

FROM: HERBERT BAKER ADVERTISING, INC.
919 North Michigan Avenue
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FOR: CHECKER MOTORS CORPORATION
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FOR IMMEDIATE RELEASE

CHECKER INTRODUCES 1968 AEROBUS

KALAMAZOO, MICH. -- The 1968 Checker Aerobus, both 6- and 8-door models, has been introduced by the Kalamazoo manufacturer. "Built from the ground up" as a heavy-duty, multi-passenger limousine, the Aerobus, according to Checker, has found an increased acceptance among resorts, airlines, hotels, motels, hospitals, business firms and services requiring inter-city and inter-plant transportation. "Wherever there is the need to move 9 to 12 people, complete with baggage, packages, etc., in complete comfort and in limousine style -- that's where the Aerobus serves the public best," according to David R. Markin, vice president-sales for Checker Motors Corporation. "Documented fleet records indicate an amazing economy," said Mr. Markin. "Operating maintenance cost of 2¢ a mile is normal for Aerobuses running 150,000 miles." The 6-door, 9-passenger Aerobus lists for \$6,012.45 and the 8-door, 12-passenger carries a factory-recommended price of \$6,428.12. Both models have power steering and power brakes and 327 cu. in. V-8 engine developing 185 h.p. included as standard equipment.

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