

# CHECKER



**MARATHON by Checker Motors Corporation. The quality of car the times demand.**

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## The Checker Marathon. The quality of car the times demand.

In an age of rising costs, people have rising expectations. No longer satisfied with products that promise only a beautiful package, they're demanding their money's worth in terms of dependability, durability and economy.

That's why we build the Checker Marathon the way we do. The way we would want someone to build a car for us.

First and foremost, that means eliminating yearly style changes. Neither you nor we can afford the luxury of planned obsolescence. So, rather than constantly changing the outside of a Marathon, we devote our time and energies to perfecting it inside.

With dependability and safety as our goals, we outfit a Marathon with a rock-solid, double channel X-brace frame. A wide track design improves roadability. An independent coil front suspension system smooths the ride.

We offer a choice of two engines, each spirited enough for defensive driving on highways and expressways, thrifty enough to require only regular grade fuel. We build in maintenance economy by equipping a Marathon with simple, easily-removed parts such as bolt-on fenders and interchangeable front and rear bumpers.

For comfort's sake, we allow for limousine-size interiors. Inside a Marathon you'll find an uncommon amount of headroom and legroom, a virtually flat rear floor, chair-high seats with foam cushioning, large door openings.

Rather than charge extra for options we know most people want, as standard equipment we include automatic transmission, power front disc brakes and undercoating.

Then, we wrap up the works in a body of steel, and polish it off with a gleaming acrylic lacquer finish.

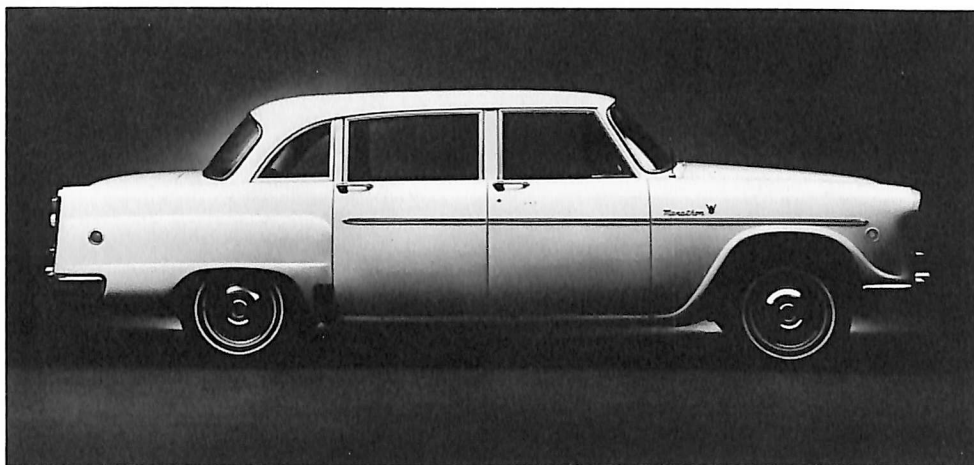
Finally, after we have inspected and tested each and every one, we affix the Checker emblem, symbolic of fleet-proven automotive excellence.

A Checker Marathon is the result of over a half century of technical experience and craftsmanship which we consider the equal of any in our industry. In our enlightened times, with the emphasis shifting from a car's appearance to its value and longevity, we believe Marathon is the quality of car the times demand.



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## Checker Marathon 4-door sedan



## The big American car that thinks it's a little European.

The Checker Marathon is designed, engineered and built at the modern Checker complex in Kalamazoo, Michigan.

Being all American, it incorporates the celebrated qualities of American cars.

Roominess.

Comfort.

And a decent amount of zip.

But the Marathon behaves as though it's got a touch of the European in it.

Which is partly understandable because Marathon styling is simple and functional, somewhat along the lines of classic European cars. As with European makes, year-to-year

improvements have been directed at how it works, not at the way it looks.

Throughout the years, however, the Marathon has also adopted the finest performance habits of European cars.

It gets sensible gas mileage.

Maintenance is simple and economical.

It handles surely and easily.

And, like European cars, it's built to last a long, long time.

This year, take a good look at all the big American cars and all the little European cars.

Then, get the big American car that thinks it's a little European. The Checker Marathon.

## Checker Marathon 4-door station wagon



### The one station wagon that lives up to its name.

Other automakers choose to call their station wagons by a variety of impressive, exotic names.

We call ours Marathon, the same name we call all our passenger cars.

The difference between our name and their names is that ours means something.

The name Marathon means that we expect it to run and run. For thousands and thousands of rough, tough miles. Giving years of dependable service.

How many thousands of miles or how many years, we can't promise. But we do know that over the past 50 years, the stamina of its brother, the world famous Checker taxicab, has been proved by billions of miles of use throughout the roads of the world by the most demanding professional fleet drivers.

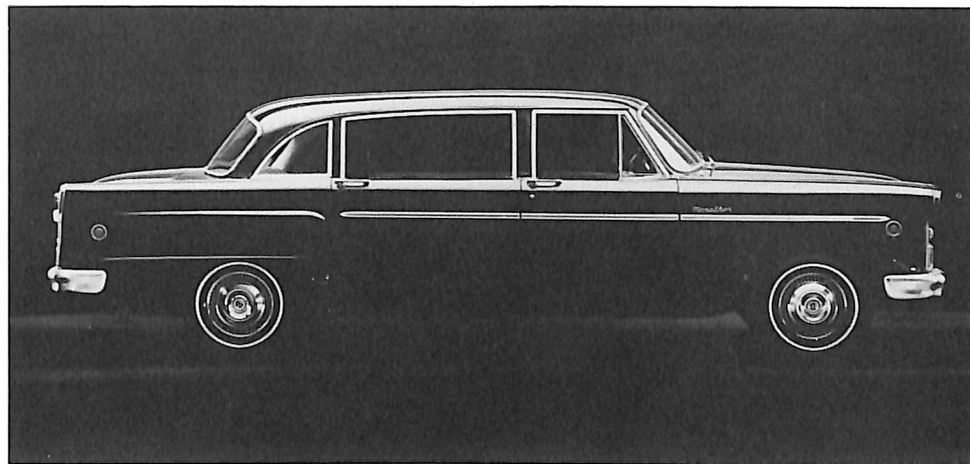
But, if you just want a car that will carry you around a long time, you only need our sedan. We built this station wagon so you can carry a lot of cargo around a long time.

Even though our wagon's length is less than 17 ft., it has 93 cu. ft. of storage space available. To give you an example of the space: a 4' x 8' sheet of plywood can be loaded flat because there's no protruding wheel in the way, no tunnel to rob you of space.

And yet, as big as it is inside, it's small enough outside so that it handles like a regular car in traffic, parking easily, offering the same comfortable ride as our sedan.

So, if you're in the market for a station wagon, buy one with a good name.

## Checker Marathon Deluxe Limousine



### The luxury limousine that's making a lot of people reconsider their ideas about limousine costs.

According to popular theory, only the very rich and the very powerful can afford limousines.

Supposedly, a limousine costs as much as a yacht. In some cases, as much as a house.

So, it surprises a lot of people when we unveil a luxury limousine that only costs as much as a car.

Originally engineered and built for world markets, the Checker Marathon A-12E Deluxe Limousine has proven to be the perfect VIP car for municipal and local government officials, liveries, corporations, resorts and hotels, funeral directors—whenever and wherever superbly comfortable transportation

without ostentation has been required.

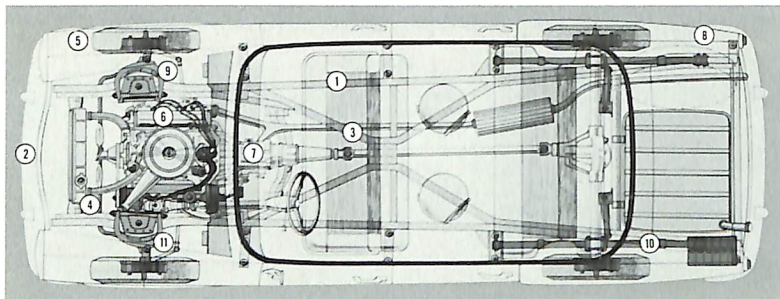
Furnished with gorgeous interiors and large, forward-facing auxiliary seats, the Checker A-12E sits regally on a 129" wheelbase.

Naturally, it includes automatic transmission, power front disc brakes and undercoating as standard equipment. As well as the built-in durability and comfort features made famous by Checker Motors.

And, it's available with a fully upholstered, sliding Lexan chauffeur's partition.

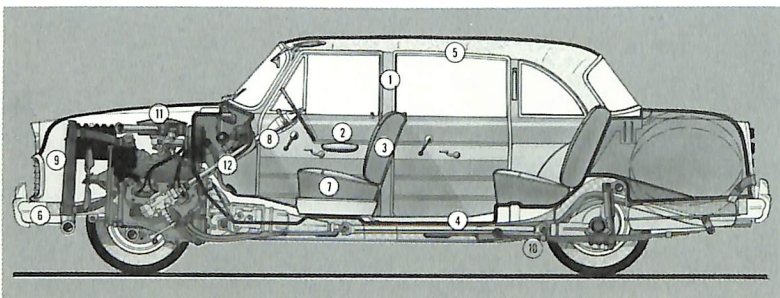
About the only thing we forgot was a limousine price tag.

## Checker Marathon: The Inside Story



### Chassis Features:

1. Balanced chassis provides strong foundation.
2. 17 ft. length reduces useless overhang.
3. Solid, double channel X-brace for strength, stability, safety.
4. Wide track design combined with front stabilizer bar improves roadability and handling.
5. 15" wheels allow for excellent road clearance.
6. The engine—either a standard 250 cu. in. overhead valve six or an optional 350 cu. in. V-8.
7. Dual-range automatic transmission. Standard equipment.
8. Dependable, fleet-proven parts, designed for long life and trustworthy performance.
9. Independent coil front suspension system smooths the ride.
10. Five-leaf semi-elliptical springs in rear provide resiliency to shocks and bumps.
11. Power front disc brakes. Standard equipment.



### Body Features:

1. Interior offers plenty of headroom, legroom, hiproom; with optional folding rear seats, room for eight adults.
2. Straight-line door design combined with large door openings means easy entry and exit.
3. Chair-high driver's seat.
4. Virtually flat rear floors.
5. Insulation in roof, panels, hood and floor softens road noises.
6. Functional, interchangeable front and rear bumpers.
7. Upholstered seats with foam cushioning.
8. Instrument panel features calibrated circular gauges in classic cluster.
9. Bolt-on fenders.
10. Undercoating. Standard equipment.
11. Simple, uncluttered styling; not obsoleted by yearly model changes.
12. Energy-absorbing steering column with anti-theft locking device.

## Specifications:

### Marathon Standard Equipment

55-Amp Alternator  
Padded Arm Rests  
Backup Lights  
50-Amp Battery  
Foot-Operated Parking Brake  
Parking Brake Warning Light  
Dual Master Cylinder Brake System  
Disc Brakes, Front (Power included)  
Automatic Choke  
Cigar Lighter  
Wide Track Design  
One-Piece Drive Shaft  
Double Channel X-Brace Frame  
6 Cylinder, 250 cu. in. OHV Engine  
Acrylic Lacquer Finish  
2 Shoulder Harnesses, Front  
Shoulder Harness Anchors, Rear  
Head Restraints  
Fresh Air Heater and Defroster  
Padded Instrument Panel  
Soundproofing Insulation  
Safety Door Locks  
Outside Rearview Mirror  
Oil Filter  
Seat Belts, Front and Rear (6)  
Side Marker Lights  
Direction and Lane Change Signals  
Double-Action Shock Absorbers  
Front Stabilizer Bar  
Energy-Absorbing Steering Column with Anti-Theft Locking Device  
Recirculating Ball Steering Gear  
Assist Straps  
Dual Sun Visors, Padded  
Front Independent Coil Suspension  
5-Leaf Rear Spring Suspension  
Emergency Warning Switch  
G78 x 15 Bias-Belted, 4-Ply Rated Tires  
Dual-Range Automatic Transmission  
Undercoating  
Vinyl and Nylon or All-Vinyl Upholstery  
Hydraulic Valve Lifters  
15" Wheels  
2-Speed Electric Windshield Washers and Wipers  
Evaporative Emission Control

### Marathon Options

Air Conditioner  
Trac-Lok Rear Axle  
80-Amp Battery  
Bumper Guards  
Clock  
Two-Tone Exterior Colors  
350 cu. in. V-8 Engine  
Tinted Glass  
Auxiliary Underseat Heater  
Radio, AM  
Radio, AM & FM  
Roof Top Carrier (Station Wagon)  
Auxiliary Rear Seats (Sedan)  
Heavy-Duty Shock Absorbers  
Spotlight  
Power Steering (Required with V-8)  
White Sidewall and Premium Tires  
Stainless Steel Wheel Covers  
Power Tailgate Window (Station Wagon)  
Heavy-Duty Radiator  
Vinyl-Covered Roof  
Defogger, Rear Window (Sedan)

### Engine Specifications

**250 Cu. In. Overhead Valve Six**  
**Type:** 6 Cylinder Overhead Valve  
**Compression Ratio:** 8.50 to 1  
**Piston Displacement:** 250 cu. in.  
**Carburetor:** Downdraft, with automatic choke  
**Recommended Fuel:** Regular  
**Cooling System:** 12 qts. with heater

**Optional Engine—350 Cu. In.**  
**Type:** 8 Cylinder Overhead Valve (V-8)  
**Compression Ratio:** 8.50 to 1  
**Piston Displacement:** 350 cu. in.  
**Carburetor:** Downdraft, 2 barrel, with automatic choke  
**Recommended Fuel:** Regular  
**Cooling System:** 17 qts. with heater

### Fabrics

**VINYL/NYLON INTERIORS**  
Blue Metallic Vinyl and Dark Blue Nylon  
Black Vinyl and Charcoal Gray Nylon  
**ALL VINYL INTERIORS**  
Red Vinyl  
Dark Brown Vinyl  
Medium Blue Vinyl  
Dark Gray Metallic Vinyl and Deep Blue Vinyl

### Colors

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



**CHECKER MOTORS CORPORATION**

Kalamazoo, Michigan 49007

**DEWITT AMERICAN**  
465 N. Main St.  
Akron, Ohio 44310  
Phone 376-4105