

**The Checker Marathon,
a totally different kind of car,
created and custom-built for those
who demand maximum comfort,
safety and long life.**



Checker Marathon 4-door sedan. An uncomplicated approach to what you want most in a car.

The Checker Marathon reflects a tradition of passenger comfort and safety that covers nearly 50 years of auto making. At the sprawling, modern Checker factory at Kalamazoo, Michigan, there is a heritage of technical know-how and craftsmanship that is

unequaled in the automobile industry. Here, the Checker Marathon and Checker fleet products are practically custom-built. Here is an automobile so unique . . . so different . . . that it has often been compared to expensive custom-built European limousines. At Checker, modern functional styling is not tied to short-lived fads or fashions. At Checker, we build a car to satisfy the needs of the family, the business,

the individual who respects safety, long life and economy. Of all cars built in America, only Checker is built to give owners maximum value, and maximum comfort over the longest period of time.

Checker Marathon. An amazing record of safety, durability and stamina.

It takes longer and it costs more to build the Checker Marathon. This is evident from the moment you see a Checker, from the moment you drive a Checker. There is a feeling of security and safety that is not possible with other cars. Only Checker, for example, has the doubly strong, doubly secure, double channel X-brace frame. Only Checker has rear floors that are virtually flat; only Checker offers headroom

and shoulder room like "it's going out of style." Checker has always built a fleet car to turn easier, park faster, maneuver through traffic almost effortlessly. It is this kind of extra value, extra strength, extra comfort that has helped Checker build its enviable reputation, during the past half century, as one of the world's great fleet cars . . . as one of the outstanding values in the passenger car field.

1. The straight door design and the higher, wider door openings are exclusive and practical features. The Checker is guaranteed to be the easiest car to enter and leave. There is no stooping, squatting, bending . . . you can practically stand up while getting in and out.

2. Big, direct reading, circular instruments are conveniently clustered under a big, safety-padded dashboard. In addition to Checker's outstanding safety features, all Checkers meet the safety standards as required by the Federal Government.

3. More headroom! More shoulder and hiproom! Roomiest interiors—30% larger than any other 4-door sedan. Luxurious, long-wearing fabrics cover the most comfortable seats ever devised. Optional auxiliary seats allow for the seating of two extra persons.



Checker Marathon 4-door station wagon. Comfort, long-life and fine construction details not found in any other wagon.

The Checker Marathon station wagon is less than 17 feet long, yet it parks like a compact, maneuvers through congested traffic like a cab and has the comfort and convenience of a big sedan. The Marathon station wagon personifies everything Checkers are known for—long life; tough,

rugged, super-strong construction; proven economy. Its huge 93 cu. ft. cargo area can be loaded quickly—there are no protruding wheels to get in the way. The extra-strong vinyl covered floor is engineered for extra weight and extra load-carrying capacity. No transmission tunnel in the rear to rob you of extra space, either. The Checker station wagon is engineered and built for the tough jobs you

expect from a station wagon, yet comfort is not sacrificed. You get the same deep-seated, supremely comfortable, foam padded seats as in the sedan—the same luxurious fabrics or tough vinyl—the same safety and security that makes Checker an extraordinary value.

Checker Marathon—Nearly a half century of the toughest, most demanding fleet service.

Why do professional fleets choose Checkers year after year? Why do cab operators, who must earn their living driving, prefer Checkers? One reason is because a Checker is built to last. It is built slowly, cautiously, carefully. Another reason is economy. A Checker must perform longer, more economically and without compromise. A Checker, because of its fleet responsibility, gives a level of dependability not normally required of other auto makers. In addition, the Checker must continu-

ously operate on the lowest schedule of maintenance costs. Over and above the economy and long life features, whether used as a fleet car or family passenger car, Checker offers comfort and convenience not found in any other car.

A Checker Marathon is the result of nearly half-a-century of building fine cars for fleet use. Today you can own this out-of-the-ordinary car and enjoy its totally different appearance, value and long life.

1. Rear seat folds down and away. No protruding wheels to take up extra space! An extra-wide, low-level tailgate opening means you load more—faster, easier, safer. Over 93 cubic feet of storage space available.

Building materials, such as 4x8 sheets of plywood, can be loaded flat in the Marathon station wagon.

2. 4 engines to choose from, including a Diesel and a standard 155 h.p. overhead valve six; optional 235 h.p. economy V-8 and optional 300 h.p. high performance V-8.

3. Sound-proof acoustical ceiling. Scuff-proof vinyl interiors (optional). The Checker station wagon offers outstanding comfort, safety and economy—proven in billions of fleet miles by the toughest, most demanding drivers in the world!



1.



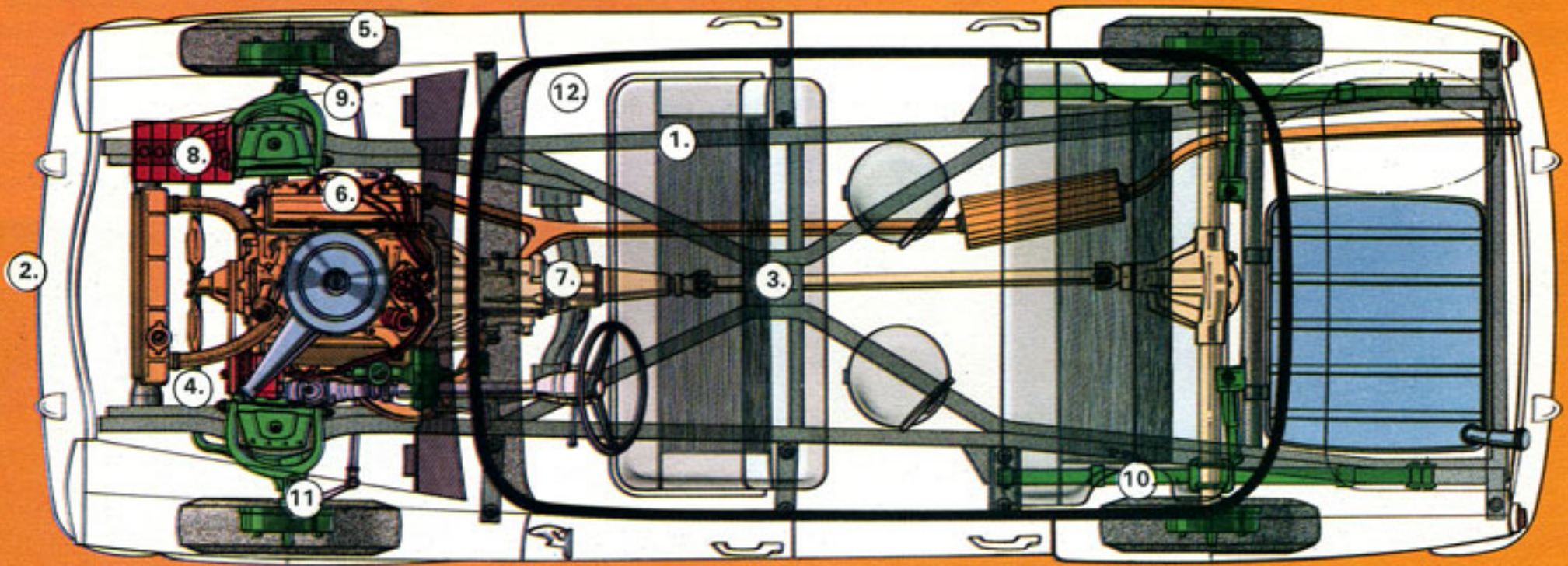
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3.

An in-depth analysis reveals the many more-for-the-money features you get only with Checker.

Superior Chassis Features:

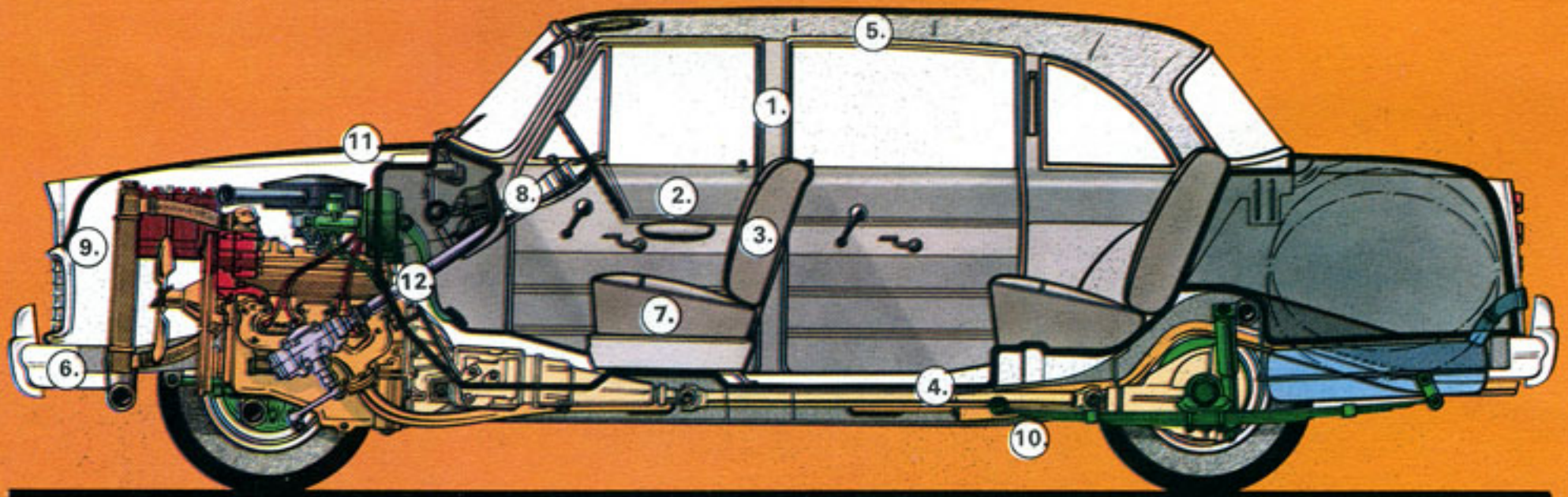


1. Balanced chassis—built stronger, built better—built to give an extra measure of safety, long life and security.
2. Less than 17 feet long—a foot shorter than most other cars! No useless overhang; no unused space means a roomier interior.
3. Super-strong, double channel X-brace frame—for greater strength, stability, safety.
4. Wide track design combined with front stabi-

- lizer bar means greater stability, better roadability, easier handling.
5. 15" wheels mean better road clearance, longer tire life.
6. 4 engines—standard 155 h.p. overhead valve six, optional 235 h.p. economy V-8, optional 300 h.p. high performance V-8 and Perkins Diesel 4.236.
7. Standard synchro-mesh, or optional automatic transmissions—fleet-proven for trouble-free operation.

8. Dependable heavy-duty, fleet-proven parts, designed for longer life, better performance.
9. Independent heavy-duty coil front suspension system gives smoother ride.
10. Five-leaf semi-elliptical springs—wider, more resilient than most other springs.
11. Brakes are fleet-proven for sure, safe stopping power.
12. Greater windshield area in front and rear means greater visibility.

Superior Body Features:



1. Limousine-size interiors; sedans have room for eight adults in complete comfort and with plenty of headroom, legroom, hiproom (with optional folding rear seats).
2. Straight-line door design combined with higher, wider door openings means easiest entry and exit of any car.
3. Driver sits in chair-high seat with safer, more commanding view of road.

4. Rear floors are virtually flat for even more comfort and room.
5. Fiberglass insulation in roof, panels, dash, hood and floor softens road noises.
6. Bumpers that are functional and practical—are not used merely as decoration.
7. Durable, contemporary styled upholstered seats with coil springs combined with foam cushioning give firm yet comfortable seating.

8. Instrument panel features easy-to-read circular gauges in classic cluster.
9. Bolt-on fenders mean less costly, faster replacement when needed.
10. Positive rustproofing process guards against rust and corrosion.
11. Timeless, classic styling; the Checker is not obsoleted by yearly model changes.
12. Energy-absorbing steering column.

Specifications

Marathon Standard Equipment

35-Amp Alternator
Padded Arm Rests
Back-up Lights
50-Amp Battery
Foot Operated Parking Brake
Dual Master Cylinder Brake System
Carpeted Floor Throughout
Automatic Choke
Cigar Lighter
11" Clutch
Wide Track Design
One-Piece Drive Shaft
Double Channel X-Brace Frame
6 Cylinder 155 h.p. 250 cu. in. OHV Engine
Acrylic Lacquer Finish
23-Gallon Gas Tank
Safety-Plate Glass
2 Shoulder Harnesses, Front
Head Restraints
Fresh-Air Heater and Defroster
Padded Instrument Panel
Soundproofing Insulation
Safety Door Locks
Outside Rearview Mirror
Oil Filters
Complete Rustproofing
Seat Belts, Front and Rear (6)
Side Marker Reflectors
Direction and Lane Change Signals
Double-Action Shock Absorbers
Front Stabilizer Bar
Energy-Absorbing Steering Column
Recirculating Ball Steering Gear
Assist Straps
Dual Sun Visors, Padded
Front Independent Coil Suspension
5-Leaf Rear Spring Suspension
Emergency Warning Switch
8.25 x 15 2-ply (4-ply Rating) Tubeless Blackwall Tires
Synchro-Mesh Transmission
Undercoating
Vinyl and Nylon or All-Vinyl Upholstery
Hydraulic Valve Lifters
15" Wheels
2-Speed Electric Windshield Washers and Wipers

Marathon Options

Air Conditioner
55-Amp Alternator
Power-Lok Rear Axle
80-Amp Battery
Power Brakes
Bumper Guards
Clock
Two-Tone Exterior Colors
V-8 Engines
327 cu. in., 235 H.P.
350 cu. in., 300 H.P.
Perkins Diesel

Tinted Glass
Auxiliary Underseat Heater
Back-Up Lights
Parking Brake Warning Light
Radio and Antenna AM & FM
Roof Top Carrier (Station Wagon)
Auxiliary Rear Seats (Sedan)
Floor Shift (Synchro-Mesh Transmission)
Heavy-Duty Shock Absorbers
Spotlight
Heavy-Duty Rear Springs
Power Steering
Tire Size:
8.25 x 15 4-ply (8-ply Rating)
White Sidewall Tires
Dual-Range Automatic Transmission
Overdrive Transmission (6 cyl. only)
Stainless Steel Wheel Covers
Power Tailgate Window (Station Wagon)
Power Windows
Disc Brakes—Front (Power incl.)
Diesel Thermostat Option
Diesel Quick Start Option

Engine Specifications

155 H.P., 250 Cu. In. Overhead Valve Six

Type: 6 Cylinder Overhead Valve
Horsepower: 155 BHP @ 4200 rpm
Compression Ratio: 8.50 to 1
Piston Displacement: 250 cu. in.
Carburetor: Downdraft, with automatic choke
Recommended Fuel: Regular
Cooling System: 12 qts. with heater

Optional Engine—327 Cu. In.

Type: 8 Cylinder Overhead Valve (V-8)
Horsepower: 235 BHP @ 4800 rpm
Compression Ratio: 9.00 to 1
Piston Displacement: 327 cu. in.
Carburetor: Downdraft, 2 barrel, with automatic choke
Recommended Fuel: Regular
Cooling System: 17 qts. with heater

Optional Engine—350 Cu. In.

Type: 8 Cylinder Overhead Valve (V-8)
Horsepower: 300 BHP @ 4800 rpm
Compression Ratio: 10.25 to 1
Piston Displacement: 350 cu. in.
Carburetor: Downdraft, 4 barrel, with automatic choke
Recommended Fuel: Premium
Cooling System: 17 qts. with heater

Colors and Fabrics

VINYL/NYLON INTERIORS

Blue Metallic Vinyl and Dark Blue Nylon
Black Vinyl and Charcoal Gray Nylon

ALL VINYL INTERIORS

Red Vinyl
Dark Brown Vinyl
Medium Blue Vinyl
Dark Gray Metallic Vinyl and Deep Blue Vinyl
Green Vinyl



Chroma Black



Black Frost



Kimberly Red



Claret Maroon



Sorrento Blue



Alpine Blue



Westbrook Green



Hunter Green



Azure Blue



Cameo White



Tampico Tan



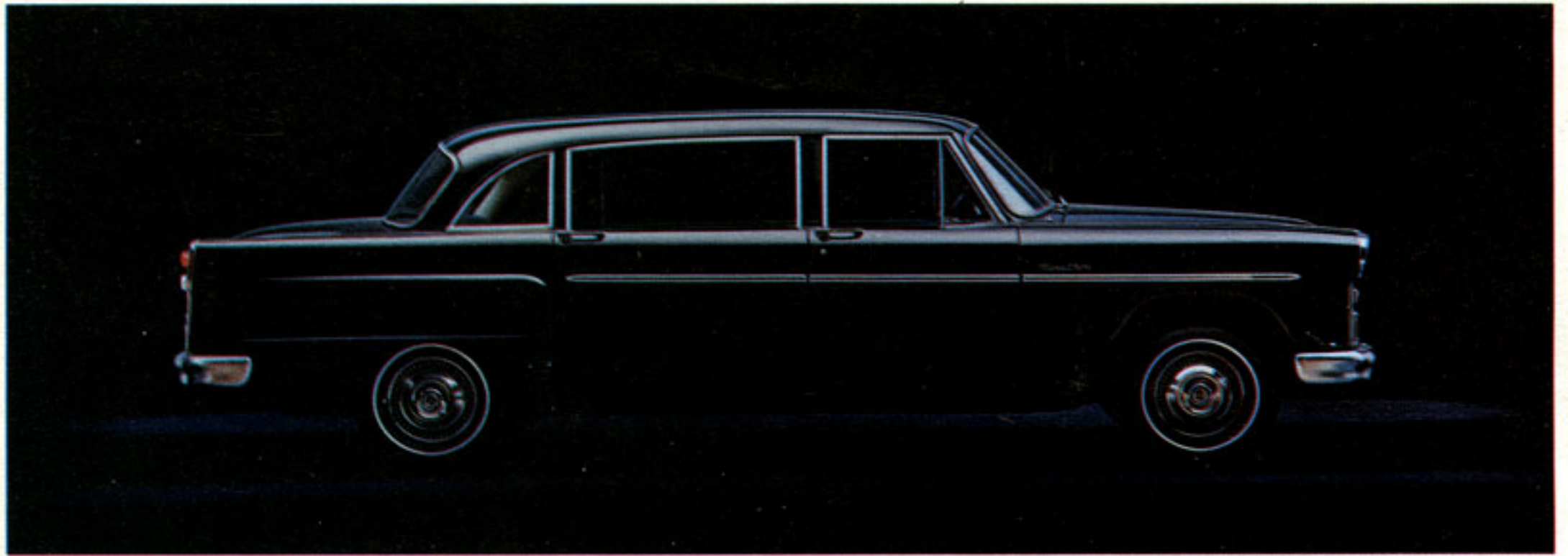
Briargate Beige



Granada Gray

Printed version of Exterior Colors may vary from actual paint colors.

Checker Marathon Deluxe Limousine



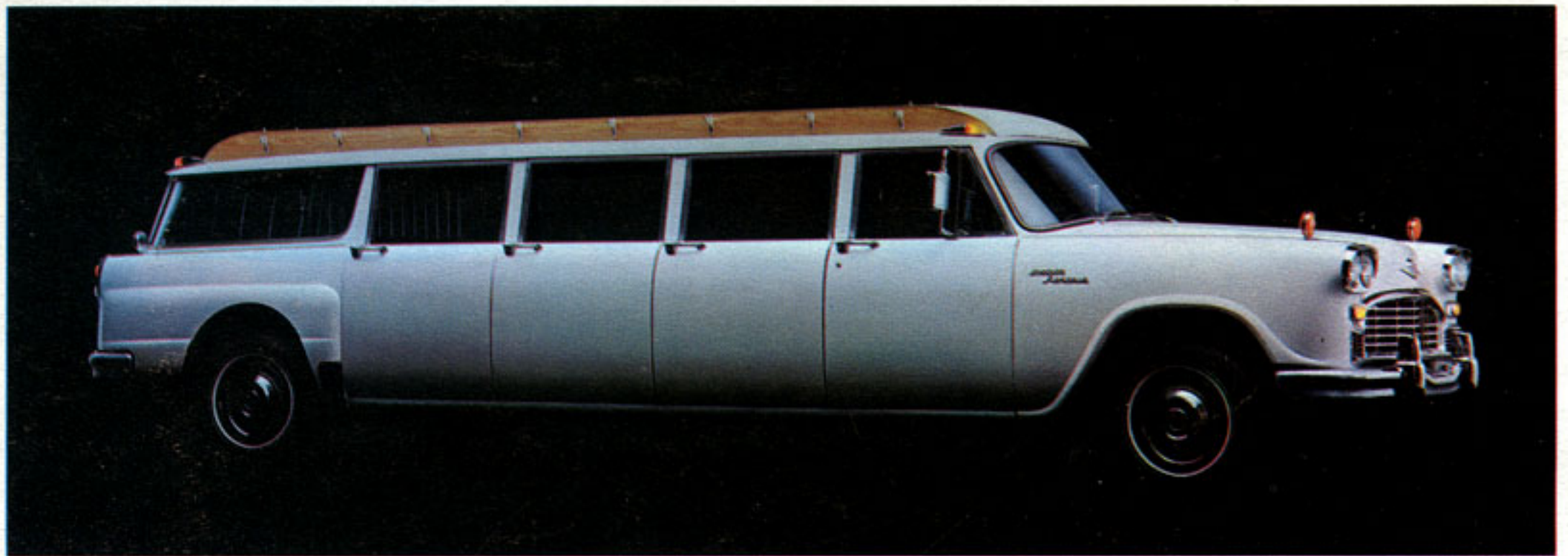
The Checker A-12E Marathon Deluxe Limousine, originally engineered and built for world markets, is the perfect VIP car for municipal and local government officials, livery, corporations, resorts and hotels, funeral directors—whenever and wherever superbly comfortable transportation without ostenta-

tion is required. No other car can match the tremendous interiors of the Checker A-12E.

Big, square, forward-facing auxiliary seats mean more adults can relax in limousine comfort. Its regal 129" wheelbase—without useless protrusion

in front and rear—means easiest handling with maximum performance. Also available: Custom Limousine. Includes luxurious gray whipcord upholstery and custom interior, divided rear seat with center armrest. Also available with fully upholstered, sliding glass chauffeur's partition.

Checker Aerobus Limousine



Perfect for schools, institutions, resorts, motels, hotels, inter-plant transportation, employee pick-up—even large families! It's 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, including flat rear floors, higher door openings, ageless design. The Aerobus is available in 6 and 8-door models,

with new 200 h.p. 350 cu. in. V-8 engine, power steering and power brakes included as standard equipment. 12 passenger: 189 in. wheelbase, 270" over-all. 9 passenger: 154 in. wheelbase, 235" over-all.



**CHECKER MOTORS
CORPORATION**

Kalamazoo, Michigan 49007