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FOR: CHECKER MOTORS CORPORATION
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FOR IMMEDIATE RELEASE
PHOTO ATTACHED

NEW INTERIOR STYLING

KEYNOTES '66 CHECKER

KALAMAZOO, MICH. -- The 1966 version of the Checker Marathon, first offered to the public six years ago, looks little different than the original 1960 model on the outside -- but, on the inside, there are hundreds of design, styling, safety and performance improvements to be seen.

In keeping with its established policy of promoting passenger comfort, operating economy and extreme durability above all else, the manufacturer has retained the proven basic body design. Interior spaciousness is evident in the "limousine-size" rear compartment of the standard Checker Marathon 4-door sedan -- 30% larger than the ordinary 4-door sedan, according to David R. Markin, vice president and director of sales. Door openings are wider and higher than in any other comparable sedan, permitting dignified entering and exiting; and there's plenty of room for two comfortable, bench-type, fold-away seats that increase the capacity to eight adults.

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Also noteworthy is the absence of a drive shaft tunnel in the rear -- an exclusive Checker feature among all front-engine cars. This allows for a virtually flat rear floor, with the most legroom of any car its size.

The overhang in both the front and the rear has been eliminated -- all usable room is inside the huge passenger compartment. Both the sedan and the station wagon version of the Marathon are built on 120-inch wheelbases; this, combined with the 37 1/2-foot turning radius mean greater maneuverability and handling; easier parking.

New Interior Treatment

Interior styling in the Checker Marathon series is designed not only for luxury and comfort, but for extra-long durability. Research conducted by the firm has established that the average Checker buyer plans to keep his car over five years, so the upholstery, trim and carpeting fabrics must outlast those found in the standard make of car. Exterior finishes, too, are created exclusively for Checker. All are gleaming extra-tough, weather-resistant acrylic lacquers and the

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choice of colors covers a wide range of preferences. New colors such as Westbrook Green, Granada Gray, Sorrento Blue, Shorewood Green, and Tampico Tan have been added this year to augment the popular Chroma Black, Cameo White, Kimberly Red, Alpine Blue and Briargate Beige. Upholstery fabrics, designed to complement Checker Marathon exterior finishes, are being offered in metallic vinyl and nylon materials. Door panel and ceiling treatment also are new this year.

Other Exclusive Features

Checker Motors is best known to the public as builders of the world-famous Checker Taxicab, the only vehicle designed especially for fleet use and the leading make of taxicab for over 40 years. The Checker Marathon 4-door sedan closely resembles its "older brother" in simplicity of body design, extra-sturdy construction, and interior spaciousness, but careful attention has been paid to satisfying the public's styling and color desires.

Both the 1966 Checker Marathon sedan and station wagon are powered by an improved, 6-cylinder, 140 h.p. engine that runs on "regular" gasoline and averages over 20 miles per gallon, according to the manufacturer. Two, new V-8's -- one developing 195 h.p. and the other 250 h.p. -- are available as optional at extra cost. Other

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options include all the popular "convenience extras" -- power steering, power brakes, air conditioning, automatic or overdrive transmission, and a host of similar equipment.

Many other features, frequently offered as optional-extra cost items on other makes, are furnished as standard equipment on the Checker Marathon sedan and station wagon. These include padded instrument panel, double-acting shock absorbers, closed crankcase ventilator, dual sun visors, independent coil front suspension, oversize 23-gallon gas tank, undercoating, and fresh-air type heater and defroster.

What Makes It So Sturdy?

Markin pointed out that a double-channel X-brace frame that cushions the most severe road shocks and keeps the car body aligned, actually outlasts any other type frame in use today. Bolt-on fenders, the grille and other body parts are designed for inexpensive repair or replacement, further cutting down on maintenance costs.

The station wagon model contains unique features of its own, in addition to the same general benefits offered in the sedan. With its extra-wide, lower-level tailgate, it loads and unloads quickly and easily. There's no floor hump or rear wheel wells to steal valuable cargo

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space. With the rear seat folded down, over 93 cu. ft. of usable cargo area is provided between the back of the front seat and the closed tailgate.

Year by year, the Checker people have been "warming up" to the idea of building private-owned vehicles that look good, as well as last longer. Because of the absence of radical, annual styling changes, Checkers are gaining a higher trade-in value, too. Yet, although it looks no different, this year's line actually represents a culmination of six years of constant improvement.

The Marathon 4-door sedan is list-priced at \$2,874.10 f.o.b. Kalamazoo, Mich., while the station wagon version has a \$3,075.03 price tag. Considering all that's built into these fleet-proved cars, the price is exceptionally low.

Checker also produces a 4-door limousine built on a 129-in. wheelbase, and 6 and 8-door Aerobus limousines with 9 and 12-passenger capacities.

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