



**No other car looks like...
is built like...
rides like...**

The Checker Marathon



1435

The Checker Marathon 4-Door Passenger Sedan

Have you ever wished for a car with the unlimited space of a limousine, the handling ease of a compact and the economy of a taxicab? Have you ever asked yourself—why don't they build cars like they used to—with door openings you can get in and out of without stooping or hitting your head or dropping your glasses? A car with truly functional styling and practical features—without having an obsoleting style change every year or two?

Well, Checker has done just that. Checker has built the new Marathon with the kind of easy-to-use practical features and enduring styling that represent one of the outstanding values in the entire automobile industry.

For nearly 50 years Checker has been building cars designed and engineered for safety, comfort and performance.

Billions of fleet miles and thousands of fleet performance and maintenance records attest to Checker's low cost of upkeep; Checker's remarkable tradition of longer life and superb quality.

Less than 200 inches over-all length, Checker has eliminated the useless overhang in front and rear; put the extra space where it is most needed—on the inside! The Marathon is *all* car, with sports car stability on turns and curves, a scant 37½-foot turning circle and an ease in parking not possible with any other full-size car.

After a 15 minute test drive . . . after driving the new Checker Marathon 5 years or longer, you'll agree: no other car is built like, looks like—rides like a Checker.



The straight door design and the higher, wider door openings are an exclusive and practical feature most women really like. No hiked-up skirts, bumped heads or torn hose—guaranteed the easiest entry and exit of any car.



Roomiest interiors—30% larger than any other 4-door sedan. Luxurious, yet long-wearing, fabrics cover the most comfortable seats ever devised. Optional auxiliary seats allow for the seating of two extra persons. A total of eight can sit comfortably in a Marathon 4-door sedan.



Big, direct reading, circular instruments are conveniently clustered under a big, safety-padded dashboard—standard equipment on all Checker Marathons.



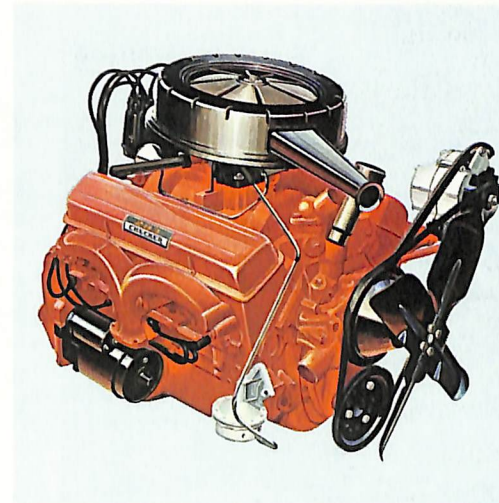
The Checker Marathon 4-Door Station Wagon

Here is the station wagon that is really built to last—really built to take it! A super-safe double channel X-brace frame—standard on all Checker cars—is combined with a perfectly-balanced, built-to-last chassis and a full-size, built-to-endure body—to provide greater stability, greater safety, longer life, outstanding comfort. Bolt-on fenders mean less costly repair and wide use of the strengthened fleet-proven parts are reflected in the thousands of extra miles and extra years of value built into every Checker.

Designed for maximum cargo capacity, the Checker Marathon Station Wagon is practical, functional and ruggedly constructed. With the rear seat folded down, the wagon has more than 93-cubic feet of usable cargo space—96.75" long, 33.6" high, 49.6" wide. The flat rear floor has no transmission tunnel to cut cargo or passenger room. The wagon has the same practical 199½" length as the sedan, the same 37½-foot turning circle. It has an abundance of space and is extremely handy for transporting bulky loads—yet comfort is never sacrificed. Like the sedan, it has deep spring, foam-rubber-padded seats over coil and zig-zag springs in both the front and rear. Checker's unique design, with no wheel wells, means more usable carrying capacity; wide loads can be placed flat on the floor, instead of suspended between wells . . . for easier, safer transporting. The exceptionally wide tailgate opening permits faster, easier loading of wide or oversize loads.



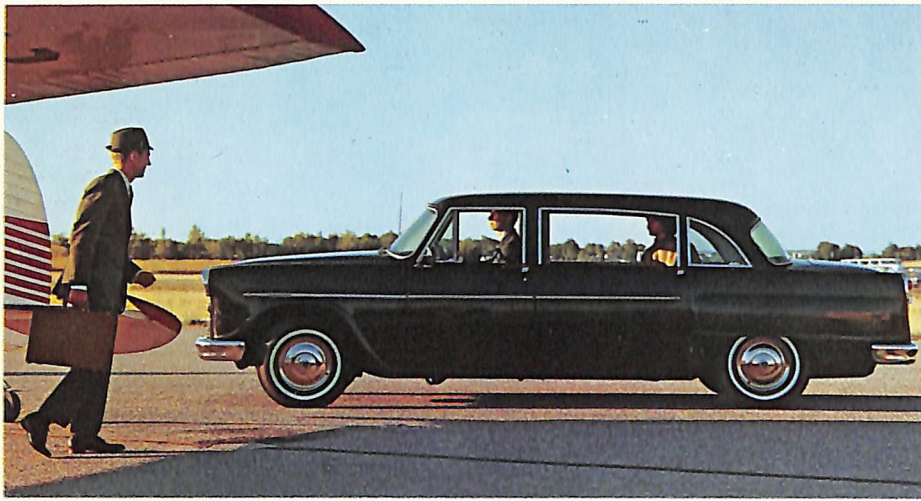
No wheel wells to take up extra space! An extra-wide, low-level tailgate opening means you load more—faster, easier, safer. Extra-strong vinyl-covered floor has been engineered for extra weight and load carrying capacity—will not sag or warp.



Now, choose from 3 greatly improved—most proven—engines. A standard 140 HP, 230 cu. in. economy overhead valve six; an optional 195 HP, 283 cu. in. regular gas V-8; a new 327 cu. in. 250 HP high performance V-8 ideally suited to trailer towing, also optional.



Style continuity—a Checker exclusive! Clean, classic lines, functional body styling make the Checker Marathon a better value when you buy it—worth more when you trade!



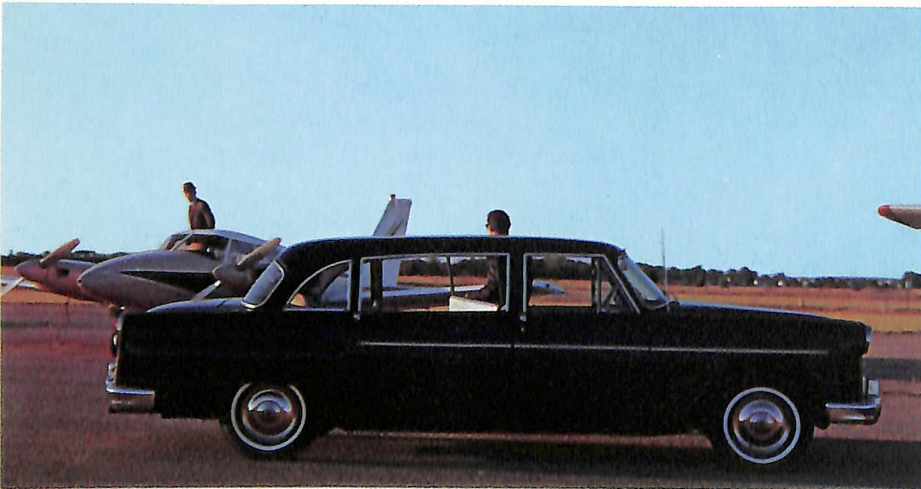
Checker Custom Limousine

This is the Checker Custom Limousine, a most distinguished and practical limousine, now available for thousands of dollars less than other limousines of comparable size. Created in very limited quantities in Kalamazoo, Michigan, the Custom Limousine is built for those who take pleasure in the uncommon . . . for those who appreciate the cordiality of interior spaciousness, the excellence of fine custom appointments and the master craftsman's ingenuity as reflected in unique forward-facing auxiliary seats, space-saving flat floors and rear doors that combine straight-line design with extra height and extra width for easiest entry and exit. Combining the new 129" wheelbase with the deep-rooted Checker tradition of dependability and performance, the Custom Limousine offers luxury and prestige . . . comfort and practicality . . . long life and noble, classic design. The Checker Custom Limousine is a most distinctive motor car.



Checker Aerobus Limousine

Perfect for schools, institutions, resorts, motels, hotels, inter-plant transportation, employee pick-up—even large families! It's the practical idea in mass transportation! 9 to 12 people, including baggage or equipment, enjoy new comfort and convenience with the Checker Aerobus. Built from the ground up as an economical, superbly comfortable and roomy "station wagon limousine," the Checker Aerobus offers all the safety, long life and economy features of the world-famous taxicab. The Aerobus is available in 6 and 8-door models, with new 195 h.p. 327 cu. in. V-8 engine, power steering and power brakes included as standard equipment.



Checker A-12E Limousine

The Checker A-12E Limousine, originally engineered and built for world markets, is the perfect car for VIP pick-up and delivery, municipal and local government officials, livery, corporations, resorts and hotels, schools, funeral directors, religious institutions—whenever and wherever superbly comfortable transportation without ostentation is required. No other car can match the tremendous interiors of the Checker A-12E. Big, square, forward-facing auxiliary seats mean more adults can relax in limousine comfort. Its regal 129" wheelbase—without useless protrusion in front and rear—means easiest handling with maximum performance. Using low octane fuel on the most demanding city and country roads in varied and unusual climate conditions, Checkers have performed with outstanding fleet dependability and have chalked up notable safety records.

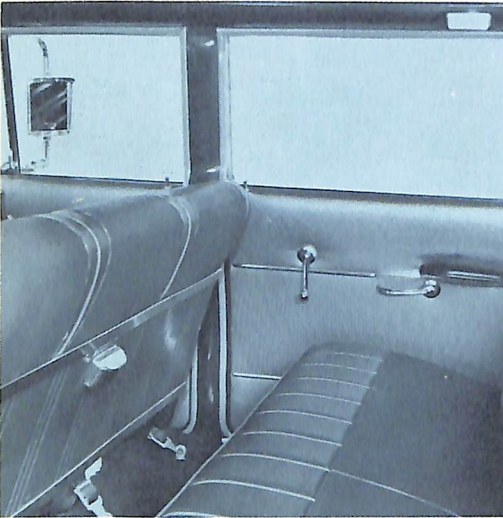
Check List of Features

Superior Chassis Features:

1. Perfectly balanced chassis—built stronger, built better—built to give an extra measure of safety, long life and security.
2. Less than 200 inches over-all—no useless overhang in front or rear means a roomier interior.
3. Double channel X-brace frame—for greater strength, stability, safety.
4. Wide track design combined with front stabilizer bar means greater stability, better roadability, easier handling.
5. 15" wheels mean better road clearance, longer tire life.
6. 3 engines—standard 140 h.p. overhead valve six, optional 195 h.p. economy V-8 and optional 250 h.p. high performance V-8.
7. Standard synchro-mesh or optional automatic transmissions—fleet-proven for trouble-free operation.
8. Dependable heavy-duty, fleet-proven parts such as 11" single plate clutch; double-action shock absorbers; fuel pump—designed for longer life, better performance.
9. Independent heavy-duty coil front suspension system gives smoother ride.
10. Five-leaf semi-elliptical springs—wider, more resilient than most other cars.
11. Recirculating ball-type gear box for perfect steering control.
12. Brakes are fleet-proven for sure, safe stopping power.
13. Huge 23-gallon fuel tank means less frequent stops.

Superior Body Features:

1. Limousine-size interiors; sedans have room for five adults in complete comfort and with plenty of headroom, legroom, hiproom.
2. Straight-line door design combined with higher, wider door openings mean easiest entry and exit of any car.
3. Driver sits in supremely comfortable chair-high seat for more commanding view of road.
4. Rear floors are virtually flat for even more comfort and room.
5. Fiberglass insulation in roof, panels, dash, hood and floor soften road noises.
6. Safety plate glass in all windows.
7. Bumpers that are functional and practical—are not used merely as decoration.
8. Durable vinyl upholstered seats with coil and zig-zag springs combined with foam cushioning give firm yet comfortable seating.
9. Instrument panel features easy-to-read circular gauges in classic cluster.
10. Bolt-on fenders mean less costly, faster replacement when needed.
11. Positive rustproofing process guards against rust and corrosion.
12. Timeless, classic styling; the Checker is not obsoleted by yearly model changes.



Marathon Standard Equipment

6-Cylinder 140 h.p. 230 cu. in. OHV Engine
Automatic Choke
Hydraulic Valve Lifters
Oil Filter
11" Clutch
Synchro-mesh Transmission
One-Piece Drive Shaft
Front Independent Coil Suspension
Front Stabilizer Bar
5-Leaf Rear Spring Suspension
Double-Action Shock Absorbers
Recirculating Ball Steering Gear
Double Channel X-Brace Frame
Wide Track Design
15" Wheels
8.15 x 15 2-ply (4-ply Rating) Tubeless Blackwall Tires
Oversize Brakes
Seat Belts, Front
Foot Operated Parking Brake
Complete Rustproofing
Soundproofing Insulation
Fresh-Air Heater and Defroster
23-Gallon Gas Tank
50-Amp Battery
35-Amp Alternator
Safety-Plate Glass
Safety Door Locks
2-Speed Electric Windshield Wipers
Direction Signals
Cigar Lighter
Padded Instrument Panel
Dual Sun Visors
Assist Straps
Vinyl and Nylon or All-Vinyl Upholstery
Acrylic Lacquer Finish
Carpeted Floor Throughout
Undercoating

Marathon Options

V-8 Engines
283 cu.-in.
327 cu.-in.
Dual-Range Automatic Transmission
Overdrive Transmission
Floor Shift (Synchro-mesh Transmission)
Power-Lok Rear Axle
Air Conditioner
Power Brakes
Power Steering
Power Windows
Power Tailgate Window (Station Wagon)
Roof Top Carrier (Station Wagon)
Heavy-Duty Rear Springs
Heavy-Duty Shock Absorbers
80-Amp Battery
55-Amp Alternator
Auxiliary Rear Seats, Sedan
Two-Tone Exterior Colors
Parking Brake Warning Light
White Sidewall Tires
Tire Sizes:
7.75 x 15 4-ply (8-ply Rating)
8.15 x 15 4-ply (8-ply Rating)
Stainless Steel Wheel Covers
Auxiliary Underseat Heater
Outside Rearview Mirror
Back-Up Lights
Radio and Antenna
Clock
Tinted Glass
Spotlight
Bumper Guards
Windshield Washer
Seat Belts, Rear

Engine Specs.

140 H.P., 230 Cu. In. Overhead Valve Six

Type: 6 Cylinder Overhead Valve
Horsepower: 140 BHP @ 4400 rpm
Compression Ratio: 8:25 to 1
Piston Displacement: 230 cu. in.
Carburetor: Downdraft, with automatic choke
Recommended Fuel: Regular
Cooling System: 12 qts. with heater

Optional Engine—283 Cu. In.

Type: 8 Cylinder Overhead Valve (V-8)
Horsepower: 195 BHP @ 4800 rpm
Compression Ratio: 9.25 to 1
Piston Displacement: 283 cu. in.
Carburetor: Downdraft, 2 barrel, with automatic choke
Recommended Fuel: Regular
Cooling System: 17 qts. with heater

Optional Engine—327 Cu. In.

Type: 8 Cylinder Overhead Valve (V-8)
Horsepower: 250 BHP @ 4400 rpm
Compression Ratio: 10.05 to 1
Piston Displacement: 327 cu. in.
Carburetor: Downdraft, 4 barrel, with automatic choke
Recommended Fuel: Premium
Cooling System: 17 qts. with heater

Colors and Fabrics

Red Vinyl and Red Nylon
Dark Gray Metallic Vinyl and Deep Blue Vinyl
Blue Metallic Vinyl and Dark Blue Nylon
Green Metallic Vinyl and Dark Green Nylon
Light Metallic Gray Vinyl and Charcoal Nylon
Brown Metallic Vinyl and Copper Nylon
Two-Tone Light Gray and Dark Gray Metallic Vinyl

Exterior Colors Available:

Chroma Black
Cameo White
Kimberly Red
Granada Gray
Sorrento Blue
Alpine Blue
Shorewood Green
Westbrook Green
Briargate Beige
Tampico Tan
Claret Maroon

specifications subject to change
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