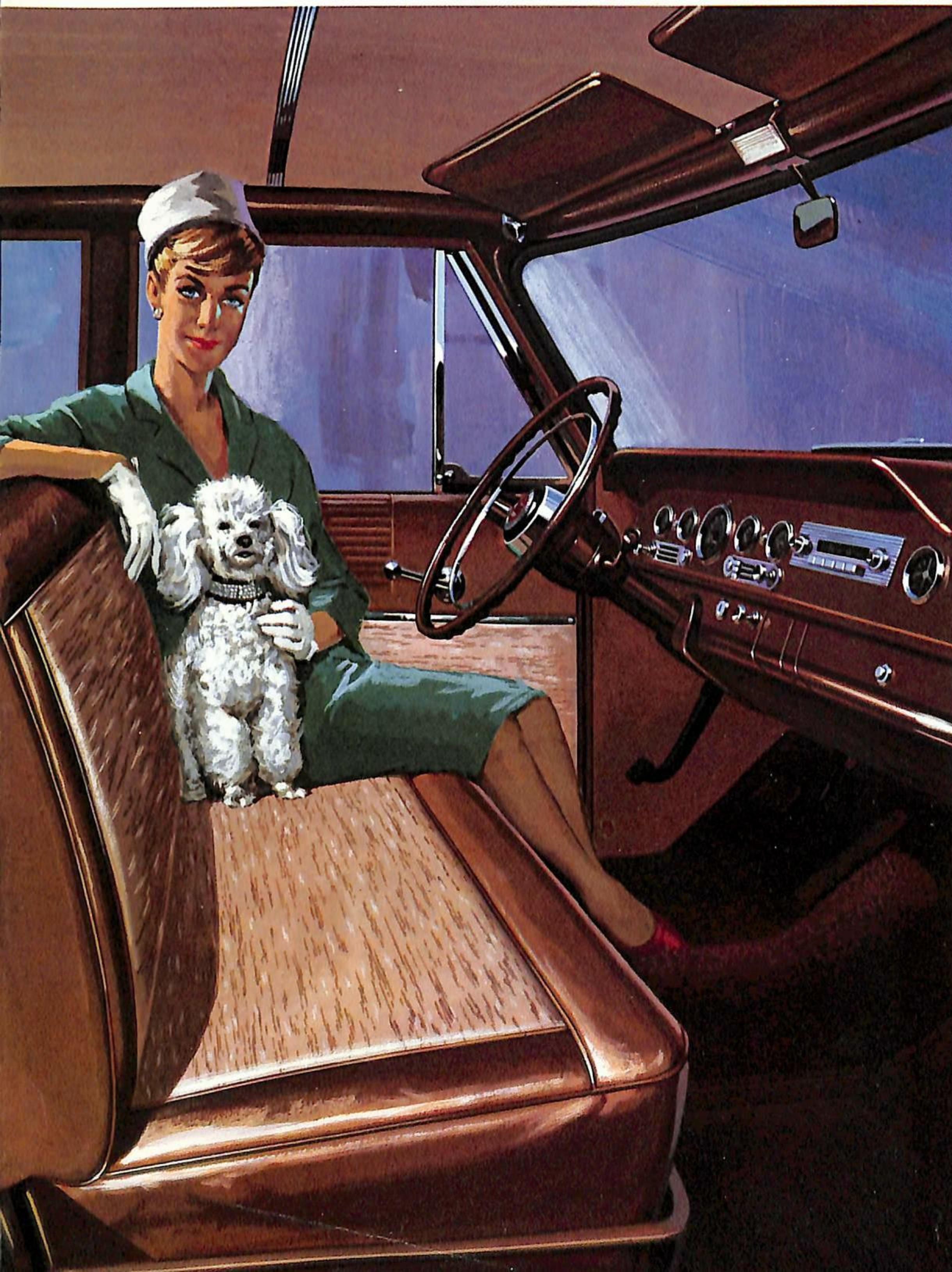


*No other car  
is built like*

**CHECKER**



Checker Motors Corp. of Kalamazoo, Michigan, has been building quality vehicles for commercial fleets for over 40 years. Because of continuing and growing demands by both private families and business, Checker decided to engineer and build a family car version of its very successful fleet car. While not designed to compete with mass produced cars, the limited production Checker fulfills the need for a truly practical automobile. All the taxicab-proven economy, safety and dependability features are combined with the tremendous interior room, comfort and long life of an imported limousine. It's true. No other car is built like Checker.



Here is the Checker Marathon, the new, classic car on the American scene. Created and engineered for rugged and demanding taxicab service, the Checker has proven itself as the reliable, safer, roomier car for family and business use. This quality-inspired, ultra-simple vehicle is produced in limited quantities in Kalamazoo, Michigan, for those who appreciate a different kind of car—a car that offers outstanding value and exceptionally long life.

Checker is less than 200 inches over-all, yet is the only 4 door sedan, other than true limousines, that seats 8 adults comfortably—six in deep seated luxury, two more on fold-away auxiliary seats.

Higher, wider door openings allow you to enter and leave without hitting your head, without stooping, without embarrassment. The flat rear floors mean no drive shaft tunnel to trip over—you have more headroom, more legroom and more hiproom.

A Checker is built-to-last—built to take it. A super-safe, Double Channel X-Brace Frame, combined with a super-strong chassis, means greater stability—more safety—outstanding comfort. Bolt-on fenders mean less costly repair—the use of regular gas in Checker's huge 23 gallon fuel tank means more savings with fewer fuel stops.

The superb automotive craftsmanship and engineering and the wide use of strengthened taxi-proven parts are reflected in the thousands of extra miles of trouble-free driving and extra years of value built into every Checker passenger car.

While Checkers rarely change, they constantly improve with the improvements being made on the inside, where they reflect even greater safety, value and long life.

While Checkers are built to outlast most ordinary cars, they are engineered for minimum maintenance as well. Billions of taxicab miles and hundreds of fleet performance and maintenance records attest to Checker's low cost of upkeep—Checker's creative approach to longer life and maximum value.

It's true. No other car is built to provide the comfort, safety and long life of a Checker.



**CHECKER** *Marathon*



*4 door Sedan*

The classically styled Checker Marathon 4 door sedan is built-to-last—built-to-endure. You sit higher and at ease in Checker's more comfortable position-perfect seats. Passengers appreciate the living room size interior—30% larger than the ordinary 4 door sedan—the flat rear floors, the extra headroom and legroom. Built on a shorter 120" wheelbase, the Checker Marathon is easier to park, U-turns in a 37 foot street and offers far greater maneuverability and handling ease than ordinary cars. Many years and many *extra* thousands of miles of dependable service, without the high cost of obsolescence, are built into every Checker.

*You get 8 passenger roominess,  
exclusive auxiliary seats.*

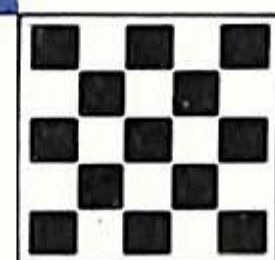




No wheel wells  
mean more  
cargo room—  
greater width.

Built-to-last—built to take it! This Checker Marathon station wagon is built on the same production line as the world-famous Checker taxicab. There are no rear wheel wells to take up valuable space—no hump in the floor to trip over. An extra wide, lower level tail gate opening means you can load more—easier, safer and faster. No high fashion flash or dash here—just solid, blue chip soundness and quiet dignity. The Checker Marathon station wagon, with its taxi-proven strengthened parts, super-safe, super-strong construction, its classic styling and pleasing lines, will not be outdated, obsoleted or devalued by frequent model changes. You are assured of many extra years and extra miles of driving pleasure.

**CHECKER**



*Marathon / 4 door Station Wagon*





**CHECKER**



*Custom Limousine*



This is the Checker Custom Limousine; perhaps the most distinguished of all true limousines. Created in very limited quantities in Kalamazoo, Michigan, this car is built for those who take pleasure in the uncommon . . . for those who appreciate the cordiality of interior spaciousness, the excellence of fine custom appointments and the master craftsmen's ingenuity as reflected in unique forward-facing auxiliary seats, space-saving flat floors and rear doors that are even wider than the wide doors of the Marathon. Combining the new 129" wheelbase with the deep-rooted Checker tradition of dependability and performance, the Custom Limousine offers luxury and prestige . . . comfort and practicality . . . long life and noble, classic design. The Checker Custom Limousine is a most distinctive motor car; we invite your careful inspection.

*Forward Facing auxiliary seats—  
extra wide rear doors.*

### STANDARD EQUIPMENT

Alternator • Cigarette Lighter • Closed Crankcase Ventilator • 6 Cylinder 140 h.p. Engine • Directional Signals • Double-acting Shock Absorbers • Double Channel X-Brace Frame • Dual Sun Visors • 23 Gallon Gasoline Tank • Heater and Defroster (Fresh Air Type) • Independent Coil Front Suspension • Long-life 10" Single Plate Clutch • Padded Instrument Panel • 7:10 x 15, 2 Ply Blackwall Tires • Seat Belts • Step-on Parking Brake • Steering (Re-circulating Ball Type Gear Box) • Three speed Synchro-mesh Transmission • Sure Stop Brakes • Undercoating

**EXTERIOR COLORS AVAILABLE:** Chroma Black, Cameo White, Kimberly Red, Stoneridge Silver, Fairfield Blue, Waverly Blue, Crystal Green, Briargate Beige.

**UPHOLSTERY AND INTERIOR PAINT COLORS:** Special Harmonizing Paint Colors as shown are standard for the upholstery indicated.

#### UPHOLSTERY

Gray Vinyl with Nylon

Blue Vinyl with Nylon

Tan Vinyl with Nylon  
Green Vinyl with Nylon  
Two-Tone Gray All Vinyl

Two-Tone Deep Blue-  
Gray All Vinyl

#### INTERIOR COLORS

Mist Gray, Stoneridge  
Silver, Black Frost  
Fairfield Blue, Waverly  
Blue

Briargate Beige  
Crystal Green

Mist Gray, Stoneridge  
Silver, Black Frost

Mist Gray, Stoneridge  
Silver, Black Frost

#### OPTIONS

Air Conditioner • 80 Amp. Battery • Auxiliary Rear Seats • Auxiliary Under Seat Heater • Back-up Lights • Bumper Guards • Car Top Luggage Carrier (Station Wagon) • Clock (Electric) • Dual Range Automatic Transmission • Electric Parking Brake Signal • Floor Shift (Standard Transmission) • Heavy-Duty Alternator (Standard with Air Conditioner) • Heavy-Duty Shock Absorbers • Heavy-Duty Springs • Oil Filter • Optional Tire Size: 7.10 x 15, 6 ply • Outside Rear View Mirror • Overdrive Transmission • Power Brakes • Power Front Seat • Power-Lok Rear Axle • Power Steering • Power Tailgate Window • Power Windows • Radio with Antenna • Rear Seat Forward (Additional Trunk Space) • Tinted Glass • Two-Tone Colors • Stainless Steel Wheel Covers • White Sidewall Tires • Windshield Washer

#### CHECKER SEDAN

(in inches unless otherwise noted)

Wheelbase . . . 120 • Overall length . . . 199½ • Overall width . . . 76 • Overall height . . . 62¾ • Shipping weight . . . 3410 lbs. • Front Headroom . . . 34.75 • Legroom, front . . . 42.0 • Legroom, rear . . . 48 • Overhang, front . . . 32.75 • Overhang, rear . . . 46.75 • Front hiproom . . . 62.25 • Rear hiproom . . . 55.5 • Rear hiproom, rear seat forward . . . 63.5 • Windshield width . . . 58.0 • Back window width . . . 58.875

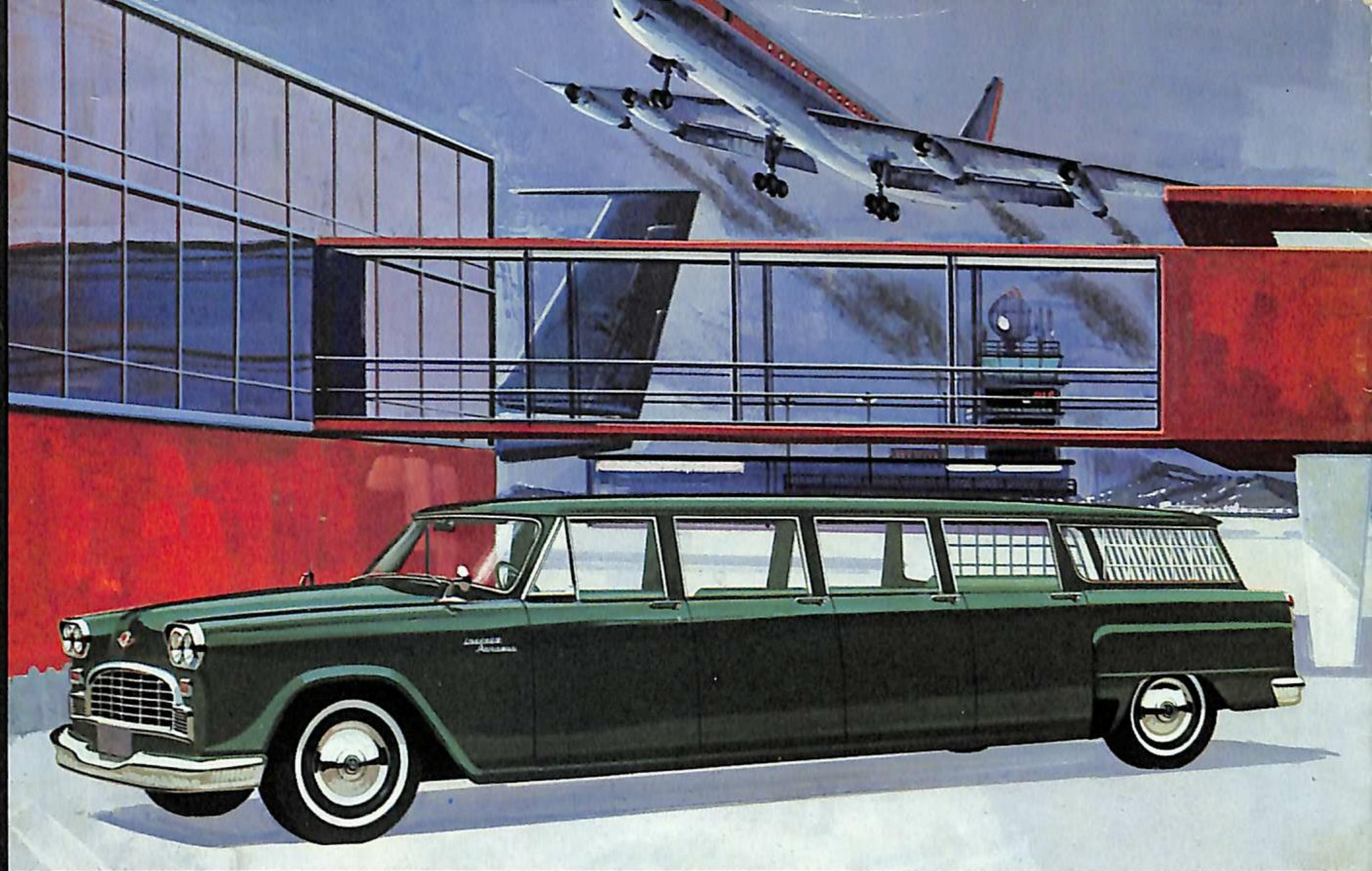
#### CHECKER STATION WAGON

(in inches unless otherwise noted)

Floor length from back of front seat at floor level to end of lowered tailgate . . . 109.25 • Floor length from back of second seat at floor level to end of lowered tailgate . . . 69.5 • Floor length from back of front seat at floor level to inside of closed tailgate (With Front Seat Full Forward) . . . 96 • Floor length from back of second seat at floor level to inside of closed tailgate . . . 57.75 • Maximum width of cargo space at floor . . . 58.75 • Rear end opening width at floor . . . 48.75 • Maximum width of rear opening above raised tailgate . . . 45.5 • Maximum height, floor covering to headlining . . . 33.625 • Maximum height of rear opening, tail and lift gates open . . . 26.625 • Shipping weight of station wagon—3780 lbs.

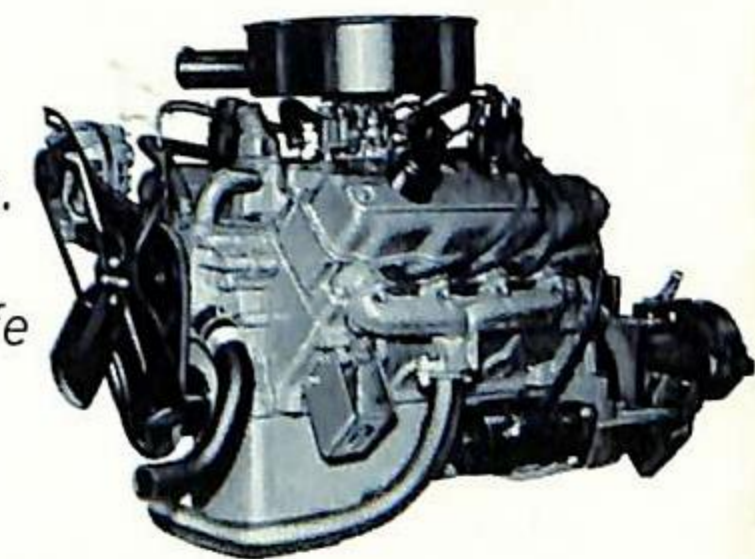
Specifications subject to change without notice.

Printed in U.S.A.

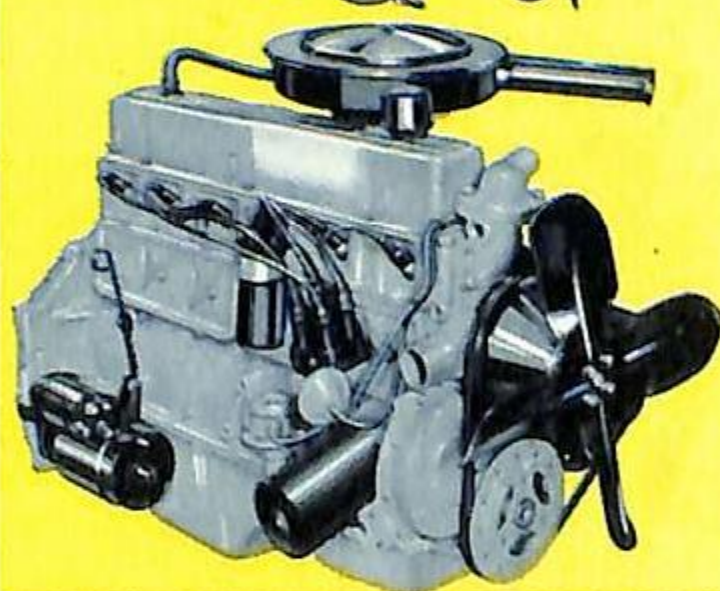


## CHECKER *Aerobus*

*The practical idea in mass transportation! 9 to 12 people, including baggage or equipment, enjoy new comfort and convenience with the Checker Aerobus. Built from the ground up as an economical, superbly comfortable and roomy "station wagon limousine," the Checker Aerobus offers all the safety, long life and economy features of the world-famous taxicab. The Aerobus is available in 6 and 8 door models, with new 190 h.p. 318 cu. in. V-8 engine, power steering and power brakes included as standard equipment.*



**MARATHON 195 h.p. V-8** Now—a 195 h.p. V-8 power plant that is fast, flexible and responsive, yet uses lower cost regular fuel! It's Checker's new 283 cu. inch engine with all the go-go-go you could possibly want or need . . . and all the long, long life and economy that Checker is so well known for. Wider opening intake and exhaust valves means better engine breathing, better fuel-air mixture to the combustion chamber. A 9.25:1 compression ratio is teamed up with a two-barrel carburetor and a full pressure lubrication system that makes this engine really smooth—really hot! This performance-wise power plant is rarin' to go in any weather, under any and all driving conditions. It puts the Checker Marathon in a new class of car—durability and economy PLUS action! Optional at extra cost.



**MARATHON ECONOMY 6** Proven under every driving condition known, the new, higher spirited, short stroke, thrifty six is an economy-minded marvel. Regular gas? Of course! Economy? None better! Dependability? Proven! Proven in cars and cabs, in summer and winter, in city driving and country driving. The highly responsive 140 h.p. 230 cu. inch engine is designed and engineered for maximum economy and minimum maintenance—and like all Checker parts and equipment, built to last. The seven main bearing crankshaft, the short-stroke design—these reliability-proven features, plus the full pressure lubrication system and full flow oil filter make this new Checker engine a totally dependable, highly economical performer. Standard equipment in all Checker Marathon Sedans and Station Wagons.