

CHECKER MOTORS SEDANS AND STATION WAGONS AND OPTIONAL EQUIPMENT PRICE LIST: OCTOBER 1, 1964

Direct Dealer Prices F.O.B. Kalamazoo, Michigan. Prices and specifications are subject to change without notice. Prices for optional equipment items are additional to prices shown for Sedan and Station Wagon. State and local taxes are extra.	DIRECT DEALER		SUGGESTED	
	COST	E.O.H.	TOTAL COST	FACTORY RETAIL PRICE
MODELS: CHECKER MARATHON 4-door Sedan	\$1977.00	\$191.70	\$2168.70	\$2793.00
CHECKER MARATHON 4-door Station Wagon	2222.00	216.00	2438.00	3139.88
(Includes OHV 6-Cylinder Engine; 7:10 x 15 2-Ply Black Wall Tires; 3-Speed Standard Transmission; Standard Brakes; Standard Steering; Crankcase Ventilator; Alternator; Oil Filter; Manual Tailgate (Station Wagon); Heater and Defroster; Undercoating; Arm Rests; Sun Visors; Padded Dash.)				
CHECKER Custom Limousine, 129" Wheelbase	3280.00	322.00	3602.00	4637.79
(Includes Standard Items Listed for Marathon, plus Power Steering and Power Brakes)				
Air Conditioning (Requires Heavy Duty Alternator, 80 Amp Battery and Tinted Glass All Around)				
Front (Sedan, Station Wagon and Limousine)	250.00	25.00	275.00	353.95
Rear (Limousine Only)	310.00	31.00	341.00	438.89
Rear With Front Controls (Limousine Only)	325.00	32.50	357.50	460.13
Dual With Front Controls (Limousine Only)	450.00	45.00	495.00	637.10
Alternator - Heavy Duty Motorola	5.00	.50	5.50	7.08
Anti-Freeze, Permanent	3.00	.30	3.30	4.25
Back-Up Lights	6.00	.60	6.60	8.49
Battery, 80 Amp	8.50	.85	9.35	12.03
Bumper Guards, Front	8.48	.85	9.33	12.00
Bumper Guards, Rear (Sedan Only)	8.48	.85	9.33	12.00
Clock, Electric	9.50	.95	10.45	13.45
Electric Parking Brake Signal	2.83	.28	3.11	4.00
Engine, V-8, 195 h.p.	78.00	7.80	85.80	110.43
Foot Rail (Rear Compartment) (Custom Limousine Only)	19.50	1.95	21.45	27.60
Glass, Tinted (Windshield Only)	5.20	.52	5.72	7.36
Glass, Tinted All Around (Sedan)	25.00	2.50	27.50	35.39
Glass, Tinted All Around (Station Wagon)	27.00	2.70	29.70	38.23
Heater, Auxiliary, Under Seat	35.00	3.50	38.50	49.55
Luggage Carrier, Top (Station Wagon Only)	64.98	6.50	71.48	92.00
Mirror, Outside Rear View	2.75	.28	3.03	3.90
Paint, Two-Tone	17.00	1.70	18.70	24.07
Partition With Sliding Glass (Custom Limousine)	115.00	11.50	126.50	162.82
Power Brakes (Standard on Custom Limousine)	29.66	2.97	32.63	42.00
Power Driver Seat	45.00	4.50	49.50	63.71
Power-Lok Rear Axle	28.00	2.80	30.80	39.64
Power Steering (Standard on Custom Limousine)	53.68	5.37	59.05	76.00
Power Door Windows	74.00	7.40	81.40	104.77
Power Tailgate Window	25.00	2.50	27.50	35.39
Radio, Pushbutton Transistor Type	55.00	2.67	57.67	75.04
Music Radio - Rear (Custom Limousine)	55.00	2.67	57.67	75.04
Reinforced Floor For Later Installation Aux. Seats	3.00	.30	3.30	4.25
Seat Belts	14.48	1.45	15.93	20.50
Seats, Auxiliary Rear, Rubber Pad, Pair	22.27	2.23	24.50	31.53
Seats, Auxiliary Rear, Upholstered, Pair	30.00	3.00	33.00	42.47
Seats, Auxiliary Rear, (Custom Limousine)	90.00	9.00	99.00	127.42
Shock Absorbers, Heavy Duty	5.13	.51	5.64	7.26
Springs, Heavy Duty For Sedan			No Charge	
Springs, Heavy Duty For Station Wagon, Extra Heavy Duty For Sedan	18.50	1.85	20.35	26.19
Tires: 7:10x15 6-Ply Black	24.92	1.27	26.19	34.06
White Sidewall Tires, Add to Above Prices	22.80	1.75	24.55	31.75
Transmissions: Dual Range Automatic	175.00	17.50	192.50	247.76
Overdrive	76.00	7.60	83.60	107.60
Wheel Covers	10.03	1.01	11.04	14.21
Windshield Washer	6.00	.60	6.60	8.49
EXTERIOR COLORS AVAILABLE: Chroma Black, Cameo White, Kimberly Red, Stoneridge Silver, Fairfield Blue, Waverly Blue, Crystal Green, Briargate Beige, Tuscany Tan, Spring Hill Green				
UPHOLSTERY AND INTERIOR PAINT COLORS: Special Harmonizing Interior Paint Colors as Specified				
Below are Standard for the Upholstery Indicated.				

UPHOLSTERY

Gray Vinyl with Nylon  
 Blue Vinyl with Nylon  
 Tan Vinyl with Nylon  
 Green Vinyl with Nylon  
 Two-Tone Gray All Vinyl  
 Two-Tone Deep Blue-Gray All Vinyl

INTERIOR COLOR

Mist Gray, Stoneridge Silver, Black Frost  
 Fairfield Blue, Waverly Blue  
 Briargate Beige, Tuscany Tan  
 Crystal Green, Spring Hill Green  
 Mist Gray, Stoneridge Silver, Black Frost  
 Mist Gray, Stoneridge Silver, Black Frost