

1963



BIG! BRAUNY! BUILT TO LAST!

CHECKER

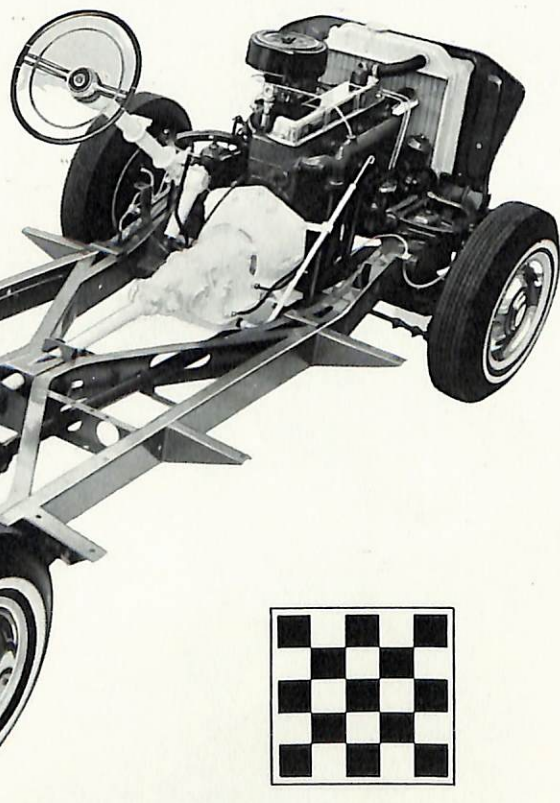
A DIFFERENT KIND OF AUTOMOBILE



No other car is built like a Checker.

Created and engineered to fulfill the need of world-wide taxicab fleets, today's Checker represents a totally different kind of automobile. Built in limited quantities for value-conscious motorists, the Checker achieves a rare combination of European styling and comfort and American craftsmanship and ingenuity. A Checker costs more to build. This is evident in every manufacturing detail and in every built-to-last part. Typical of the big difference in a Checker is the sturdy chassis. Another unique feature found only in a Checker is the Double Channel X-Brace Frame—honored by many automotive engineers as the safest and strongest frame in the automotive industry. It is this kind of extra strength and extra long-life built into every car that has helped build Checker's enviable reputation during the past 40 years.

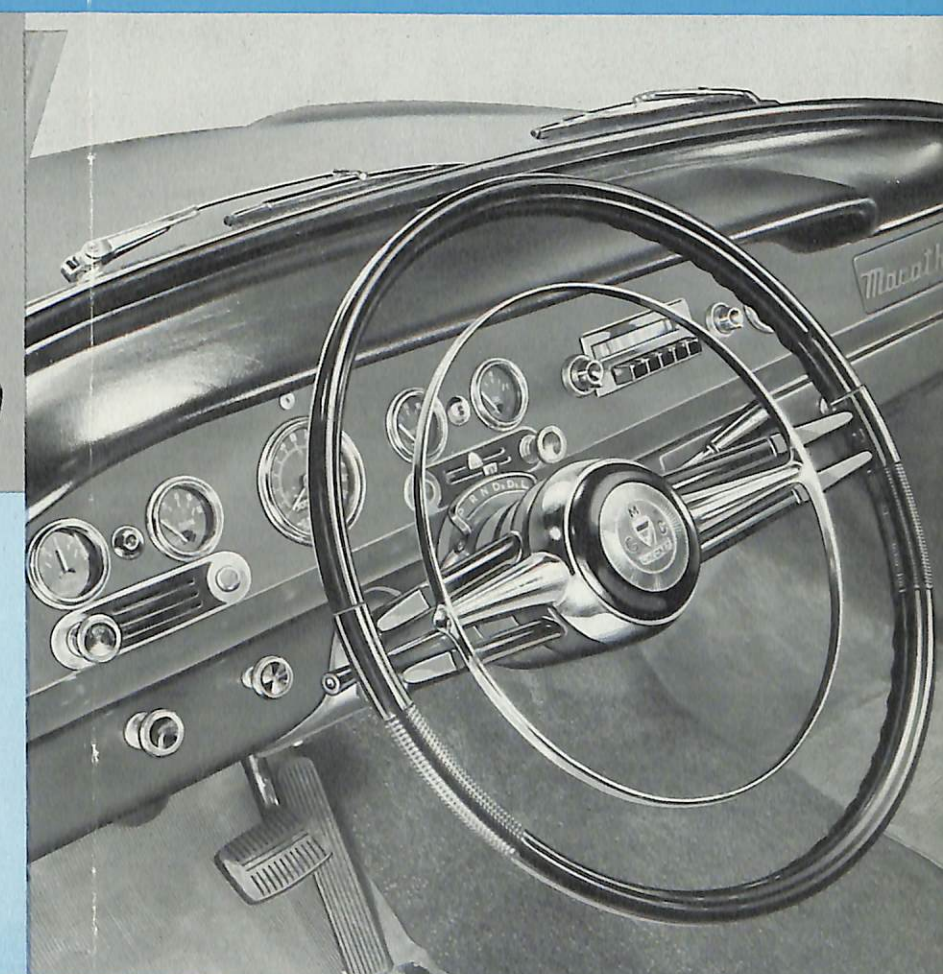
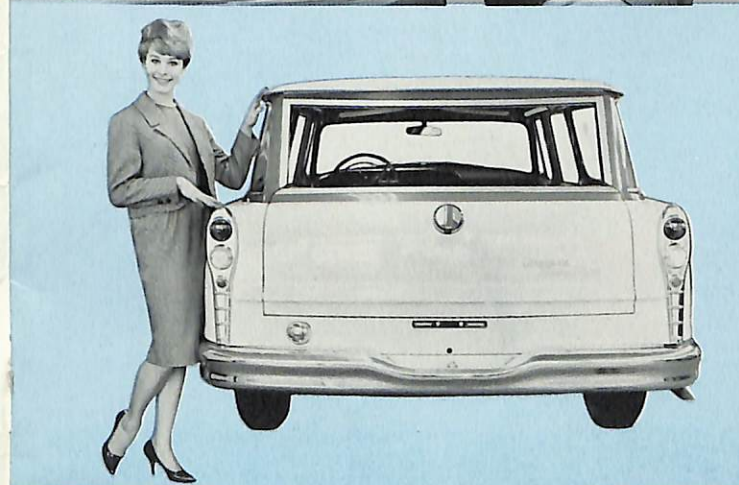
**DIFFERENT
BECAUSE
IT'S
BUILT
TO LAST**



DIFFERENT BECAUSE it won't lose its value

A Checker doesn't go out of date every year. There are no fashion-y, fad-dy model changes for the sake of change. No built-in obsolescence either. A Checker is designed to endure . . . externally . . . just as it's built to last . . . internally. Improvements are constantly being made . . . the kind of improvements that make sense be-

cause they create even greater economy or greater driving comfort. You'll appreciate your investment in a Checker more when you've driven it over 30,000 miles and it still behaves and looks like a new car. It's the perfect choice for people who insist on luxury, but are too smart to throw money away.



CHECKER



DIFFERENT BECAUSE OF ITS COMFORT

A Checker is functional . . . in design and operation. One look tells you it rides better . . . gives you more room in which to relax and enjoy your ride . . . lets you get in and out easily. No longer is it necessary to settle for cramped, midget-sized cars or flashy, extravagant cars when a Checker offers you so much more.

more head room . . . living room

There's more room for heads, hips and legs. More room for kids to romp around in. Yet a Checker is trim and compact on the outside. The extra space is all inside where it's useful.

more usable floor space

No humps, bumps or tunnels to trip over on the flat rear floor. Every passenger gets a full measure of space and comfort. You can ride a Checker for hours without fatigue because you are not cramped for space.

easy-in, easy-out doors

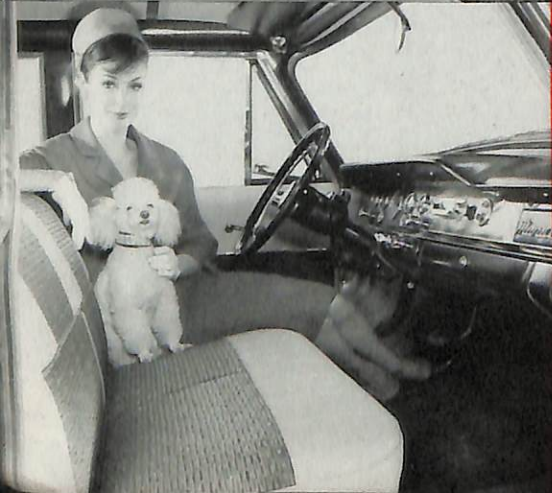
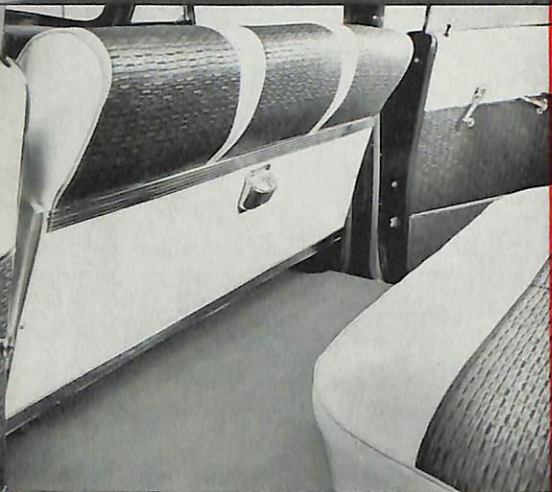
No cracked heads or shins. No squat or stoop. The higher doors on a Checker allow you to enter or leave with dignity and ease. The sensible door opening and the flat rear floor mean you can even roll a wheel chair into a Checker.

springs and suspension cushion your ride

Checker's independent coil front suspension, with stabilizing bar, means a smoother, more graceful ride. Independent coil springs, coupled with larger shock absorbers, contribute to a safer, more comfortable ride.

chair-high seats designed for longer rides in greater comfort

Both front and rear seats are fully foam rubber padded, with deep spring construction. Checker seats are constructed with just the right pitch to assure virtually fatigueless driving and riding.



CHECKER IS DIFFERENT because it's built to take it!

The automotive editor of a national magazine recently listed Checker as one of "The World's Ten Best Cars." It's no surprise to Checker owners. Checker was chosen because of its performance. Although the Checker is a limousine with the luxurious, comfortable features of the finest, most expensive cars made . . . it had to prove itself through years of hard, rugged use. Checkers are chosen for day-in, day-out, hard driving fleet use . . .

proved over billions of miles of country roads, turnpikes and heavy city traffic . . . in all climates . . . under all weather and terrain conditions. Checkers are frequently chosen for official and V.I.P. use in countries where roads are rough and occasionally primitive. Checkers are chosen by ranch owners, by salesmen, by professional men, by thousands of people who demand the most from a car. They get it from Checker.

MARATHON 4-DOOR SEDAN THE ULTIMATE IN LIMOUSINE LUXURY

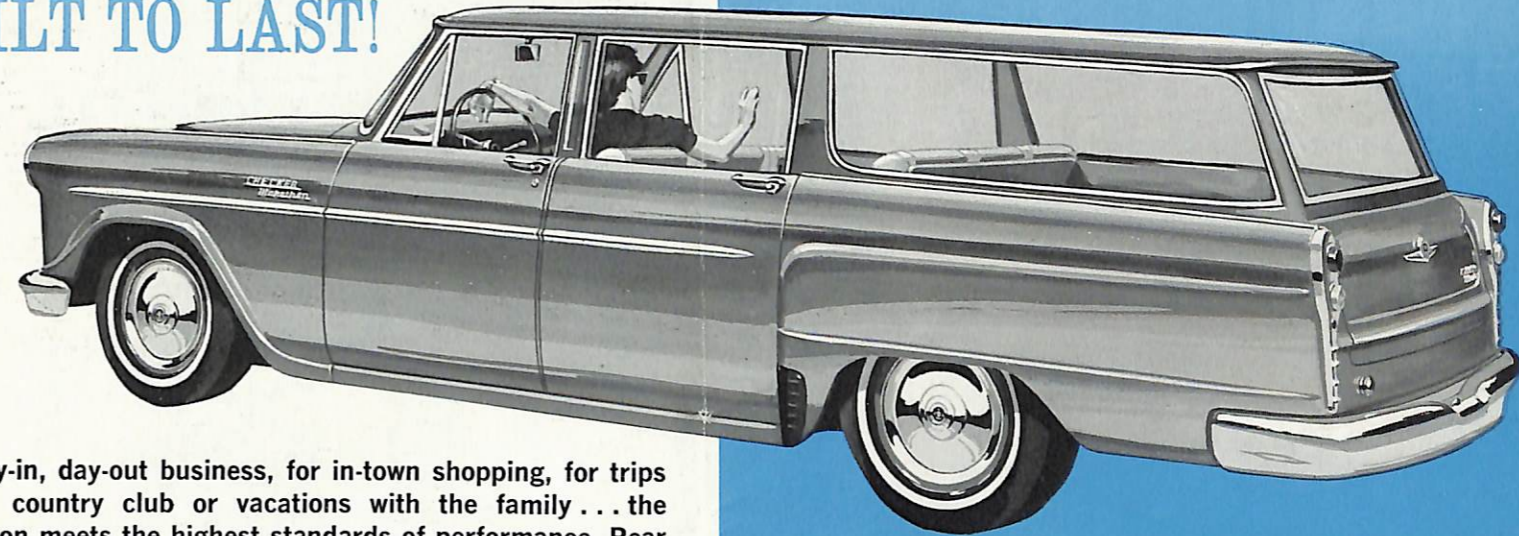


Checker's classic styling carries a quiet elegance that's appreciated by people who value good taste. The Marathon is available with a full range of automatic and power accessories for less than you'd expect to pay for similar appointments in an ordinary sedan. Luxurious interior styling, coordinated with elegant yet sturdy fabrics in a wide choice of colors.

An economical, spacious station wagon that finds favor with smart buyers. It's a pleasure to use for business . . . the perfect answer for suburban and exurban living. Flat rear floors, more useful cargo space (due to absence of wheel wells), and wider tail gate opening. Timeless Checker styling insures the value of this economical station wagon.

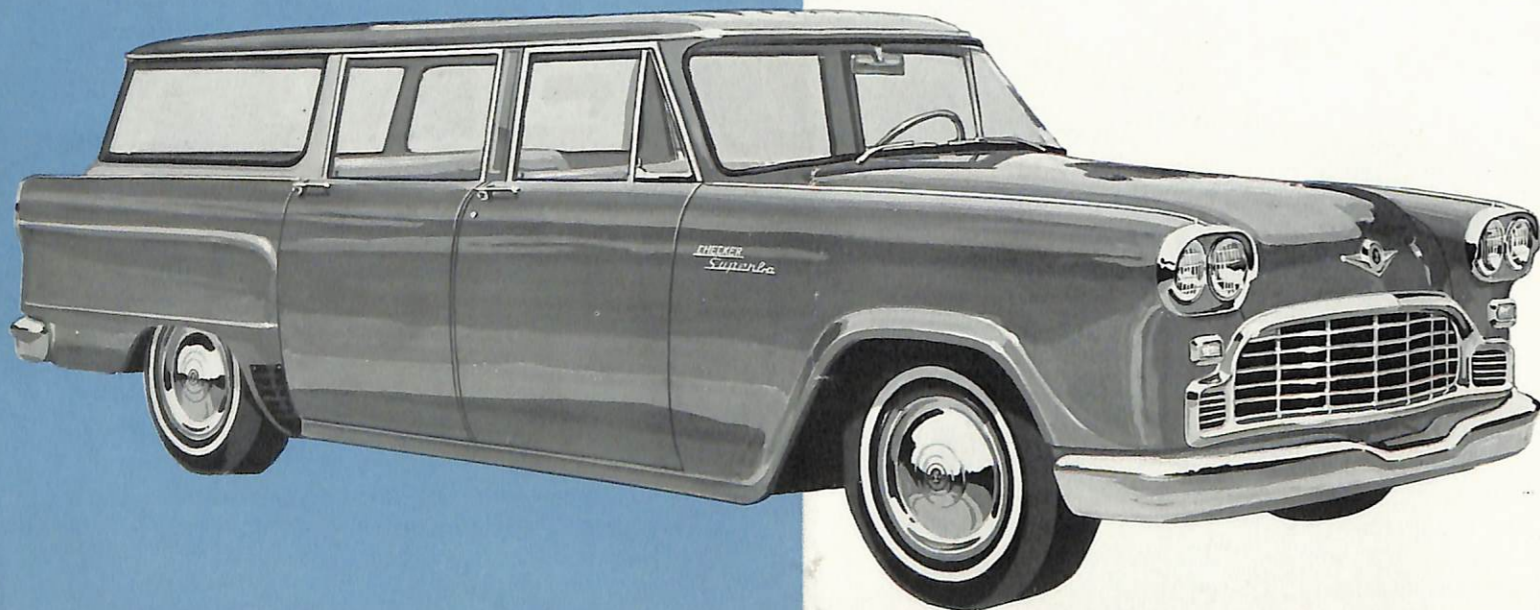
BIG! BRAVNY! BUILT TO LAST!

MARATHON STATION WAGON SPACE ★ COMFORT ★ QUALITY

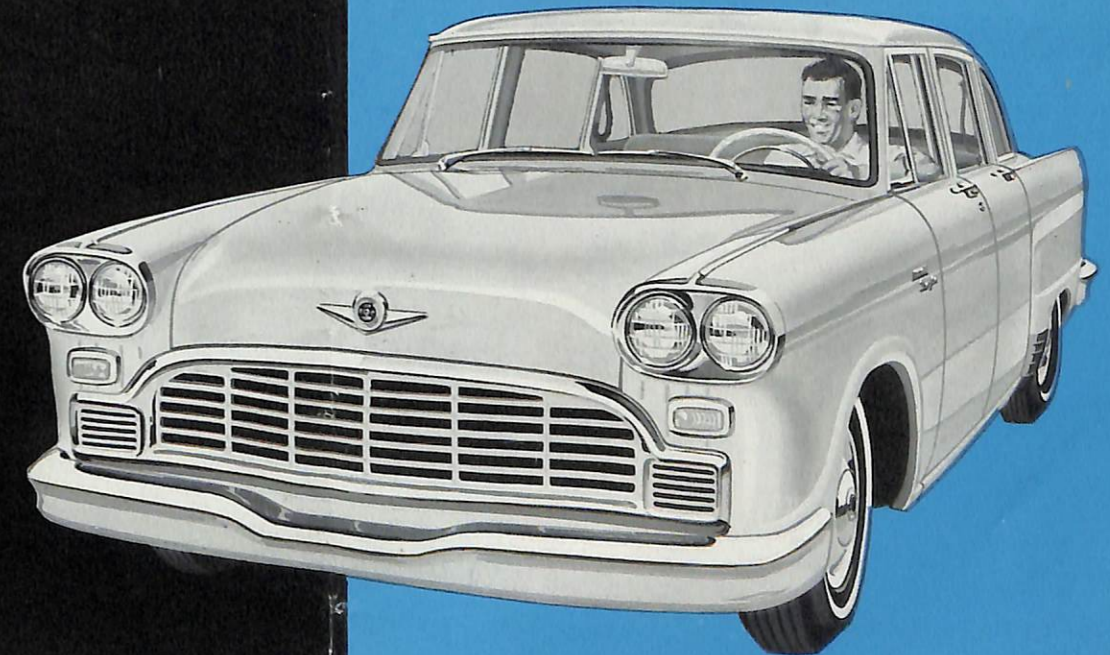
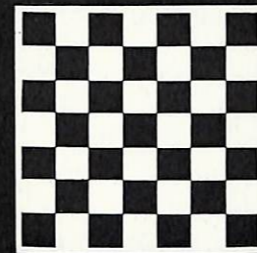


For day-in, day-out business, for in-town shopping, for trips to the country club or vacations with the family . . . the Marathon meets the highest standards of performance. Rear seat disappears into floor with one simple motion, revealing over 93 cubic feet of cargo space. A full range of smart new fabrics and interior colors — color-coordinated with the exterior.

All the space, comfort and classic styling you expect from cars costing thousands more. Safer, strengthened parts used throughout. Available with a wide choice of optional power and automatic equipment.



SUPERBA STATION WAGON UTILITY ★ ECONOMY ★ PERFORMANCE



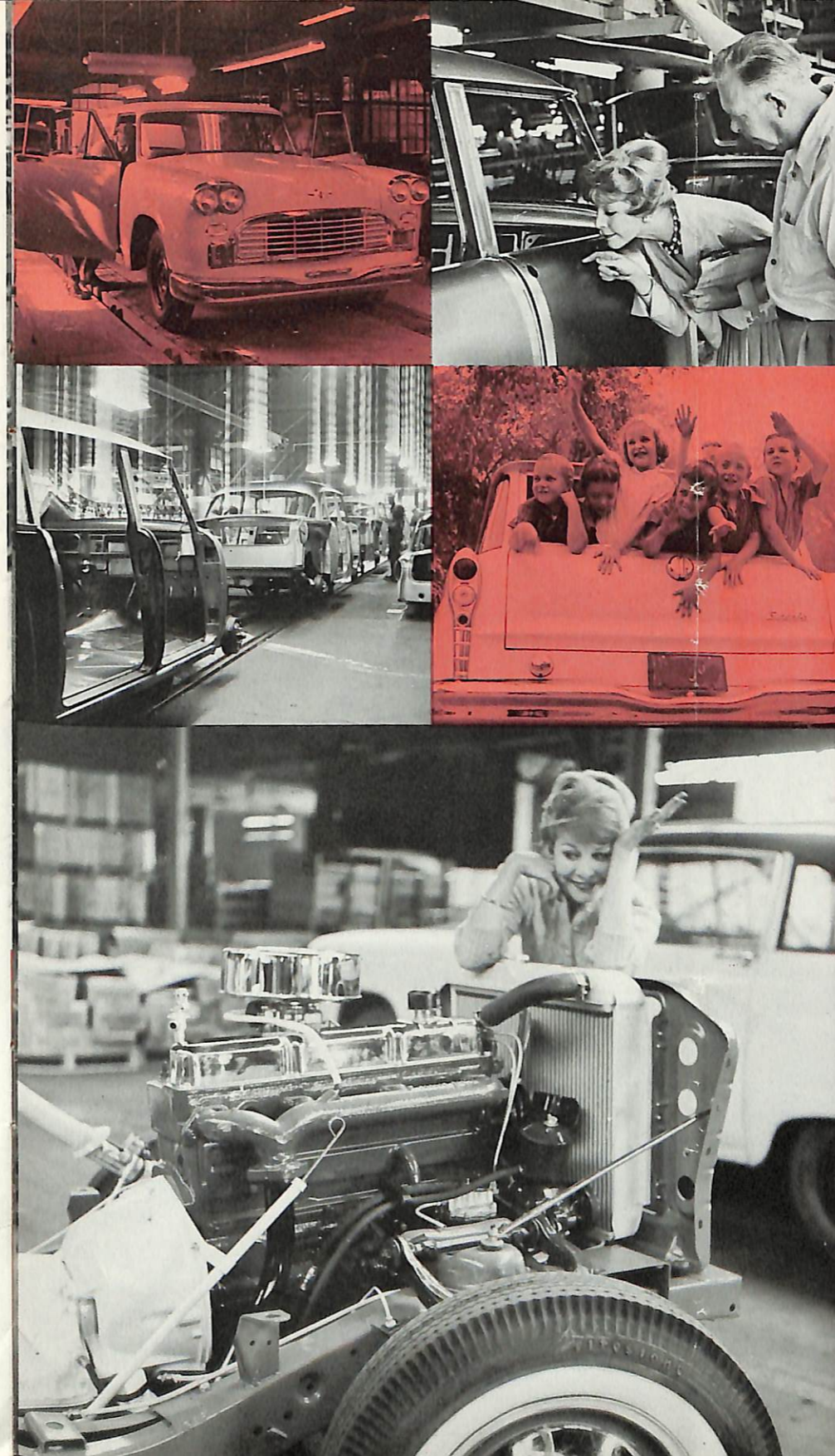
SUPERBA 4-DOOR SEDAN BIG CAR COMFORT AT LOW COST

THE DIFFERENT (BUT PRACTICAL) CHECKER

The Checker is unlike other cars. Many think it looks and rides like an expensive, imported limousine. The fact that a Checker 4-door sedan seats 8 people; 6 in deep-seated, luxurious comfort and 2 in those neat auxiliary seats—shows American ingenuity and craftsmanship at its best. A Checker owner tells us "Checker is all car—no gimmicks, no fancy dodads—just 100% good, dependable, highly practical transportation." To this we add comfort, stamina and value, for Checker has a heritage that goes back over 40 years—building a limited number of cars each year for business and personal use — for those who appreciate true value.



Cutaway view shows how the Checker passenger sedan—on a 120 inch wheel base—seats eight adults in complete comfort. No other car is built this way!



CHECKER ECONOMY

When a Checker does need servicing it costs far less. Every part is easily accessible. Fenders bolt on. The grille is easily removed without disturbing other parts. Parts and labor savings alone can add up to sizeable dollar savings. The huge 23 gallon gas tank delivers extra miles of driving in city or turnpike traffic without refueling.

CHECKER EXPERIENCE

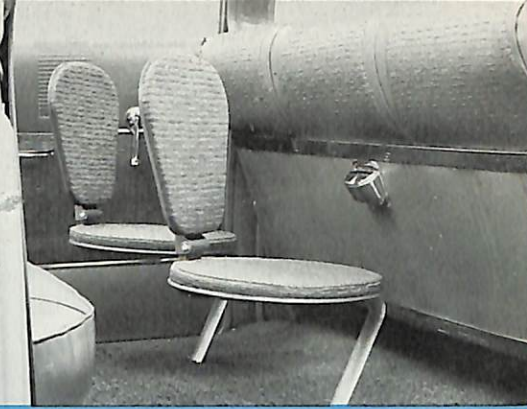
Station wagons, taxis and limousines are all built on the same production line at our plant. Every car is built from the ground up with painstaking precision and attention to detail. Critical inspections are performed after every single operation, and each Checker is road-tested and carefully inspected before delivery. We have customers who have been buying Checker for over 40 years. There's good reason.

CHECKER SIMPLICITY

We build cars to last . . . we build them for comfort . . . and we build them for maximum value. The classic dignity of a Checker's styling means a Checker isn't "last year's car" as soon as the new models appear. Your investment is protected.

CHECKER SAFETY

SAFER! — from the Double Channel X-Brace Frame right through every strengthened part used. The safety-padded instrument panel (included as standard equipment) is designed for maximum visibility and control. Highly responsive functioning from engine to brakes. Extra safety in the heavy doors. And Checker's excellent suspension system means easier, safer handling on all roads.



STANDARD EQUIPMENT:

6 Cylinder L Head Engine	Long-life 10" Single Plate Clutch
Heater and Defroster (Fresh Air Type)	Independent Coil Front Suspension
Padded Instrument Panel	Two-piece Propeller Shaft
6.70 x 15 4 Ply Blackwall Tires	Double-acting Shock Absorbers
Straight Synchro-mesh Transmission	23 Gallon Gasoline Tank
Sure Stop Brakes	Dual Sun Visors
Double Channel X Brace Frame	Cigarette Lighter
Steering- Re-circulating Ball Type Gear Box	Step-on Parking Brake
	Direction Signals

Fashion flair interior finishes complement Checker's exterior colors.

New upholstery styling includes:

- Blue Metallic Vinyl with Blue Nylon
- Tan Metallic Vinyl with Brown Nylon
- Green Metallic Vinyl with Green Nylon
- Light Gray Metallic Vinyl with Deep Gray Nylon
- Two-Tone Deep Blue-Deep Gray Padded Type All Vinyl (Marathon)
- Two-Tone Light Gray-Dark Gray Metallic All Vinyl (Superba)
- Complete Gray Broadcloth interior available at extra cost

EXTERIOR BODY COLORS INCLUDE:

Black	Shalimar Blue	Flame Red
Gun Metal Gray	Brazilian Bronze	Empire White
Granite Gray	Rose Beige	Interior paint colors and accessories harmonize with exterior finish.
Eaton Gray	Douglas Green	
Dunstan Blue	Sequoia Green	

OPTIONS

Dual Range Transmission (With Overhead Valve Engine)	Power Windows
Driver-Matic Transmission (With L Head Engine)	Auxiliary Under Seat Heater
Overdrive Transmission	Power Rear Seat (Station Wagon)
Floor Shift (Standard Transmission)	Heavy-Duty Shock Absorbers
Power-Lok Rear Axle	Heavy-Duty Springs
Wheel Covers (Heavy Chrome)	Electric Parking Brake Signal
Windshield Washer	40 Amp. Low Cut In Alternator
Air Conditioner	80 Amp. Battery
Rear Seat Forward (Additional Trunk Space)	Power Steering
Back-up Lights	Power Brakes
Auxiliary Rear Seats	Power Front Seat
White Side Wall Tires	Radio with Antenna
Optional Tire Sizes:	Oil Filter
6.70 x 15, 6 ply	Car Top Luggage Carrier (Station Wagon)
7.10 x 15, 4 ply	Spot Lamp
7.10 x 15, 6 ply	Seat Belts
Outside Rear View Mirror	Clock
Rear Compartment Foot Rail	Tinted Glass
Complete Broadcloth Interior	Undercoating
	Two-Tone Colors
	Closed Crankcase Ventilator
	Numerous Axle Ratios

PASSENGER SEDAN

(in inches unless otherwise noted)

WHEELBASE	120
OVERALL LENGTH	199½
OVERALL WIDTH	76
OVERALL HEIGHT	62¾
SHIPPING WEIGHT	3410 lbs. for L head, 3450 for Overhead Valve engine
FRONT HEADROOM	34.75
BOTTOM OF DOORS TO GROUND (LOADED)	11.75
ANGLE OF APPROACH	23°
ANGLE OF DEPARTURE	16°
MINIMUM ROAD CLEARANCE AT REAR AXLE	7.50 at diff.
LEG ROOM, FRONT	42.0
LEG ROOM, REAR	48
OVERHANG, FRONT	32.75
OVERHANG, REAR	46.75
FRONT HIP ROOM	62.25
REAR HIP ROOM	55.5
REAR HIP ROOM, REAR SEAT FORWARD	63.5
WINDSHIELD WIDTH	58.0
BACK WINDOW WIDTH	58.875

CHECKER STATION WAGON

(in inches unless otherwise noted)

Floor length from back of front seat at floor level to end of lowered tail gate	109.25
Floor length from back of second seat at floor level to end of lowered tail gate	69.5
Floor length from back of front seat at floor level to inside of closed tail gate (With Front Seat Full Forward)	96
Floor length from back of second seat at floor level to inside of closed tail gate	57.75
Maximum width of cargo space at floor	58.75
Rear end opening width at floor	48.75
Maximum width of rear opening above raised tail gate	45.5
Maximum height, floor covering to headlining	33.625
Maximum height of rear opening, tail and lift gates open	26.625
SHIPPING WEIGHT OF STATION WAGON—3780 lbs.	
Specifications subject to change without notice.	

ENGINE SPECIFICATIONS

TYPE	OVERHEAD VALVE Continental, 6 cylinder Overhead Valve	L HEAD Continental, 6 cylinder L Head
HORSEPOWER	141 BHP @ 4100 rpm	80 BHP @ 3100 rpm
COMPRESSION RATIO	8 to 1	7.3 to 1, 8 to 1 optional for LP gas
BORE AND STROKE	3½" x 4¾"	3½" x 4¾"
PISTON DISPLACEMENT	226 cu. in.	226 cu. in.
FUEL CAPACITY	23 gallons	23 gallons
RECOMMENDED FUEL	Regular	Regular
TORQUE (LB FT @ RPM)	198 lb ft @ 1800 rpm	180 lb ft @ 1400 rpm

FULL RANGE OF OPTIONAL EQUIPMENT

POWER STEERING

This proven power option allows for greater driving comfort and ease. Full functioning whenever engine is operating, but allows road "feel." In event of power failure, steering reverts to conventional manual operation.

POWER BRAKES

Disc-reaction, master-vac type brakes. In case of power failure, reserve vacuum tank normally supplies 2 to 3 power assisted brake applications. Thereafter, brakes are controlled hydraulically through the foot pedal.

AUXILIARY SEATS

Sturdy auxiliary seats (jump seats) increase passenger seating in rear—permit comfortable transport of 8 people. Seats fold away neatly and out of the way when not in use.

AIR CONDITIONING

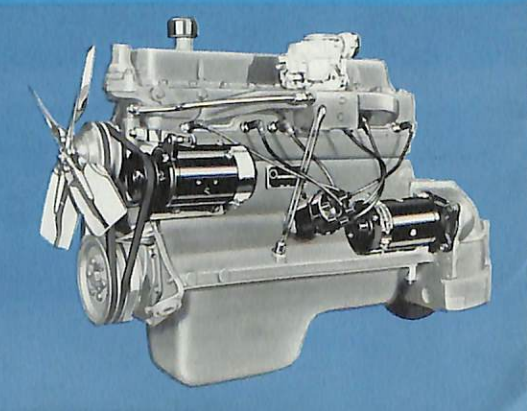
"Checker-Aire" air conditioning system integrates heating, cooling, and ventilation. Occupies minimum space in the engine compartment. Filters dirt, dust, pollen; removes moisture when necessary. Easy to operate.

AUTOMATIC TRANSMISSION

Full range, automatic transmission, proven for dependability and minimum service is offered in combination with the overhead valve engine in new Marathons and Superbas. Smooth, automatic shifting with minimum slippage or noise.

OVERHEAD VALVE ENGINE

Meets requirements for more power and surge and still maintains maximum fuel economy. Can be used with efficient Dual Range Automatic Transmission. Overhead valve engine is available on all models of Checker sedans and station wagons.





Checker Motors Corporation

KALAMAZOO, MICHIGAN