

IT'S DIFFERENT!

Nothing in the U.S.—nothing in Europe can match it!

The new Superba is an utterly different kind of car. You needn't squat and squirm to get in it. You walk through its higher, wider doors. In the Superba you neither straddle a hump nor cramp your feet into footwells. Its rear floor is flat with leg room to spare. To get these unique advantages, you don't sacrifice safety or economy. Superba gives you extra strength and stability, provides top performance on regular gasoline.

Proved long life and low upkeep are built into the Superba. Basically, it has the chassis proved to stand up through 150,000 miles or more of punishing taxicab service. Unusual accessibility of parts makes servicing easy, less expensive.

The common sense car
America asked for!

THE *Superba* BY CHECKER MOTORS

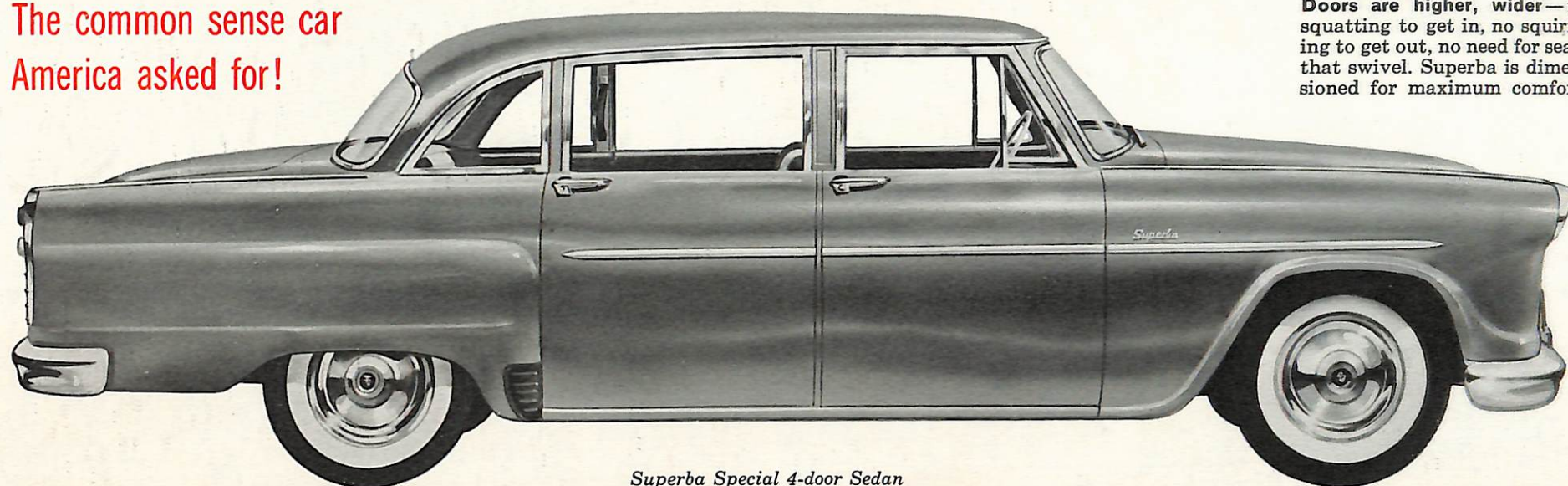
Imagine a sedan that seats eight yet fits in a small garage! That's the Superba with optional auxiliary seats. Yet it measures only 199½ inches overall! Come in and see the Superba, America's most comfortable, practical and different new car.



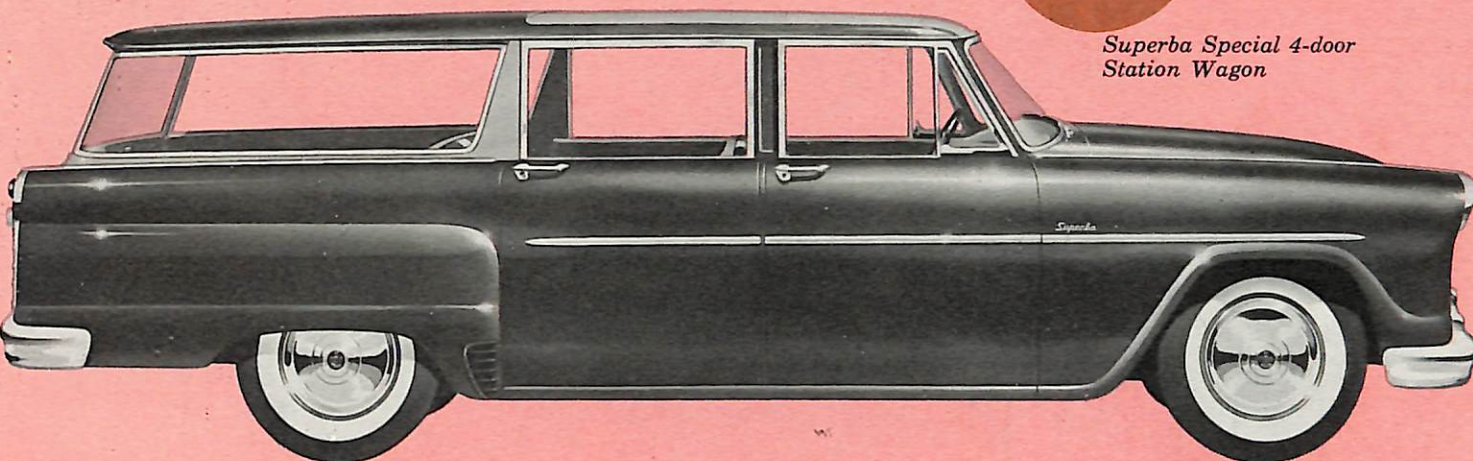
No hump to hog space, no awkward footwells. Extra room to sit up in, stretch out in. Optional auxiliary seats allow eight to ride in comfort.



Doors are higher, wider—no squatting to get in, no squirming to get out, no need for seats that swivel. Superba is dimensioned for maximum comfort.



Superba Special 4-door Sedan



Superba Special 4-door Station Wagon



Just flick a dashboard lever and the power-operated rear seat of the Superba station wagon automatically folds flat into the floor. Another flick and it rises into upright position... an exclusive Superba advantage. Rear deck is wider than any other station wagon.

The Superba station wagon combines sleek good looks with workhorse ruggedness. It is a luxurious family car and a big-capacity cargo hauler all in one. Thanks to wide track rear wheels, the space behind the rear seat is unbroken, wider than in any other wagon. Foam cushions and five automatic dome lights are standard equipment. An exciting and exclusive option is the power-operated folding rear seat.

This is
America's
roomiest
sedan...

yet it fits
any garage
and parks in
tight places

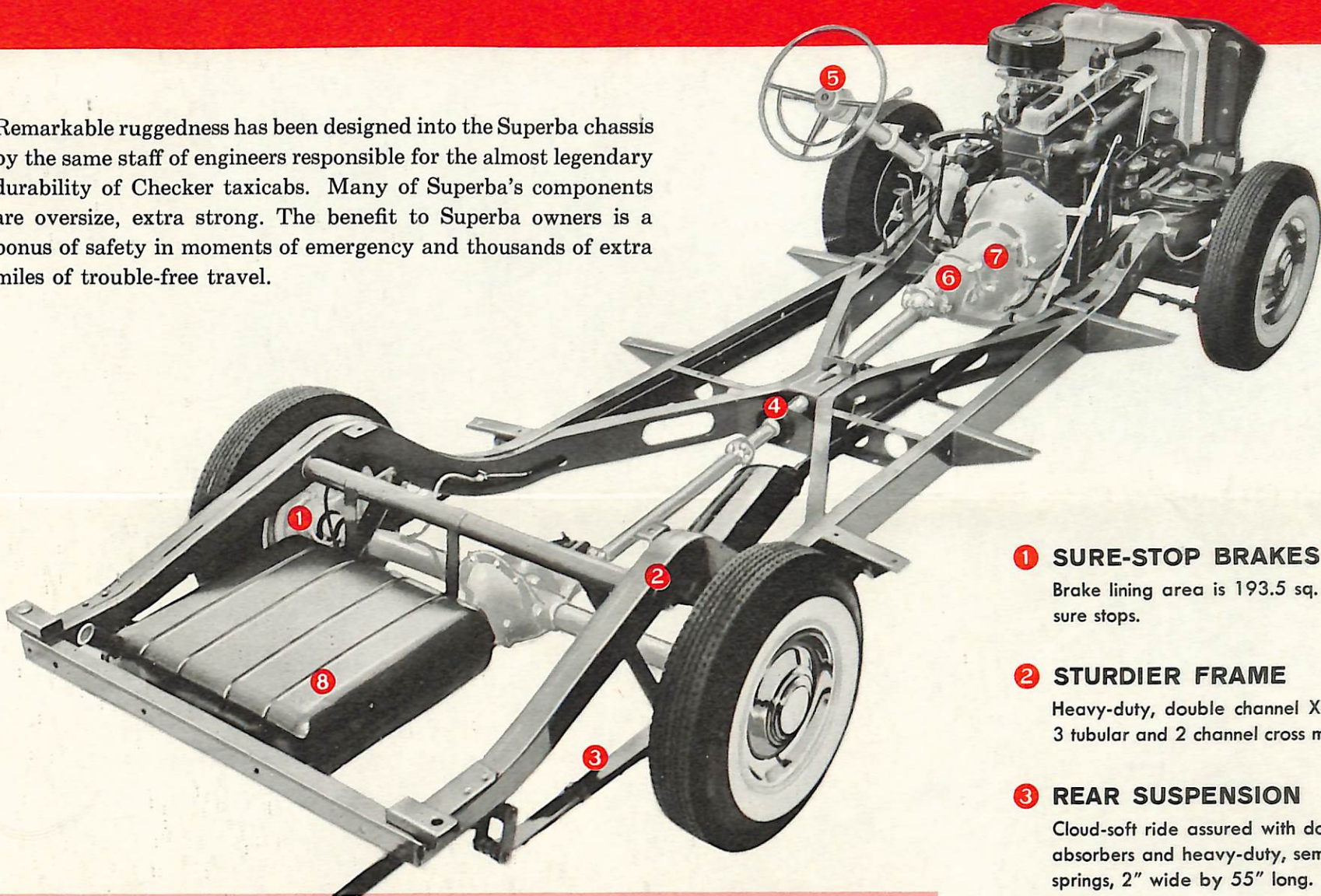


Optional auxiliary seats allow eight to ride in comfort. Just one example of Superba's imaginative design.

NOV 16 1960

THE SAFER, LONGER-LIFE SUPERBA CHASSIS

Remarkable ruggedness has been designed into the Superba chassis by the same staff of engineers responsible for the almost legendary durability of Checker taxicabs. Many of Superba's components are oversize, extra strong. The benefit to Superba owners is a bonus of safety in moments of emergency and thousands of extra miles of trouble-free travel.



1 SURE-STOP BRAKES

Brake lining area is 193.5 sq. in., assuring safe, sure stops.

2 STURDIER FRAME

Heavy-duty, double channel X-brace frame has 3 tubular and 2 channel cross members.

3 REAR SUSPENSION

Cloud-soft ride assured with double-acting shock absorbers and heavy-duty, semi-elliptical, 5-leaf springs, 2" wide by 55" long.

4 PROPELLER SHAFT

The 2-piece propeller shaft has intermediate bearings mounted in rubber at frame's X member assuring quiet operation, long life.

5 STEERING

New, improved worm and gear design permits effortless steering, easy maneuverability.

6 TRANSMISSION

Standard synchro-mesh transmission has extra large bearings for longer service. Tough, helical gears in first and reverse. With 3.73 to 1 axle ratio standard; 4.09 axle ratio optional.

7 LONG LIFE CLUTCH

Heavy-duty ten inch single plate clutch with woven asbestos facings. Grease fittings on throw-out bearing.

8 22-GALLON GASOLINE TANK

Vented filler opening permits rapid fueling without overflow.

SUPERBA SPECIFICATIONS

GENERAL—Wheelbase . . . 120" • Overall length . . . 199.5" • Maximum width . . . 75.5" • Maximum height . . . 62.75" • Standard tire size . . . 6.70 x 15, 4 ply • Electrical system . . . 12 volt, 50 amp. battery and 35 amp. generator.

ENGINES—Overhead Valve engine—Continental, 6 cylinders, 125 horsepower at 3900 rpm. • Compression ratio 8 to 1 • Bore and stroke 3 5/16" x 4 3/8" • Piston displacement 226 cu. in. • Anodized aluminum alloy pistons • Overhead exhaust valves equipped with roto lifters • Carburetor 1 1/4" downdraft with automatic choke. L-head engine—Continental, 6 cylinders, 95 horsepower at 3000 rpm also available.

OPTIONAL EQUIPMENT—Automatic Dual Range Transmission (with Overhead Valve engine): With 3.31 to 1 axle ratio standard, 3.54 to 1 axle ratio optional. Overdrive Transmission (with Overhead Valve engine): With 4.09 axle ratio only. Power-Lok Rear Axle: available in all axle ratios listed. Power Brakes: Power applied by vacuum through a Treadlevac. Power Steering: Steering assist supplied to front wheels by hydraulic pressure. Powered Driver's Seat: A four-way electrically operated seat. Auxiliary Rear Seats, Heater and Defroster, Radio and Antenna, Undercoating, Back-up Lights, Chrome Wheel Covers, Windshield Washer, Oil Filter, Tinted Glass, Air-Conditioning, Two-Tone Colors, White Side Wall Tires and other popular options also available. Optional tire sizes: 6.70 x 15, 6 ply; 7.10 x 15, 4 ply or 6 ply. (Minimum for station wagon 7.10 x 15, 4 ply).

Specifications, equipment and prices subject to change without notice.

THE IDEAL CAR FOR ALL-AROUND FAMILY DRIVING... AND FOR MANY BUSINESS AND PROFESSIONAL USES

Fleet Owners

So dependable . . . so many uses . . . so easy on the budget.

Salesmen

Room for large samples, customers and then some.

Insurance Adjusters

Because this is the car you wish your policyholders would drive!

Florists

Thrifty delivery of even the largest wreaths intact.

Contractors

Shuttle personnel and equipment to the next job in a jiffy.

Public Utilities

For trouble calls, for executives and for courtesy car operation.

Orchestras

A small combo travels comfortably with instruments.

Municipalities

With its wide doors and roomy interior, ideal for municipal needs.

Motels, Resorts

Great for meeting trains, planes, busses . . . and carrying supplies.

Auto Rentals

Customers welcome the extra room. You'll welcome the extra economy.

Country Clubs

Carries supplies, equipment, personnel, members.

Airport Cars

Transport of passengers or airline personnel.

Private Schools

Perfect for picking up students and for trips or outings.

Funeral Directors

Sedan comfortably carries eight passengers (with auxiliary seats).

Religious Institutions

Practical, comfortable transportation for members of religious orders.

Group Riders

Ideal for "share the ride" situations.

Farmers

Practical, handy car around the farm and ranch.

Manufactured by Checker Motors Corporation • Kalamazoo, Michigan

An extensive network of strategically located parts warehouses and depots assures ready parts availability for Superba owners throughout the country