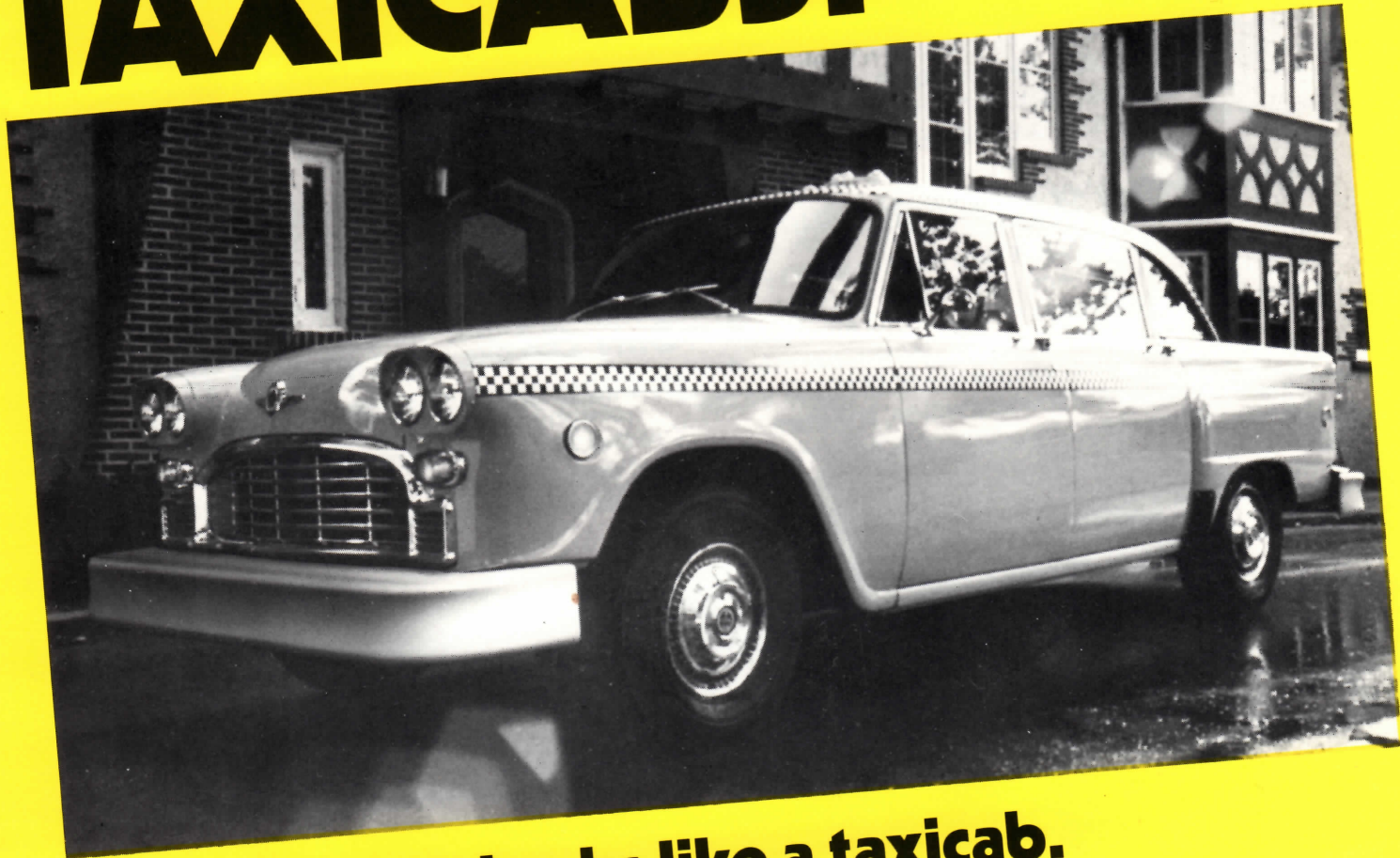


SOME STRAIGHT TALK ABOUT TAXICABS:



Only Checker looks like a taxicab.

Only Checker seats 5 passengers in the rear.

Only Checker has the Life-Guard[®] partition for driver safety.

Only Checker has over 50 years experience in proven low-cost maintenance.

ONLY CHECKER LOO

We build it that way on purpose. We build CHECKERS so they look like they're ready for business. Your business.

We build a taxicab that people recognize as a taxicab. Chances are we won't win any fashion awards or will ever be named car-of-the-year . . . but that's not why you buy a taxicab!

CHECKER; it's one of the most honest cars on the market today. Built with a level of dependability and solid safety that has been the ultimate goal of CHECKER for over 50 years.

Only Checker seats 5 in the rear.

Another way to help you make a profit when you charge for "extras." Another way of helping you improve your service.

In today's world of increasing costs, fuel shortages and general conservation, it makes good "profit" sense to haul the most number of passengers every chance you get. It saves you

energy while it saves the nation's energy. And CHECKER's auxiliary seats cost far less than you'd expect.

Only Checker has the exclusive Life-Guard® partition.

Professional cab drivers know the CHECKER Life-Guard is the surest and best kind of protection for the driver; for our families' peace of mind.

Our Life-Guard partition is engineered to be neat looking; in addition, it can be transferred from one CHECKER to another. This way, there's *never* any reason to sacrifice safety.

Only Checker has over 50 years of proven low-cost maintenance.

You can't turn a meaningful profit unless you keep your fleet running. That means a minimum of maintenance and downtime. Each CHECKER



CHECKERS LIKE A TAXICAB.

is built with a wide-track design and a solid frame. There's an independent coil front suspension system for a smooth, sure, "expressway" type ride.

CHECKER offers the proven dependability of a 229 cu. in. V-6 engine. In keeping with safety and environmental control features of the Federal Motor Vehicle Safety Standards, CHECKER taxicabs will be equipped with a Catalytic Converter System (U/F) which operates on lead-free gas. To further reduce pollutant levels CHECKER has Exhaust Gas Recirculating (EGR), Evaporative Emissions Control (EEC) and Early Fuel Evaporation (EFE).

For the sake of everyday practicality, only CHECKER has huge limousine 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 fast, easy entry and exit. (With or without suitcases.) Plus, cushioned, chair-high seats that permit a good view of the road.

CHECKER options are functional; features that help prevent driver fatigue and contribute to overall morale. 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—as standard equipment—Turbo Hydra-Matic 400 automatic transmissions, power brakes with front discs and variable ratio power steering that adjusts to the turns you have to make.

CHECKERS are built so you can cannibalize 'em when necessary! Pull a fender off one and put it on another or interchange extruded aluminum bumpers. Our longevity in functional design makes this possible. What you do—easily—is keep a CHECKER taxicab out on the street. Running.

In short, we build a taxicab you can live with. Plain. Simple. Honest.

Think profit: decide Checker!
Think safety: decide Checker!
Think comfort: decide Checker!

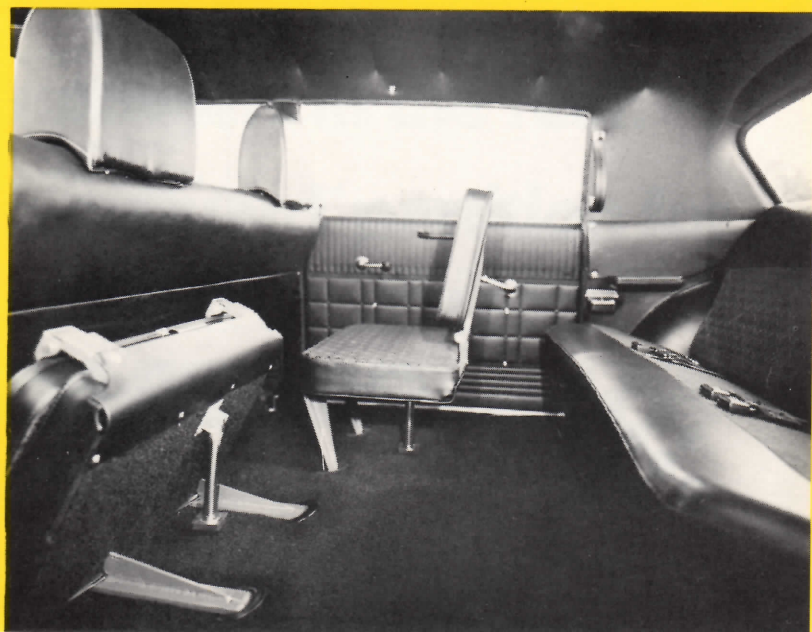
Supercab

Every fleet in every convention city should have a couple.

It's a cab . . . it's a limo . . . it's SUPERCAB! The CHECKER luxurious taxicab on a custom-built 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. And it can carry sample cases, convention props, sightseeing wives or handle local tour business.

Bigger than a CHECKER taxicab. Better than an ordinary limousine. It's SUPERCAB . . . built to last by CHECKER.



EQUIPMENT

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

Standard Equipment:

- P215 Radial blackwall tires
- Bolt-on fenders and grille
- Interchangeable front and rear bumpers
- 2-speed electric windshield wipers and washer
- Heater and defroster
- Front side vent window
- Door-A-Jar warning light
- 2 sets of shoulder harnesses-lap belt combination
- 4 sets of lap belts
- Padded instrument panel
- Step-on parking brake with electric warning light
- Rubber fender shields
- Rear door pull handles
- Inside Day-Night Mirror
- Coolant Recovery Kit
- Full wheel covers
- Trunk mounted battery w/shield

NOTE: Tire rebate for fleets with mileage tire contracts

Optional Equipment:

- Auxiliary seats
- Trac-Lok rear axle
- Air-conditioning—front or dual
- Shock absorbers—1³/₁₆" bore
- Front arm rests
- White sidewall tires
- Driver's card case
- Life-Guard® partition
- Auxiliary underseat heater
- Rear door driver control handles
- Rear Window defogger
- Electric rear door locks
- Spot light
- Tinted glass
- V-8 engines
267 CID V-8 2 BBL (Standard on A-11E)
305 CID V-8 4 BBL
- Diesel engine
5.7 Litre (350) V-8
- Carpeting
- Skid Bar
- 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, P225 Firestone Steel Radial "721"
- Wiring Harness for Rockwell Taximeter
- Optional Cooling
- Roof Lamp
- Roof Lamp Lettering Name, Telephone or Cab Number
- Checker Border, Roof or Horizontal
- Checker special decal

Engine:

- 229 CID V-6 (Model A-11)
- 267 CID V-8 (Standard A-11E)
- To Reduce Pollutant Levels:
Catalytic Converter System (U/F)
- 63 amp alternator
- 80 amp battery
- Stainless Steel Exhaust Pipes

Colors:

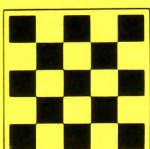
- Dupont Acrylic Enamel in 94 different color choices

Chassis:

- Turbo Hydra-Matic 400 automatic transmission
- Power steering
- Power front disc brakes/rear drum brakes
- Double channel 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
Medium Gray (Std)
Black (optional)
Red (optional)
Dark Gray (optional)



CHECKER MOTORS CORPORATION

Kalamazoo, Michigan 49007