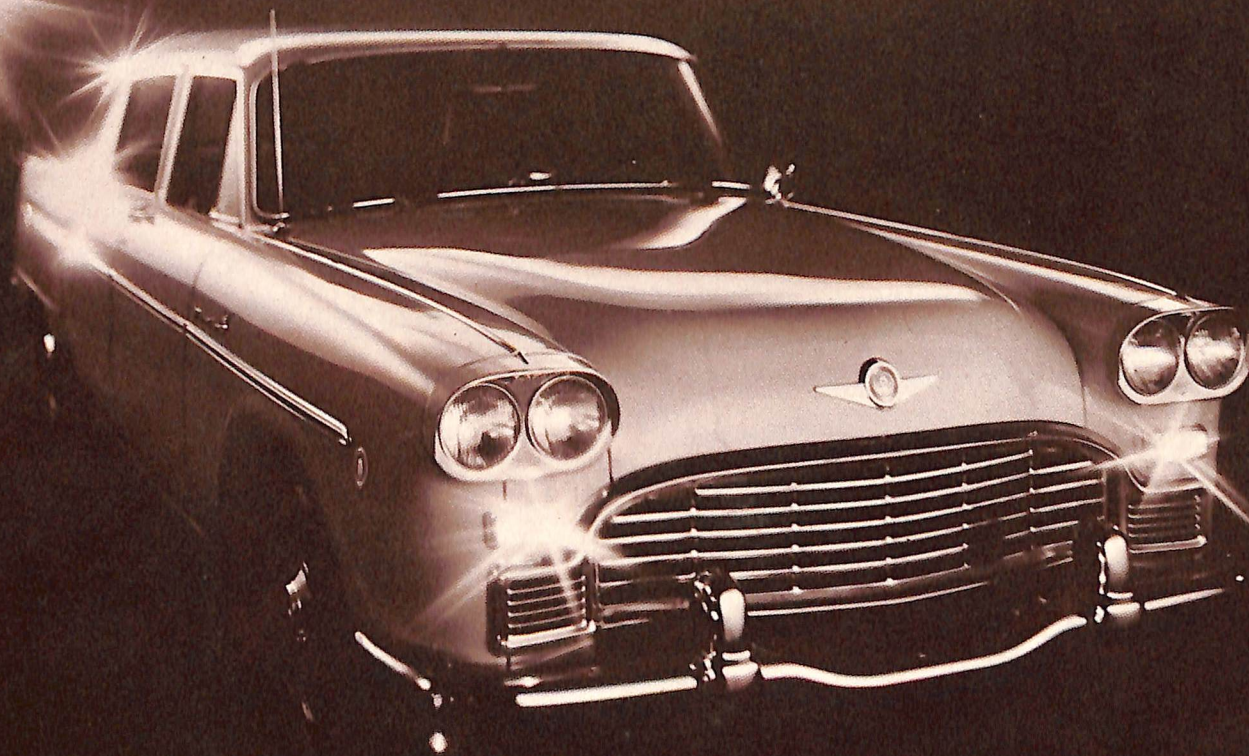


CHECKER



MARATHON by Checker Motors Corporation. The quality of car the times demand.

The Checker Marathon. The quality of car the times demand.

In an age of rising costs, people have rising expectations. No longer satisfied with products that promise only a beautiful package, they're demanding their money's worth in terms of dependability, durability and economy.

That's why we build the Checker Marathon the way we do. The way we would want someone to build a car for us.

First and foremost, that means eliminating yearly style changes. Neither you nor we can afford the luxury of planned obsolescence. So, rather than constantly changing the outside of a Marathon, we devote our time and energies to perfecting it inside.

With dependability and safety as our goals, we outfit a Marathon with a rock-solid, double channel X-brace frame. A wide track design improves roadability. An independent coil front suspension system smooths the ride.

We offer a choice of two engines, each spirited enough for defensive driving on highways and expressways, thrifty enough to require only regular grade fuel. We build in maintenance economy by equipping a Marathon with simple, easily-removed parts such as bolt-on fenders and outfitting it with an energy-absorbing front bumper.

For comfort's sake, we allow for limousine-size interiors. Inside a Marathon you'll find an uncommon amount of headroom and legroom, a virtually flat rear floor, chair-high seats with foam cushioning, large door openings.

Rather than charge extra for options we know most people want, *as standard equipment* we include automatic transmission, power front disc brakes and undercoating.

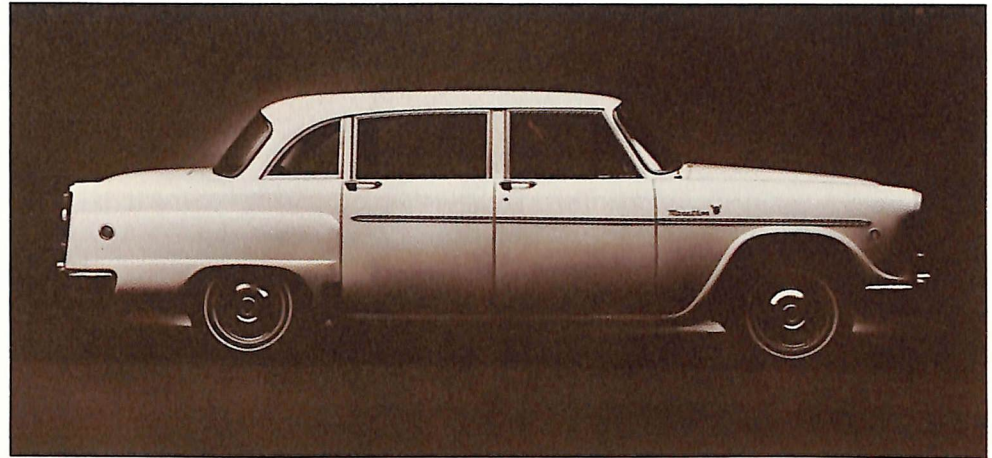
Then, we wrap up the works in a body of steel, and polish it off with a gleaming acrylic enamel finish.

Finally, after we have inspected and tested each and every one, we affix the Checker emblem, symbolic of fleet-proven automotive excellence.

A Checker Marathon is the result of over a half century of technical experience and craftsmanship which we consider the equal of any in our industry. In our enlightened times, with the emphasis shifting from a car's appearance to its value and longevity, we believe Marathon is the quality of car the times demand.



Checker Marathon 4-door sedan



The big American car that thinks it's a little European.

The Checker Marathon is designed, engineered and built at the modern Checker complex in Kalamazoo, Michigan.

Being all American, it incorporates the celebrated qualities of American cars.

Roominess.

Comfort.

And a decent amount of zip.

But the Marathon behaves as though it's got a touch of the European in it.

Which is partly understandable because Marathon styling is simple and functional, somewhat along the lines of classic European cars. As with European makes, year-to-year

improvements have been directed at how it works, not at the way it looks.

Throughout the years, however, the Marathon has also adopted the finest performance habits of European cars.

It gets sensible gas mileage.

Maintenance is simple and economical.

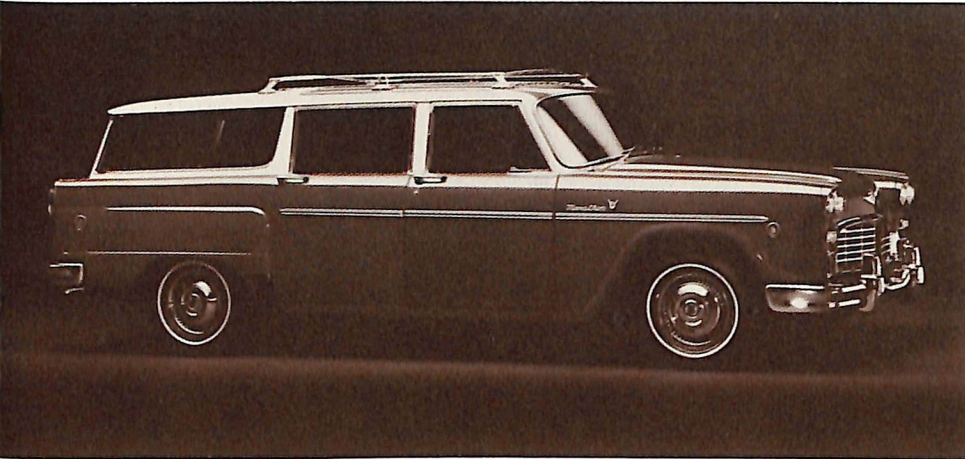
It handles surely and easily.

And, like European cars, it's built to last a long, long time.

This year, take a good look at all the big American cars and all the little European cars.

Then, get the big American car that thinks it's a little European. The Checker Marathon.

Checker Marathon 4-door station wagon



The one station wagon that lives up to its name.

Other automakers choose to call their station wagons by a variety of impressive, exotic names.

We call ours Marathon, the same name we call all our passenger cars.

The difference between our name and their names is that ours means something.

The name Marathon means that we expect it to run and run. For thousands and thousands of rough, tough miles. Giving years of dependable service.

How many thousands of miles or how many years, we can't promise. But we do know that over the past 50 years, the stamina of its brother, the world famous Checker taxicab, has been proved by billions of miles of use throughout the roads of the world by the most demanding professional fleet drivers.

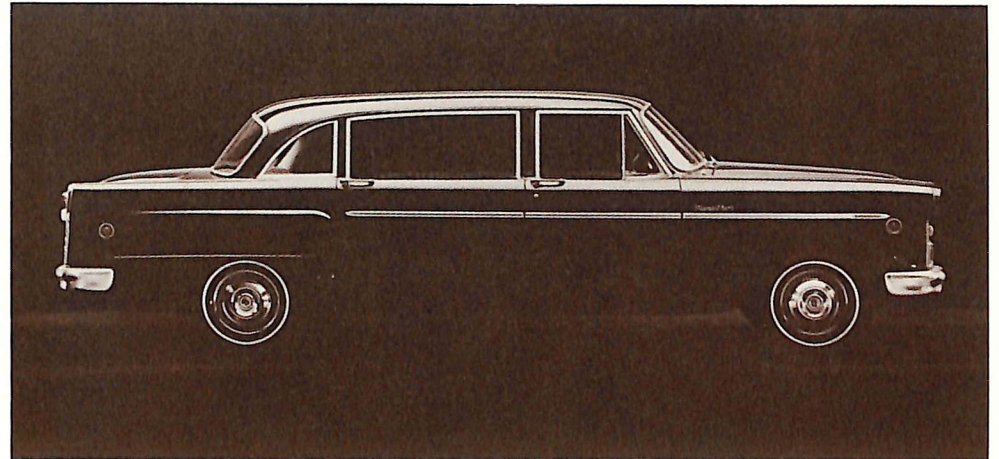
But, if you just want a car that will carry you around a long time, you only need our sedan. We built this station wagon so you can carry a lot of cargo around a long time.

Even though our wagon's length is only 17 ft., it has 93 cu. ft. of storage space available. To give you an example of the space: a 4' x 8' sheet of plywood can be loaded flat because there's no protruding wheel in the way, no tunnel to rob you of space.

And yet, as big as it is inside, it's small enough outside so that it handles like a regular car in traffic, parking easily, offering the same comfortable ride as our sedan.

So, if you're in the market for a station wagon, buy one with a good name.

Checker Marathon Deluxe



The automobile for people who appreciate extraordinary spaciousness and comfort.

You're looking at the sedan that has won the space race hands down.

Originally engineered and designed for world markets, the Checker Marathon A-12E Deluxe offers a whole new realm of inner space.

Enough space so that you can truly stretch out and relax.

Enough space for optional forward-facing auxiliary seats that allow five adults to ride in comfort in the rear compartment.

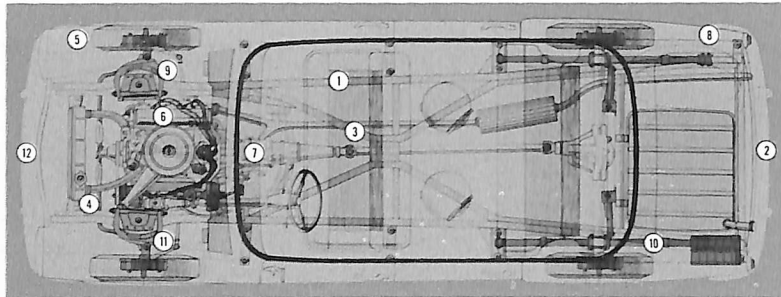
Naturally, it includes deluxe

interiors, automatic transmission, power front disc brakes and undercoating as standard equipment. As well as the built-in durability and economy features made famous by Checker Motors.

And, its regal 129" wheelbase provides a wonderfully comfortable ride, a solid feel of the road.

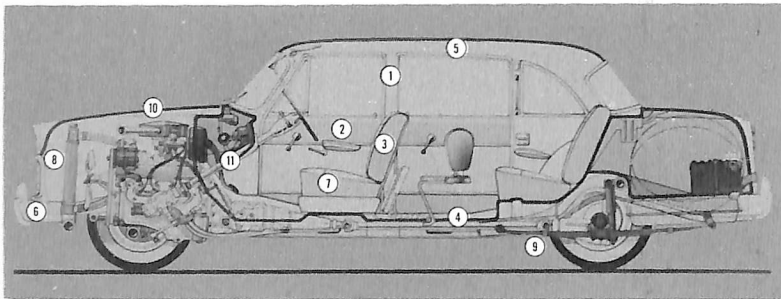
If roominess is your idea of luxury, consider the Checker Marathon Deluxe—just possibly the most spacious car you've ever ridden in.

Checker Marathon: The Inside Story



Chassis Features:

- Balanced chassis provides strong foundation.
- 17 ft. length reduces useless overhang.
- Solid, double channel X-brace for strength, stability, safety.
- Wide track design combined with front stabilizer bar improves roadability and handling.
- 15" wheels allow for excellent road clearance.
- The engine—either a standard 250 cu. in. overhead valve six or an optional 350 cu. in. V-8.
- 3-Speed automatic transmission. Standard equipment.
- Dependable, fleet-proven parts, designed for long life and trustworthy performance.
- Independent coil front suspension system smooths the ride.
- Five-leaf semi-elliptical springs in rear provide resiliency to shocks and bumps.
- Power front disc brakes. Standard equipment.
- Front bumper equipped with self restoring energy absorbers in compliance with FMVSS-215.



Body Features:

- Interior offers plenty of headroom, legroom, hiproom; with optional folding rear seats, room for eight adults.
- Side door reinforcements in compliance with FMVSS-214. Straight-line door design combined with large door openings means easy entry and exit.
- Chair-high driver's seat.
- Virtually flat rear floors.
- Insulation in roof, panels, hood and floor softens road noises.
- Functional, interchangeable front and rear bumpers.
- Upholstered seats with foam cushioning.
- Bolt-on fenders.
- Undercoating. Standard equipment.
- Simple, uncluttered styling; not obsoleted by yearly model changes.
- Energy-absorbing steering column with anti-theft locking device.

Specifications:

Marathon Standard Equipment

55-Amp Alternator
Padded Arm Rests
Backup Lights
Foot-Operated Parking Brake
Parking Brake Warning Light
Dual Master Cylinder Brake System
Disc Brakes, Front (Power included)
Automatic Choke
Cigar Lighter
Wide Track Design
One-Piece Drive Shaft
Double Channel X-Brace Frame
6 Cylinder, 250 cu. in. OHV Engine
Acrylic Enamel Finish
2 Shoulder Harnesses, Front
Shoulder Harness Anchors, Rear
Head Restraints
Fresh Air Heater and Defroster
Padded Instrument Panel
Soundproofing Insulation
Safety Door Locks
Outside Rearview Mirror
Oil Filter
Seat Belts, Front and Rear (6)
Side Marker Lights
Direction and Lane Change Signals
Double-Action Shock Absorbers
Front Stabilizer Bar
Energy-Absorbing Steering Column with Anti-Theft Locking Device
Recirculating Ball Steering Gear
Assist Straps
Dual Sun Visors, Padded
Front Independent Coil Suspension
5-Leaf Rear Spring Suspension
Emergency Warning Switch
G78 x 15 Bias-Belted, L/R B
4-Ply Rated Tires
3-Speed Automatic Transmission
Undercoating
Vinyl and Nylon or All-Vinyl Upholstery
Hydraulic Valve Lifters
15" Wheels
2-Speed Electric Windshield Washers and Wipers
Current Emission Control System
Energy Absorbing Front Bumpers
Anti-Freeze
80-Amp Battery

Marathon Options

Air Conditioner
Trac-Lok Rear Axle
Bumper Guards
Two-Tone Exterior Colors
350 cu. in. V-8 Engine
Tinted Glass
Auxiliary Underseat Heater
Radio, AM
Radio, AM & FM
Rear Speaker
Roof Top Carrier (Station Wagon)
Auxiliary Rear Seats (Sedan)
Heavy-Duty Shock Absorbers
Spotlight
Power Steering (Required with V-8)
White Sidewall and Premium Tires
Stainless Steel Wheel Covers
Heavy-Duty Radiator
Vinyl-Covered Roof
Defogger, Rear Window (Sedan)
Closed-in Quarter Windows

Engine Specifications

250 Cu. In. Overhead Valve Six
Type: 6 Cylinder Overhead Valve
Compression Ratio: 8.25 to 1
Piston Displacement: 250 cu. in.
Carburetor: Downdraft, with automatic choke
Recommended Fuel: 91 Octane or higher
Cooling System: 12 qts. with heater

Optional Engine—350 Cu. In.
Type: 8 Cylinder Overhead Valve (V-8)
Compression Ratio: 8.50 to 1
Piston Displacement: 350 cu. in.
Carburetor: Downdraft, 2 barrel, with automatic choke
Recommended Fuel: 91 Octane or higher
Cooling System: 17 qts. with heater

Fabrics

VINYL/NYLON INTERIORS
Blue Metallic Vinyl and Dark Blue Nylon

ALL VINYL INTERIORS
Black Vinyl
Red Vinyl
Dark Brown Vinyl
Medium Blue Vinyl
Dark Gray Metallic Vinyl and Deep Blue Vinyl

Colors

DuPont
Acrylic
Enamel in
96 Different
Color
Choices



CHECKER MOTORS CORPORATION

Kalamazoo, Michigan 49007