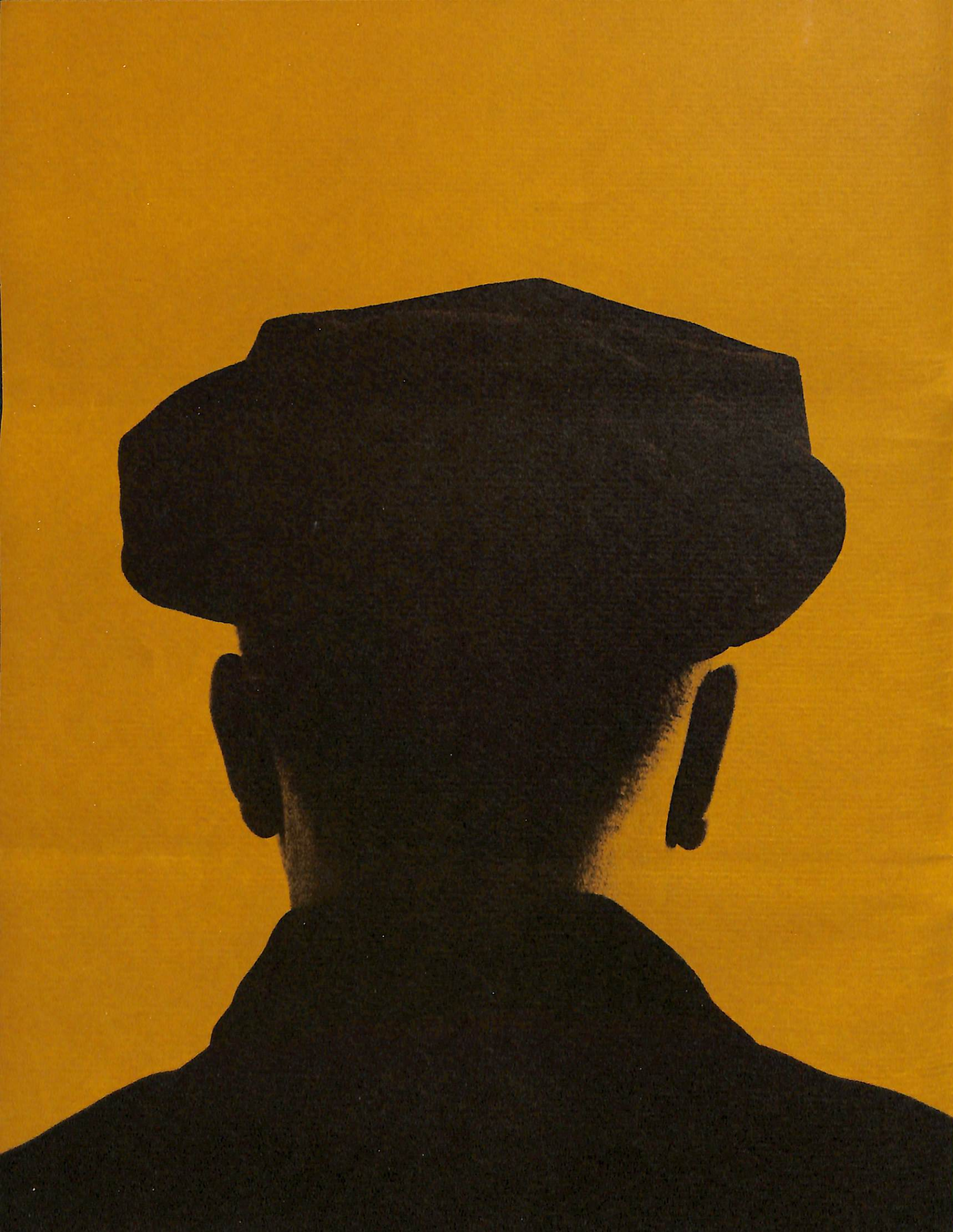


Why a Checker?

Listen to what
my passengers say
behind my back.





**"THIS IS THE
FINEST TAXICAB
IN WHICH
I HAVE RIDDEN...
AND I RIDE
DAILY BETWEEN
STATION
AND OFFICE."**

*"I never
run my nose in a
Checker cab."*

**"It is a pleasure
to be able
to get in and out
of the cab
in a normal manner
without hitting
your head or
losing your hat."**

***"I ride taxicabs every day,
and am tired of being
pulled in and out
of those small vehicles.
The Checker cabs are
vastly more comfortable;
they're solid and
ride well."***

**"Being a steady patron of cabs—
I think this type of taxicab
is superb for riding convenience
for people. Roomy, easy to
get in and out—plenty of space
for relaxing and visibility."**

**"It is much
more comfortable
than the old
cabs. The floor is
level making
entrance to the cab
much easier."**

**"I think it is one of
the most comfortable cabs
I have ever ridden in."**

**"OTHERS ARE BUILT FOR PYGMIES.
CHECKERS ARE BUILT
FOR PEOPLE JUST LIKE ME."**

"FOR PEOPLE WHO TAKE THE CHECKER CAB SERVICE, WE'VE MADE THE RIDE MORE COMFORTABLE."

"I have never had the most comfortable ride in any of the Checker cabs."

"It is much more comfortable than the old cabs. The floor is level making entrance to the cab much easier."

"For relaxing and visibility, for plenty of space, for easy get in and out—people for people. Roomy, easy to support for riding convenience. I think this type of taxicab is a really steady patron of cabs—"

"The well."
they're solid and easily more comfortable. The Checker cabs are of those small vehicles pulled in and out and are tired of being "ride taxis" every day.

losing your hat."

your head or

without hitting

in a normal manner

of the cap

to get in and out

to be able

"It is a pleasure

AND OFFICE" STATION DAILY BETWEEN AND I RIDE IN WHICH I HAVE RIDDEN... THIS IS THE FINEST TAXICAB

"I never saw my face in a Checker cab."





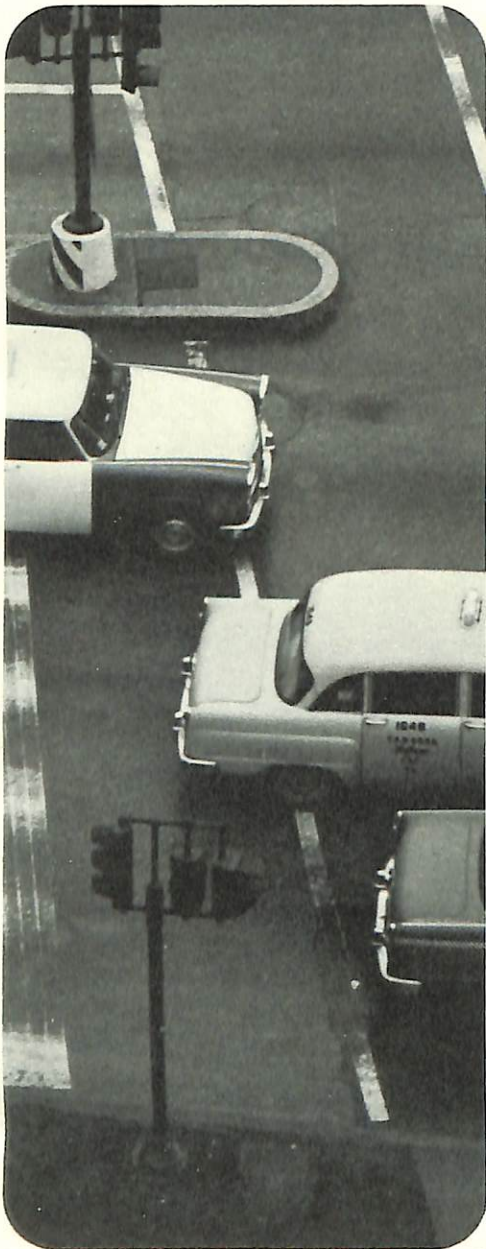
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TUXEDO 5-1234



Why a Checker?

Your customers know the Checker taxicab as the big, roomy, comfortable cab with the "jump seats," the flat rear floor and the higher, wider door openings that allow them to enter and leave with dignity and ease. These are exclusive Checker taxicab features that no other manufacturer can offer!

For more than 40 years Checker has engineered and built the only real taxicab... the only vehicle created and manufactured expressly for the purpose it was intended; to move people comfortably, efficiently and economically. In today's highly competitive business climate, taxicab operators require greater reliability and performance; as well as new ways to attract and hold customers... to satisfy the public by providing the kind of taxi service they demand. Operators tell us—as soon as Checkers are put into service, customers start requesting them... demanding the "comfortable big cab with the wider doors and the flat rear floor."

Today, more than ever before, taxi operators are switching to Checker... are staying with Checker... are recommending Checker to their associates. The reasons are over 40 years old; Checker Cabs reflect the best interests of the owner and the operator, and at the same time provide the rider with

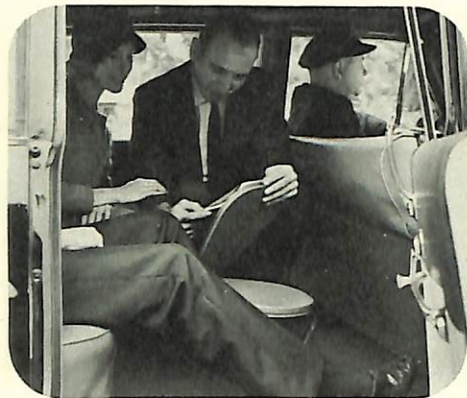
the ultimate in safety, comfort and convenience. An owner of a 200 cab fleet sums it up this way: "Above everything else, a taxicab must perform with the greatest degree of comfort at the lowest possible cost...that's why we choose Checkers."

The Checker Cab costs a little more; first class, top quality service always does. But, in the long run, a Checker costs less!

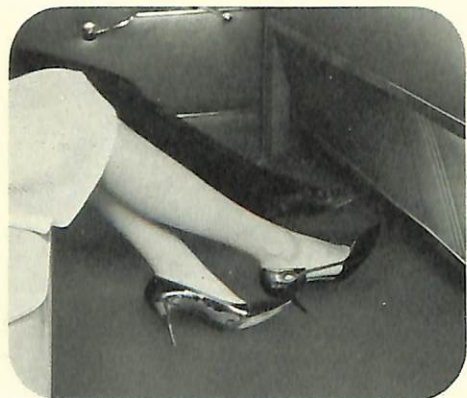
- No Checker Cab driver ever had a pass-up—a customer who took a stock car instead of a Checker.
- No Checker Cab driver ever had a complaint about sardine-size passenger space or lack of room or low seats.
- No Checker Cab operator has ever heard a complaint about door openings being fitted for pigmies or designed to knock off hats.
- No Checker Cab operator has experienced loss of revenue due to extended downtime.
- No Checker Cab operator has ever lost customer volume through dissatisfaction with the taxicab.
- No Checker Cab operator has ever had to apologize to a rider for lack of comfort, room or convenience.

In the long run, a Checker costs less because it is built for passenger satisfaction, driver satisfaction and operator satisfaction. It costs less because it can be used more, because it lasts longer and because there are no pass-ups with resulting revenue losses. In the long run, the Checker has no equal as a vehicle for taxicab service.

**Exclusive!
Checker Comfort**



MORE ROOM INSIDE. 30% more interior room than in an ordinary 4 door sedan.



FLAT REAR FLOOR. More legroom, more hiproom, more headroom—greater passenger comfort.

DEEPER, WIDER SEATS. Designed for longer rides—greater passenger comfort.

**Exclusive!
Checker Convenience**



HIGHER, WIDER DOOR OPENINGS mean your customers enter and leave quickly, easily and with dignity.



JUMP SEATS Checker's exclusive auxiliary seats provide room for two extra passengers! (depending on local ordinance). A Checker has room for 8 adults! No other car is built like Checker! No other car can provide the interior room, comfort and ease of entering and leaving that Checker does. Taxi operators recognize Checker's outstanding maneuverability and handling ease, too.

■ A Checker will U-turn in a street only 38 feet wide.

■ Checker has eliminated the useless overhang in both front and rear for easier parking and city traffic driving.

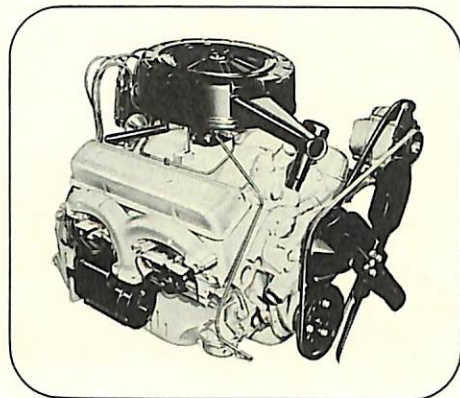
■ Checker engineering has created a higher car with a more commanding view of the road for greater safety and visibility.

■ Checker pioneered the use of "wide track" and has perfected its performance which means greater stability, better cornering and steering.

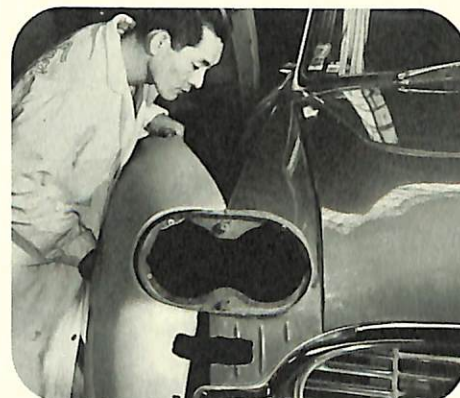
No other car is built like Checker!

There is only one real taxicab...a Checker!

**Exclusive!
Checker Economy**



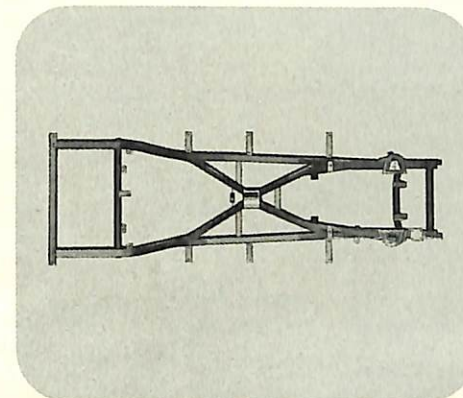
ECONOMY ENGINES. Now, choose a new, fast moving, high spirited 195 h.p. V-8 or super thrifty, 140 h.p. overhead valve six—both engines operate best on regular fuel.



FENDERS, BUMPERS EASILY REPLACED. Front and back bumpers are interchangeable! Fenders come off in minutes—are replaced in minutes at a fraction of the cost of the ordinary stock car.

LOWER MAINTENANCE COSTS. Proven, every day, by taxicab maintenance records all over the world! A Checker costs less to operate—has the lowest downtime record of any stock car.

**Exclusive!
Checker Safety**



DOUBLE CHANNEL X-BRACE FRAME . . . the backbone of a Checker taxi. The Checker Double Channel X-Brace Frame is built to cushion the most damaging shocks and outlast any other frame. Checker's frame utilizes three tubular and two cross members...for the taxi operator this means a "doubly rugged, doubly rigid" construction. The body is bolted to the frame creating an even stronger and more durable unit.

STRAIGHT LINE DOOR DESIGN. Helps eliminate pinched fingers.

PASSENGERS BEHIND DOOR means greater safety for riders.

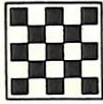
EXTRA LONG LIFE SURE STOP BRAKES proven in billions of cab miles.

**Exclusive!
Checker Long Life**



It costs more and takes longer to build a Checker taxicab. This is evident in every detail of superb craftsmanship and manufacturing excellence. Checker believes in producing the finest quality vehicle it is possible to make, utilizing the skills, knowledge and operational know-how gained in working with taxicab operators all over the world. Checker's experience in maintenance, in parts supplies, in operational expense—in every element of taxicab operation, is reflected in the quality, longevity and satisfaction built into every Checker taxicab.





Specifications

THE ELECTRICAL SYSTEM. Checker's 12 volt electrical system including a high efficiency heavy-duty alternator is engineered for constant voltage at all speeds, more dependable ignition performance in cold weather, and more than ample power for all equipment. The entire ignition system is water-proofed, insulated and protected by circuit breakers. Heavy-duty positive engagement type starting motor.

PROPELLER SHAFT. Balanced one piece propeller shaft with sliding spline at transmission extension. Smooth performance at full torque range. Hard wearing journal cross bearings and splines.

CLUTCH. Extra rugged, single plate 11" clutch. Facings are a special heavy-duty woven asbestos with spiral-inserted copper wire on spring-cushioned type driven member.

TRANSMISSION. Synchronous meshing between 2nd and 3rd gears eliminates clash and grind. Extra large bearings for long service. Helical gears and Synchro-mesh for second and high. Spur gears for first and reverse.

OILING SYSTEM. Full pressure feed to all main connecting rods and camshaft bearings, as well as tappets and timing gears. Minimum pressure of 20 PSI @ 450 rpm. Four quart crank case capacity. Direct connected oil pressure sending unit gives more accurate oil pressure reading.

THE FUEL SYSTEM. Diaphragm type mechanical fuel pump. A ceramic type filter is attached to the pump. The fuel tank has 23 gallon capacity and fuel passes thru a filtering screen for added protection. Carburetor has automatic choke feature.

BATTERY. Big 50 AMP Battery at 20 hour rate. (Powerful 75, 80 or 90 AMP Batteries available at extra cost.)

PERFECTLY BALANCED COOLING SYSTEM. Radiator cap maintains 13 psi pressure in cooling system. Oil temperature control is uniform and maintained by full length water jacketing in the cylinder block. Cylinder expansion is minimum and moving parts are subjected to less heat. Centrifugal water pump is V-belt driven. Radiator is fin and tube type.

REAR AXLE. The semi-floating rear axle has differentials employing a hypoid ring gear and pinion. Excellent stability and traction. Axle

shafts 1 $\frac{1}{4}$ " dia. Axle tube 2 $\frac{3}{4}$ " dia. Spring seats 49 $\frac{1}{2}$ " centers. Standard transmission ratio 3.73 to 1, optional 4.09 to 1. Automatic transmission 3.31 to 1 standard. Powr-Lok axle optional in all ratios.

BRAKES. Long life, self-adjusting brakes (optional at extra cost) with extra hard lining eliminates downtime for brake adjustment. Sure-stop brakes (standard) offer larger brake lining area; long wearing, heavy duty linings.

STEERING. Recirculating Ball-type Gear box is precisely engineered for steering control with minimum friction. Gear box ratio is 24 to 1. Steering geometry is mechanically exact. Turning diameter is only 37'6".

WHEELS AND TIRES. Checker pioneered the use of the wide track. Wheels are steel with heavy-duty 15 x 6L rims. Bigger, 15" wheels mean larger brakes, more brake lining area, and longer life to brakes and tires. Hard-wearing Tyrex tires keep sure grip on all road surfaces. Recommended tires are 7:75 x 15, 4-ply. Rayon or nylon cord, or 8:15 x 15, 4 or 6-ply are optional.

BODY. Checker constantly improves its taxicab with the most up-to-date technological advances, but it doesn't try to make last year's model obsolete with artificial "face-lifting." This means added savings for you. Door panels, bumpers and window frames are readily transferred from one model to another, and only slight modifications are necessary for hood, deck lid, and fenders.

GRILLE. Ruggedly constructed, the grille is a functional, well-integrated unit. Easily removed, repaired and replaced without disturbing other parts.

FENDERS. Sculpture rib construction increases the strength and rigidity of the fenders. All four fenders are easily removable in minutes. Practical, two-piece construction allows removal of entire fender or just outer half without disturbing the other parts. Repairs are cheaper, easier. Fenders bolt on securely all around.

HOOD. The hood assembly is easily detached from the body by loosening four bolts. Alignment is virtually automatic. Single-action hood lock is a compact design with a built-in safety catch.

FRONT AND REAR BUMPERS. Maximum protection is offered to fenders, head and tail lamps. Both bumpers are heavily chrome plated to resist wear and maintain their sparkling appearance. The chrome used on Checker taxis has more nickel in it, and all chrome plating is done right in the Checker plant.

HEATER. Cowl-mounted heater with centrifugal blower is exceptionally efficient. Abundant heat is distributed to front and rear compartments even on coldest days. Fresh air is introduced

through air intakes. Rapid, continuing and more thorough defrosting is provided by a windshield defroster that operates through the cowl-mounted heater. It runs the full width of the windshield, spreading an even blast of hot air across the entire windshield area.

WINDSHIELD AND WIPERS. Large, distortion-free, semi-wrap-around windshield gives an unobstructed view for safer driving. Windshield wipers are driven by electric motor not affected by acceleration.

DOORS AND WINDOWS. Doors are of two-piece construction, permitting easy removal of door panels or window panes and frames for repair. Door posts and rear doors have reinforced design for greater structural rigidity and longer life. Body is shimmed and tightened on frame before doors are hung. Hinge arrangement allows wider opening for passenger entrance and exit. Window frames are aluminum to resist rust and corrosion. Door hinges are equipped with a built-in door check and hold-open device.

INSTRUMENT PANEL. The entire panel is welded into the body for maximum strength. Mounted on a removable sub-panel for easier service. Direct-reading, calibrated gauges are integrated in simple, classic arrangement. Universal meter opening and mounting bracket installed at factory as standard equipment.

SEATS. Both front and rear seats are fully foam padded, deep coil spring construction for a smooth, comfortable ride. Upholstery is scuff-resistant, washable vinyl. Driver's seat has a manually operated mechanism which permits a selection of front seat positions for maximum comfort.

FLOOR MATS. Non-skid rubber type with extra padding for additional insulation from heat and noise. Provide maximum passenger safety for entrance and exit.

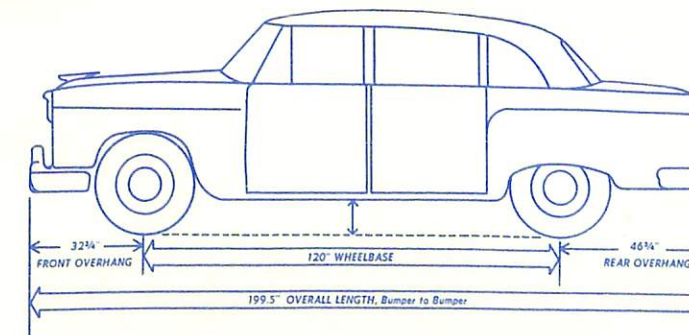
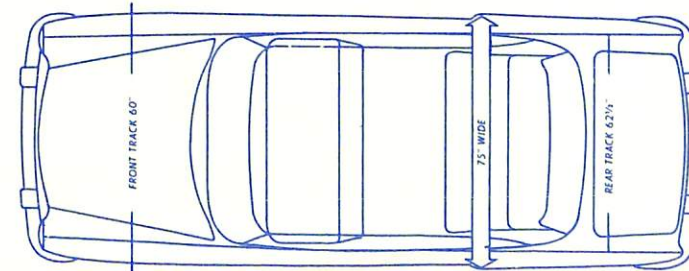
DRIVER-MATIC AUTOMATIC TRANSMISSION. Smooth shifting with minimum noise or slippage. Proven in billions of miles of taxicab service. Positions are Neutral, Drive, Low, and Reverse. Quadrant light for night time illumination. Optional at extra cost.

POWER BRAKES. Self-Contained vacuum suspended, direct coupled Master-Vac brakes are available as an option. In case of power failure, reserve tank provides 2 to 3 power assisted brake applications after engine is stopped. Thereafter, brakes are controlled hydraulically through the foot pedal. Optional at extra cost.

POWER STEERING. Unit operates integral with steering gear. (Power for operation is supplied by belt-driven hydraulic pump.) Full functioning whenever engine is operating, but allows adequate road "feel." In event of power failure, steering reverts to conventional manual operation. Optional at extra cost.

ENGINE SPECIFICATIONS

Type	6 Cylinder Overhead Valve	V-8 Overhead Valve (Optional)
Horsepower	140 BHP @ 4400 RPM	195 BHP @ 4800 RPM
Torque	220 Lb. Ft. @ 1600 RPM	285 Lb. Ft. @ 2400 RPM
Compression Ratio	8.85:1	9.25:1
Bore and Stroke	3.75 x 3.250	3.875 x 3.00
Piston Displacement	230 Cu. In.	283 Cu. In.
Pistons	Cast Aluminum Alloy	Cast Aluminum Alloy
Ring Set-Up	No. 1, Compression— $\frac{3}{4}$ " wide, Chrome Plated. No. 2, Compression— $\frac{3}{4}$ " wide, Wear Resistant Coating No. 3, Oil— $\frac{3}{16}$ " wide Multi-Piece with Expander	No. 1, Compression— $\frac{3}{4}$ " Wide, Chrome Plated. No. 2, Compression— $\frac{3}{4}$ " wide, Wear Resistant Coating No. 3, Oil— $\frac{3}{16}$ " wide Multi-Piece with Expander
Carburetor	One Barrel, Downdraft with Automatic Choke	Two Barrel, Downdraft with Automatic Choke
Fuel Capacity	23 Gallons	23 Gallons
Recommended Fuel	Regular	Regular
Cooling System	12 Qts. with Heater	17 Qts. with Heater
Lubrication System	Full pressure to main bearings and connecting rods. 4 qt. capacity.	Full pressure to main bearings and connecting rods. 4 qt. capacity.
Firing Order	1-5-3-6-2-4	1-8-4-3-6-5-7-2
Recommended Idle Speed	Manual—500 (in neutral) Automatic—475 (in drive)	Manual—500 (in neutral) Automatic—475 (in drive)



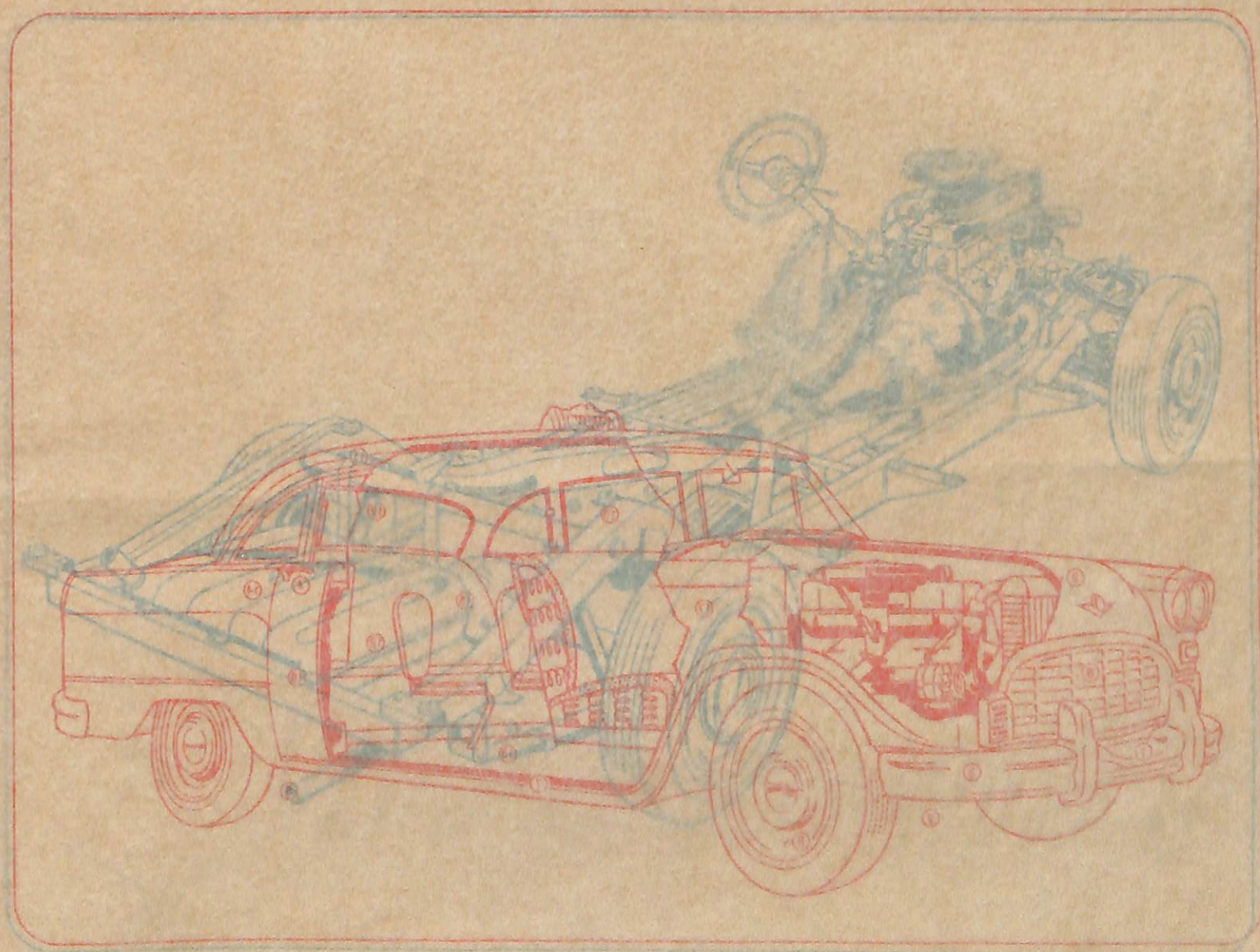
Optional Equipment

- Power Brakes
- Automatic Transmission
- Power Steering
- Auxiliary Seats
- Power-Lok Rear Axle
- Air Conditioning
- Extra Heavy-Duty Shock Absorbers
- Front Arm Rests
- Wheel Covers
- Windshield Washer
- Back-Up Lights
- Heater and Defroster
- White Sidewall Tires
- Outside Rear View Mirror
- Electric Parking Brake Signal
- Forward Rear Seat
- Rate Card & Drivers License Case
- 75, 80 or 90 Amp Battery
- Partition
- Auxiliary Heater
- Rear Door Remote Control
- Spot Lamp
- Tinted Glass
- Undercoating
- Two-Tone Colors
- V-8 Engine
- Trunk Mounted Battery
- Extra Heavy Springs
- Governor
- 2-way Radio Antenna
- 2-way Radio Power Cable Conduit
- Automatic Transmission Oil Filter



Here's why Checker will outperform and outlast anything on the street today!

- 1 Chrome parts contain more nickel for longer life.
- 2 Less overhang front and rear for better maneuverability.
- 3 Front and rear bumpers are interchangeable.
- 4 Strongest, safest door locks—easiest obtainable.
- 5 Wide track design means greater stability, better maneuverability.
- 6 Positive rust proofing process—guards against rust and corrosion in critical areas, front and rear.
- 7 Gills, fenders and doors easily and quickly removed.
- 8 12" wheels for longer tire life.
- 9 Insulated hood on all kinds of roads.
- 10 Safety glass in all windows.
- 11 Full insulation in roof, panels, dash and floor.
- 12 Higher, wider door openings means easier entry and exit.
- 13 First rear floor.
- 14 Straight line door design helps eliminate pinched fingers.
- 15 Passenger seated behind door for extra safety—extra comfort, duty foot padding.
- 16 Two piece door construction permits easy repair.
- 17 Instrument panel features easy to read, circular gauges in classic arrangement.
- 18 Tough vinyl upholstered seats with zig-zag springs and foam construction.
- 19 Perfectly balanced steering built stronger, built better, built to give an extra measure of safety, long life, and security.
- 20 Donee chamber door for greater strength, better safety.
- 21 23 gallon fuel tank—keeps the cab on the road longer—working and waiting.
- 22 Highly durable acrylic lacquer for longer lasting, better looking finish.
- 23 Universal motor opening and mounting brackets installed at factory—eliminating costly custom installations.
- 24 Re-circulating air for easy box for perfect steering control.
- 25 6 cylinder, overhead valve, 195 hp.
- 26 2 engine options—140 hp.
- 27 Long life, low oil.
- 28 Automatic transmission.
- 29 Dedicated electrical system.
- 30 Front stabilizer bar for safer turning.



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4 Strongest, safest door locks—finest obtainable.

5 Grille, fenders and doors easily and quickly removed.

6 Wide track design means greater stability, better maneuverability.

7 Positive rust proofing process guards against rust and corrosion in critical areas.

8 15" wheels for longer tire life.

9 Insulated hood.

10 Safety plate glass in all windows.

11 Full insulation in roof, panels, dash and floor.

12 Higher, wider door openings means easier entry and exit.

13 Flat rear floors.

14 Straight line door design helps eliminate pinched fingers.

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19 Double channel X-brace frame—greater strength, stability and safety.

20 Perfectly balanced chassis—built stronger, built better, built to give an extra measure of safety, long life, and security.

21 23 gallon fuel tank—keeps the cab on the road longer—working and earning.

22 Extra long life, sure-stop brakes—proven the safest, surest brakes made.

23 Re-circulating ball-type gear box for perfect steering control.

24 Independent coil front suspension—a smoother ride on all kinds of roads.

25 Engine easily accessible—cuts time for engine servicing.

26 2 engine options—140 h.p. 6 cylinder overhead valve, 195 h.p. V-8.

27 Long-life, heavy-duty muffler.

28 Automatic or synchro-mesh transmission—choice of two trouble-free transmissions.

29 Dependable long-life, heavy-duty fuel pump.

30 Front stabilizer bar for easier, safer turning.

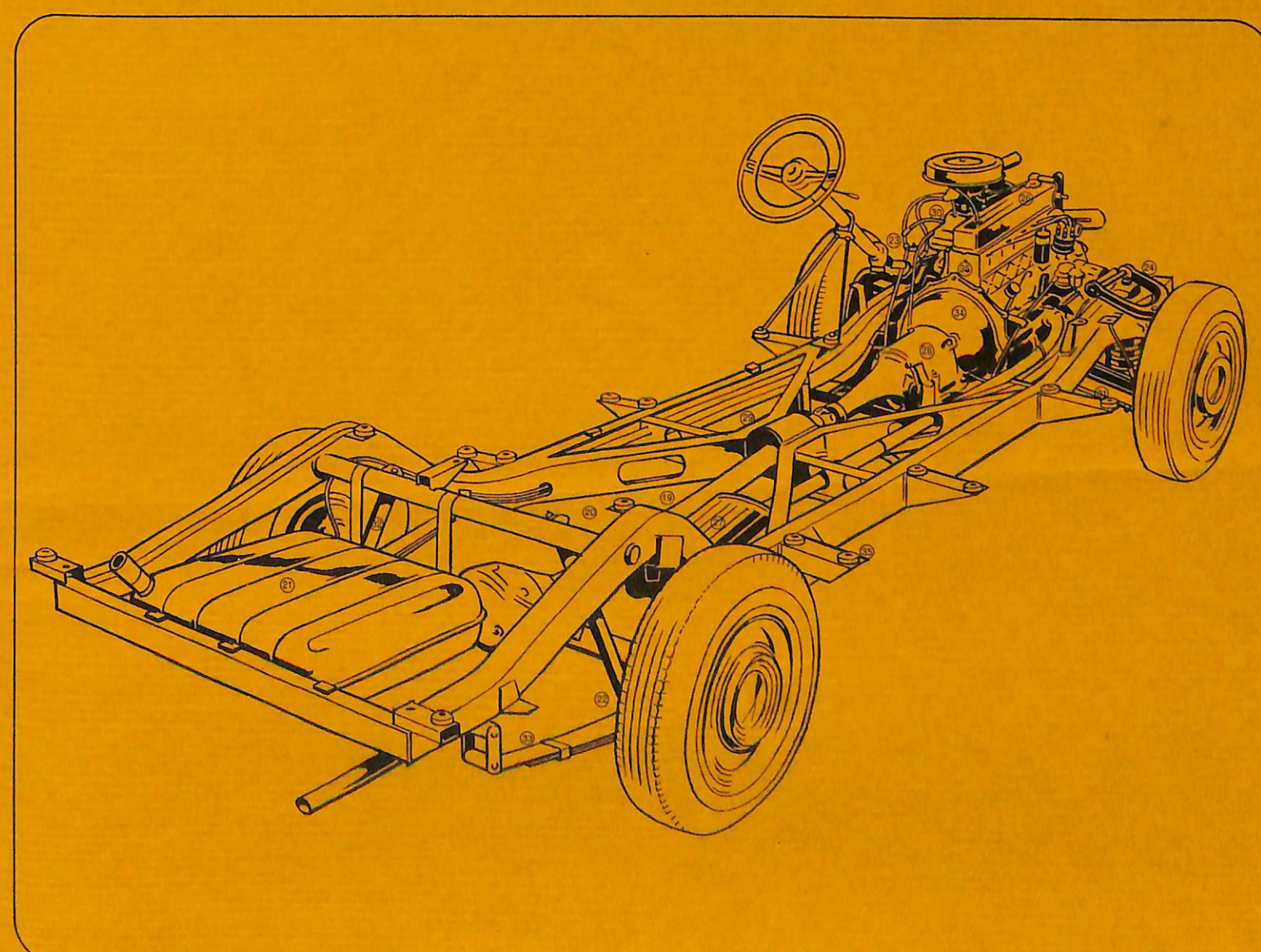
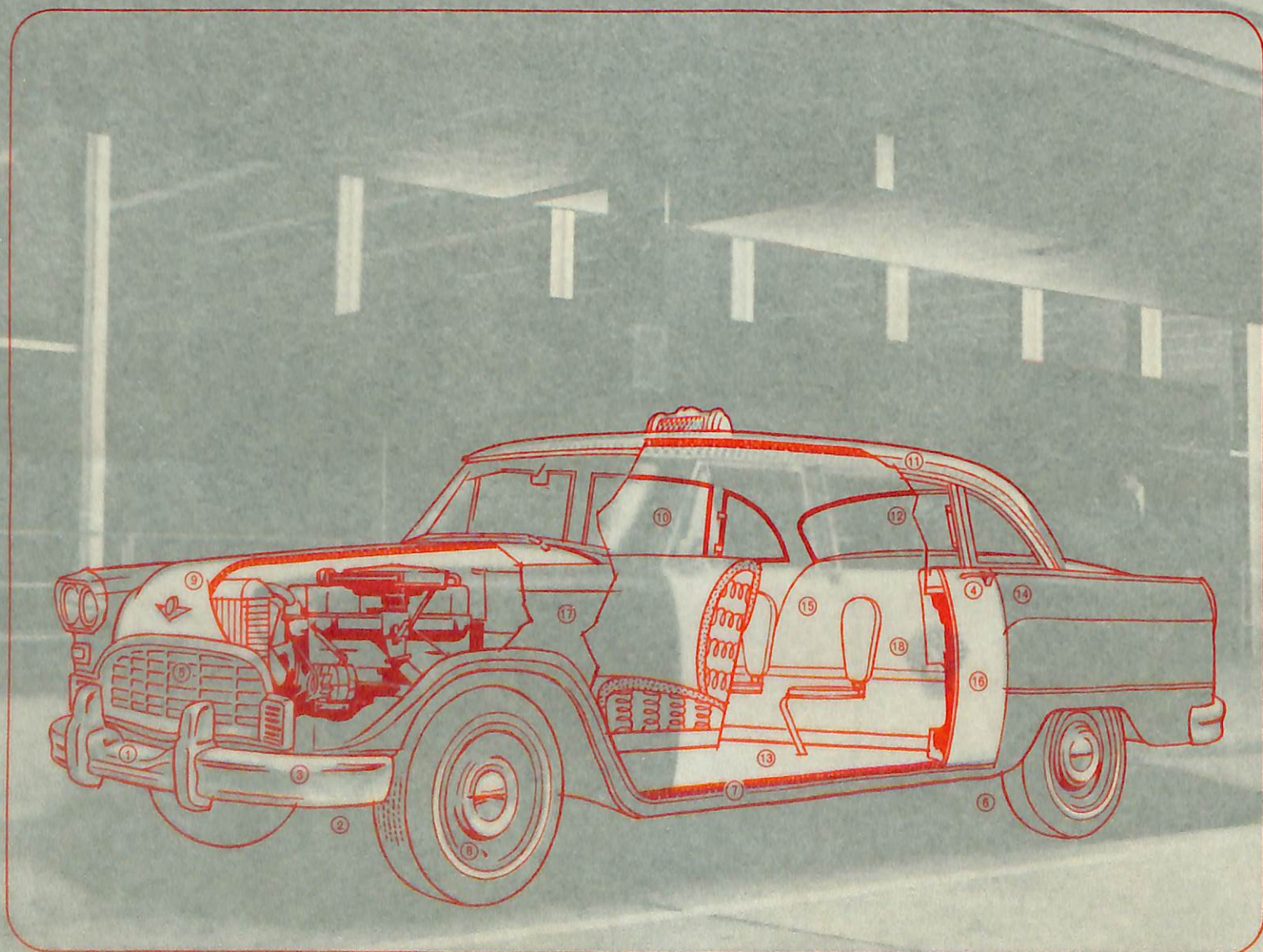
31 Double acting shock absorbers cushion the ride—last longer because they're built better.

32 5 leaf semi-elliptical springs—wider than other cars.

33 Heavy-duty 11" single plate clutch.

34 Rubber body mounts for greater comfort—lower noise level.

- For operators desiring seat belts, anchors are provided in both front and rear.

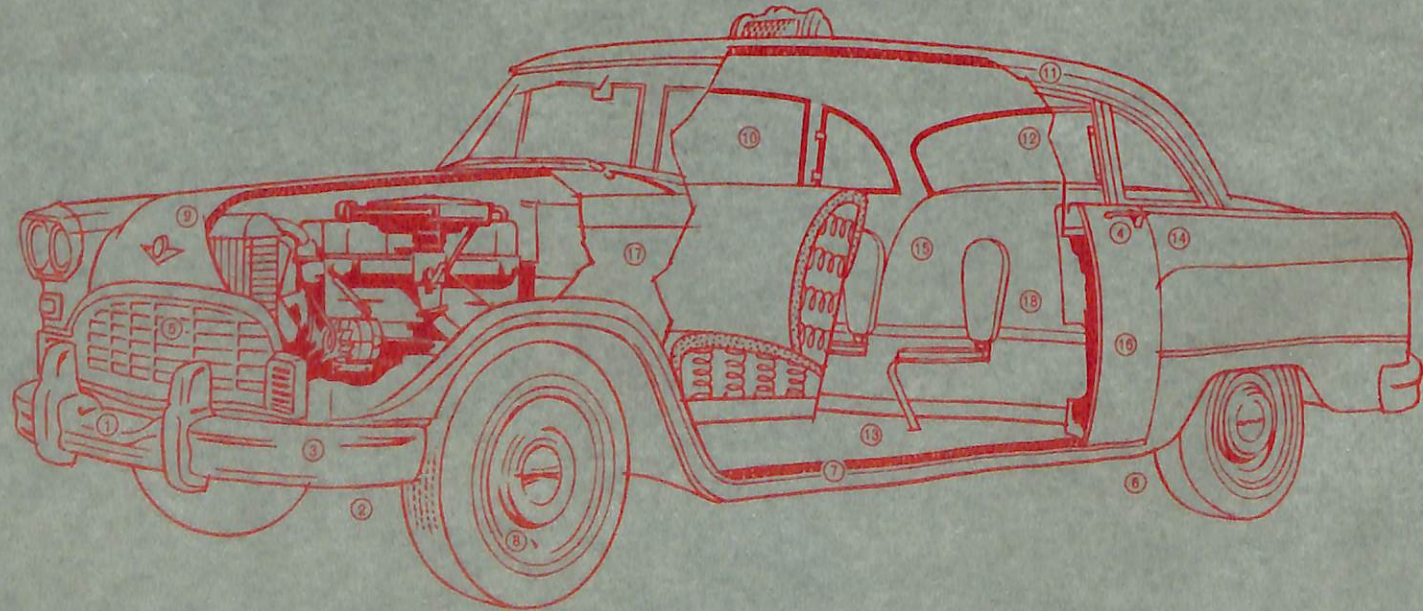


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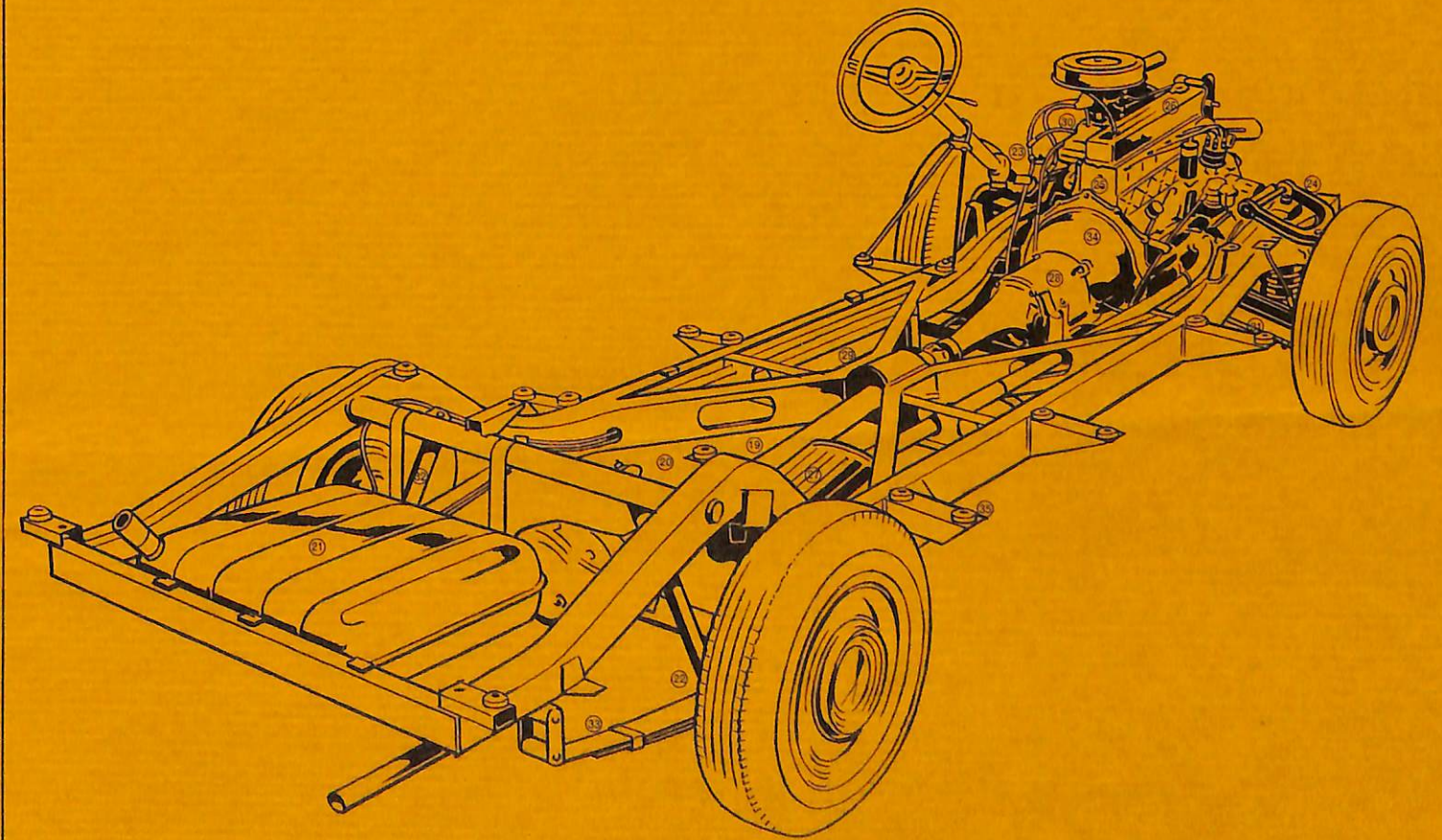
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- 25 Engine easily accessible—cuts time for engine servicing.
- 26 2 engine options—140 h.p. 6 cylinder overhead valve, 195 h.p. V-8.
- 27 Long-life, heavy-duty muffler.
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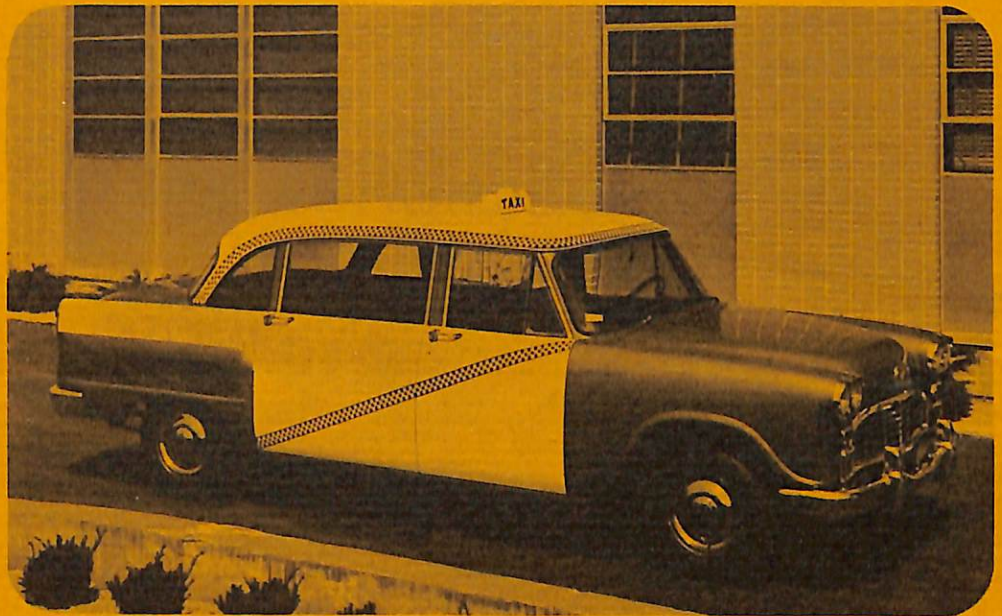
- 31 Double acting shock absorbers cushion the ride—last longer because they're built better.
 - 32 5 leaf semi-elliptical springs—wider than other cars.
 - 33 Heavy-duty 11" single plate clutch.
 - 34 Rubber body mounts for greater comfort—lower noise level.
- For operators desiring seat belts, anchors are provided in both front and rear.



Checker 129" "Supercab"

A new idea in a taxicab. A supremely comfortable and luxurious custom-built 129" wheelbase limousine with all the built-to-last, built-for-comfort Checker features plus:

- extra wide rear doors
- big, square, forward-facing auxiliary seats (room for 6 passengers!)
- a safer, more luxurious ride than was ever possible.
- a true limousine



Checker Aerobus

The Checker Aerobus is the result of persistent requests from fleet owners to create a special purpose vehicle with the economy of a taxicab, the comfort of a limousine and the ruggedness of a bus. Built at the same plant and using the same skills, craftsmen and materials as on the billion mile Checker taxicab, the Aerobus was conceived as the first and only totally effective method of transporting 9 to 12 people short or extended distances and with complete comfort, outstanding safety and true economy. The Aerobus takes taxicab and fleet economy; convenience and safety several steps beyond—and provides a totally satisfactory service for 9 and 12 passengers, and with room for luggage or packages or equipment...and with style and power features never before offered in a commercial car. The Aerobus is built from the ground up for the purpose of moving people. Not a "stretch-out"; not a converted stock car—but a built-for-the-purpose, built-to-last vehicle of amazing stamina and comfort.



CHECKER MOTORS CORPORATION / KALAMAZOO, MICHIGAN