

THE CHECKER TAXICAB



For over 50 years, taxicabs have been Checker Motors Corporation's first order of business. Not a sideline. Not an afterthought.

This half century of experience has given us insights into the specific needs of fleet operators.

In the fleet business, we know meaningful profits arise from a fleet that can keep running. With a minimum of maintenance and down-time. With a maximum of

economy and safety. For a reasonable number of years. That's why we build Checker Cabs the way we do. Plain. Simple. Honest.

Plain.

Outside, we build them so their styling isn't outmoded every two years.

Since neither you nor we can afford the luxury of planned obsolescence, a Checker is

designed to present a timeless, uncluttered look, one that is easily and immediately identifiable as a commercial vehicle.

And simple.

Inside, we make a Checker as simple as we can.

We equip our products with fleet-

proven engines that are spirited enough for defensive driving on highways and expressways, stingy enough to require only regular gas.

We build in maintenance economy by using easily removed bolt-on fenders and grilles, as well as energy-absorbing front and rear bumpers.

Plain, Simple and Honest.

But we don't skimp.

We take care to build Checkers the way we would want someone to build cabs for us.

With dependability and safety as our goals, we outfit each Checker with a solid, double channel X-brace frame. And, Checkers wide-track design combined with an independent coil front suspension system gives a smooth, easy ride.

For the sake of everyday practicality, we allow for limousine-size interiors. Inside a Checker you find an uncommon amount of headroom and legroom. A virtually flat rear floor for passenger comfort. Large door openings for easy entry and exit. Cushioned, chair-high seats that permit a good view of the road.

We offer options that are func-

tional, features that can help prevent driver fatigue and contribute to overall morale. Such as air conditioning, rear door driver control, auxiliary seats and our "Life-Guard" partition. And, instead of charging extra for options we know you want, we include automatic transmission, power brakes and power steering as standard equipment.

Honesty.

In the end, a Checker is the result of over a half century of technical experience and craftsmanship which we consider the equal of any in our industry.

In view of the fleet operator's very specialized needs and our dedication to filling those needs, we believe the plain, simple and honest Checker taxicabs to be—the best made for the purpose.

customers and the country! In these days of conservation and fuel uncertainties, only Checker allows you to TAKE FIVE! With optional auxiliary seats, Checker taxicabs seat five passengers; three in deep-seated comfort, two more on fold-away "jump seats."

Whether or not you charge for "extras," TAKE FIVE makes sense in today's world, particularly when you have passengers with common destinations such as the airport or downtown hotels.

All in all, today's Checker represents value and practicality, designed and engineered for today's world.

We invite your comparison . . . and your business.

Exclusive LIFE-GUARD PARTITION



We looked carefully at your needs before we designed the Checker Life-Guard partition. We asked ourselves one fundamental question:

"If we were professional drivers, what sort of protective safeguard would we want for ourselves, and for our families' peace of mind?"

Realizing that no device can be absolutely crime-proof, we tried to develop the most advanced anti-

crime package available—a door-to-door, floor-to-ceiling, bullet-resistant, robber-deterrent partition that really works.

While offering a wall of protection, the Life-Guard partition in no way inconveniences the driver. No need to lose any fare or turn on the off-duty sign, no matter where his fare asks to go at any time of day or night. Unless the driver chooses to insulate himself from a suspicious passenger, there

TAKE FIVE... Only Checker has it!

Now extend your cab service for the good of the community, your

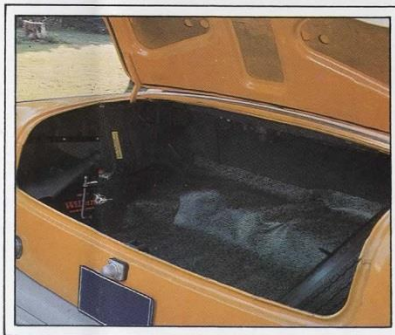


need be no loss of communication with passengers.

And, from a practical standpoint, the partition can be transferred from one Checker to another.

The Checker Life-Guard partition. In today's world, it's a sound investment. More important, it's a safety precaution that makes for a cab you can live with.

Practical, standard equipment for the taxicab includes power steering with variable ratio steering that adjusts to the turns you take, power brakes with front discs, and Turbo Hydra-Matic 400 automatic transmission which on many other vehicles is often a deluxe, optional feature. And, this year, added safety and environmental features like extruded aluminum front and rear bumpers which cushion collision impacts.



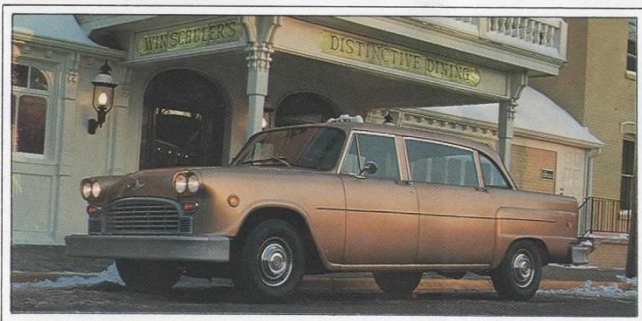
Supercab!

It's a cab . . . it's a limo . . . it's SUPERCAB! The Checker taxicab on a custom-built luxurious 129-inch wheelbase.

The extra-wide doors are 9-inches wider for easy entry and exit. Inside gracious limousine spaciousness.

Optional forward-facing auxiliary seats allow for six passengers in the rear. In all, it can seat nine comfortably. Perfect for tour business and sight-seeing lines.

Bigger than a Checker Taxicab. Better than an ordinary limousine because it's built-to-last by Checker. Able to accommodate nine passengers with comfort and ease.



12 passenger comfort. Checker Aerobus

For limousine services; hotels, motels and resorts; business and industry; hospitals, schools and special transportation needs.

The proven people-moving vehicle, Checker Aerobus offers experience and ruggedness; comfort and convenience. With room for 11 passengers plus driver, Aerobus cost-per-seat is among the lowest of any van or bus. The Aerobus incorporates Checker's legendary headroom, legroom, and practically flat floors.

Built on double-channel, double X-brace frame, the Aerobus is engineered from the ground up, for

round-the-clock service; designed to carry full loads—with bag and baggage—over highways and through city traffic, with maximum comfort and economy.

Standard equipment includes automatic transmission, dual power braking system, power steering and a 350 cu. in. V-8 regular-gas engine. The overall length of 270¾ inches on a wheelbase of 189 inches means less overhang, greater maneuverability and easier driving.

The Checker Aerobus . . . the only 12 passenger limousine that's built for the purpose.



EQUIPMENT

Some equipment and accessories pictured are not standard equipment and will be furnished at extra cost if available.

Standard Equipment:

- G78 x 15 Bias Belt L/RB blackwall tires
- Bolt-on fender and grille
- Interchangeable front and rear bumpers
- Upholstered seats with foam cushioning
- 2-speed electric windshield wipers and washer
- Sound and heat absorbing insulation
- Heater and defroster
- Front side vent window
- Door-A-Jar warning light
- Safety door locks
- 2 sets of shoulder harnesses-lap belt combination
- 4 sets of lap belts
- Padded instrument panel
- Head restraints
- Dual padded sun visor
- Directional signals with lane-changing device
- Hazard warning flashers
- Step-on parking brake with electric warning light
- Impact-absorbing steering column with anti-theft locking device

- Extruded aluminum front and rear bumpers with ribbed structure and energy absorbing mountings for added shock absorption
- Roof Lamp (No Charge for TAXI, YELLOW, CHECKER Lettering)
- Checker Border, Roof or Horizontal

Optional Equipment:

- Auxiliary seats
- Trac-Lok rear axle
- Air conditioning
- Shock absorbers—1 $\frac{3}{16}$ " bore
- Front arm rests
- Wheel covers
- White sidewall tires
- Forward rear seat
- Driver's card case
- Life-Guard partition
- Auxiliary underseat heater
- Rear door driver control handles
- Rear window defroster
- Power rear door locks
- Spot light
- Tinted glass
- Undercoating
- V-8 engine
- Trunk-mounted battery
- Six-leaf rear springs

- 2-way radio antenna
- 2-way radio power cable conduit
- Transmission oil cooler
- Adapter, Dual Drive Speedometer + Taximeter
- Radio AM or AM-FM
- Rear Seat Speaker
- Keyed Alike, Ignition
- Deck Lid Locking w/"T" Handle
- Tires, HR 78x15 Firestone Steel Radial "500"
- Wiring Harness for Rockwell Taximeter
- Heavy Duty Radiator w/2" Core and Optional Fan
- Coolant Recovery Kit
- Roof Lamp Lettering Name, Telephone or Cab Number
- Inside Day-Night Mirror

NOTE: Tire rebate for fleets with mileage tire contracts

Engine:

- 250 cu. in. 6-Cylinder Overhead Valve with automatic choke
- Closed Positive Crankcase Vent System
- Exhaust Gas Recirculating System (EGR) and Evaporative Emissions Control System (EEC) to reduce pollutant levels
- 55 amp alternator
- 80 amp battery

Colors:

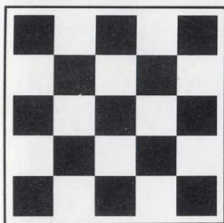
- DuPont Acrylic Enamel in 94 different color choices

Chassis:

- Turbo Hydra-Matic 400 automatic transmission
- Power steering
- Power front disc brakes/rear drum brakes
- Double channel X-brace frame with wide-track design
- Independent front coil suspension for cushioned ride
- Five-leaf, semi-elliptical rear spring suspension
- Double-action hydraulic shock absorbers, front and rear

Fabrics:

- All Vinyl Interiors
- Black (optional)
- Red
- Dark Gray (optional)
- Medium Gray



CHECKER MOTORS CORPORATION

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