

(1)

January 23, 1978

Rev: February 28, 1978

TO: S. Hori, S. Wilson, (1) R. White, R. Walton, T. Stanfield,
C. Bland, G. Orwig, B. Mills, D. Chambers, J. Love,
G. Miller, M. Hickok

FROM: R. H. WILLIAMS

SUBJECT: BREAKDOWN OF CALENDAR 1977 CHECKER MOTORS PRODUCTION.

1977 SALES

MODEL BREAKDOWN

MODEL	PRODUCTION	% OF TOTAL	PROJECTED 1978 ANNUAL REQUIREMENTS	
A-11 Std	2891	60.48	3100	59.62%
A-11 R.S.F.	1375	28.77	1540	29.62%
A-11E	186	3.89	225	4.32%
A-12	227	4.75	275	5.29%
A-12E	54	1.13	60	1.15%
A-12-8E	47	.98	-Cancelled-	
TOTAL	4780	100.00	5200	100.00%

MISCELLANEOUS TOTALS

	PRODUCTION	% OF TOTAL	PROJECTED 1978 ANNUAL REQUIREMENTS	
All L6 Engines	4018	84.08	*4302	82.73%
All 305 V8 Engines	562	11.76	740	14.23%
All 350 V8 Pass Engines	152	3.18	158	3.04%
All 350 V8 Aero Engines	47	.98	-Cancelled-	
All Sedans	4733	99.02	5200	
All Aerobuses	47	.98	-Cancelled-	
All 120WB Sedans	4493	94.00	4915	94.52%
All 129WB Sedans	240	5.02	285	5.48%
All L6 Air Cond	1212	30.16	1500	28.85%
All V8 Air Cond	530	69.65	580	11.15%

* 1600 FWD STRG
2702 RWD STRG
 4302 TOTAL

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BODY OPTIONAL EQUIPMENTAIR CONDITIONING

BODY GRP NO	NAME	MODEL	TOTAL SALES	PRO 1978 ANN REQ
B601.11	L6 Frt W/Frt Cond	A-11,A-12	1106	1487
B601.12	V8 Frt W/Frt Cond	All Models	409	568
B601.13	L6 Frt W/Roof Cond	A-11,A-12	12	13
B601.14	V8 Frt W/Roof Cond	All Models	0	AS REQ.
B601.15	L6 Dual W/Frt Cond	A-11,A-12	1	CANCELLED
B601.16	V8 Dual W/Frt Cond	All Exc A-12-8E	79	12
B601.17	L6 Dual W/Roof Cond	A-11, A-12	0	CANCELLED
B601.18	V8 Dual W/Roof Cond	All Exc A-12-8E	0	AS REQ
B601.24	Aerobus Dual	A-12-8E	23	CANCELLED
B601.25	Aerobus Dual W/Rf Cond	A-12-8E	19	CANCELLED
TOTAL			1649	2080

ARMRESTS-FRONT DOORS

B627.01	Frt Dr LH/RH(Gray)	A-11,A-11E	507	552
B627.02	Frt Dr (Cab Red)	A-11,A-11E	133	145
B627.03	Frt Dr (Cab Black)	A-11,A-11E	1796	1954
TOTAL			2436	2651

ASH TRAY ON FRONT SEAT

B605.02	Ash Tray Frt Seat	A-12,A-12E	151	164
B605.03	(2)Ash Trays on Frt St	A-11,12,12E	50	55
TOTAL			201	219

ASSIST HANDLE (REAR DOOR PULL-LIFEGUARD)

B656.05	Lifeguard Assist Handle	A-11,A-11E	961	1045
TOTAL			961	1045

AUXILIARY SEATS (ROUND)

B606.10	Cab Gray Skin	A-11,A-12	530	577
B606.11	Covered w/Brown Vnl	A-11,A-12	15	16
B606.12	Covered w/Blue Vnl	A-11,A-12	9	10
B606.14	Black Skin	A-11,A-12	1876	2041
B606.15	Covered w/Red Cab Vnl	A-11,A-12	94	102
TOTAL			2524	2746
B606.17	Protective Pad-Gray	A-11	135	146
B606.18	Protective Pad-Red	A-11	46	50
B606.19	Protective Pad-Black	A-11	1736	1889
TOTAL			1917	2085

BODY OPTIONAL EQUIPMENTAUXILIARY SEATS - EXPORT

BODY GRP NO	NAME	MODEL	TOTAL SALES	PRO 1978 ANN REQ
B621.01	Export-Cab Gray	A-11E, A-12E	43	47
B621.02	Export-Cab Red	A-11E	4	4
B621.04	Export-Brown Vinyl	A-12E	38	41
B621.05	Export-Blue Vinyl	A-12E	17	18
B621.06	Export-Red Vinyl	A-12E	27	29
B621.07	Export-Blk Vnl & Cl	A-11E, A-12E	87	95
		TOTAL	216	234

CARD CASE

B610.01	Card Case	A-11	2590	2817
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CARPET - SPECIAL

B623.02	Black Carpet Frt	All Models Opt	118	128
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CIGAR LIGHTER

B610.02	Cigar Lighter	A-11, 11E	3014	3278
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DECALS & STENCIL

7.01	Roof Checker Border	A-11	1213	1320
B617.02	Horizontal	A-11	51	55
B617.03	Rf & Horiz Checker Border	A-11	1570	1708
B617.04	Chicago Yellow	A-11	641	697
B617.05	Chicago Checker Taxi	A-11	425	462
B617.07	Rate-Black	A-11	1217	1324
B617.09	Dr Checker Spec (Red)	A-11	805	876
B617.12	FE 2-7171 Minn	A-11	138	150
B617.13	Dr Yellow Taxi Minn	A-11	138	150
B617.15	Roof Checker Border	A-11E	0	AS REQ
B617.16	Horizontal	A-11E	5	5
B617.17	Rf & Horiz Checker Border	A-11E	24	26

DECK LID SPRING-HEAVY DUTY

B018.02	Heavy Duty Spring	A-11, 11E	296	322
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EMBLEMS

B029.04	Checker-Optional	A-11, 11E	116	126
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BODY OPTIONAL EQUIPMENTHEATER, DEFROSTER & RR DEFG

BODY GRP NO	NAME	MODEL	TOTAL SALES	PRO 1978 ANN REQ
B620.02	Elim of Heater	All Exc A-12-8E	91	99
B620.03	Elim of Heater	A-12-8E	1	CANCELLED
B622.04	Floor Mounted	All Exc A-12-8E	295	321
B643.01	Rear Wdo Defogger	A-11,11E,A-12-8E	2190	2382
B643.03	Comb Rr Wdo Def w/Dual A/C	All Models	71	77
B643.04	Rr Wdo Def w/Dual A/C & Off Duty Switch	All Models	2	2
B643.05	Rr Defg Sw Indicator Lamp	A-11,A-11E	1720	1871
B643.06	Comb Rr Wdo Defg Dual A/C, On Call & Off Duty Sw	A-11,11E,12,12E	1	1

LIGHTS & LAMPS

B635.08	Aux Stop & Dir Lights	A-11,11E,12,12E	419	456
B635.09	Outboard Rf Turn Signals	A-11,A-11E	704	766
B635.10	Comb On Call Sw & Off Duty Sw & Outboard Rf Turn Sig	A-11,A-11E	0	AS REQ
B647.01	Spotlight-Side w/o Mir LH	A-11,11E,12,12E	46	50
B647.02	Spotlight-Side w/o Mir RH	A-11,11E,12,12E	1	1
B652.02	Delete Rf Lamp Only	A-11,11E	3	3
B652.04	Rf Lamp & Base Plt	A-11,12	2332	2537
B652.06	Rf Lamp Hole w/Cable	All Models	3054	3322
B669.01	Clearance & ID Lamps	A-12-8E	4	CANCELLED
B669.02	Clearance Lamps	A-12-8E	25	CANCELLED
B672.01	Turn Sig Lamps(Class A)	A-12-8E	34	CANCELLED

LOCKS

B616.01	Deck Lid Hdle W/Lock	All Models	665	723
B616.04	Drs D/Lid & G/Bx K/Alike	All Models	1202	1308
B616.05	Ignition Locks K/Alike	All Models	593	645
B616.06	Drs G/Bx K/Alike-Deck W/T Hdle	All Models	362	394
B616.07	D/Lid K/Alike	All Models	113	123
B655.01	Pwr Rr Door Locks	A-11,11E	258	CANCELLED
B655.03	Gray Trim Pwr Rr Dr Lk	A-11	45	CANCELLED
B655.04	Red Trim Pwr Rr Dr Lk	A-11	15	CANCELLED
B655.05	Bla Trim Pwr Rr Dr Lk	A-11	1420	CANCELLED
B655.06	Gray Trim Pwr Rr Dr Lk	A-11E	4	CANCELLED
B655.07	Red Trim Pwr Rr Dr Lk	A-11E	3	CANCELLED
B655.08	Bla Trim Pwr Rr Dr Lk	A-11E	4	CANCELLED
B655.09	Gray Trim Pwr Frt&Rr Dr Lk	A-11,A-12	3	3
B655.10	Red Trim Pwr Frt&Rr Dr Lk	A-11,A-12	5	5
B655.11	Bla Trim Pwr Frt&Rr Dr Lk	A-11,A-12	22	23
B655.12	Blue Trim Pwr Frt&Rr Dr Lk	A-11,A-12	2	2
B655.13	Brn Trim Pwr Frt&Rr Dr Lk	A-11,A-12	9	10
B655.14	Gray Trim Pwr Frt&Rr Dr Lk	A-11E,A-12E	3	3
B655.15	Red Trim Pwr Frt&Rr Dr Lk	A-11E,A-12E	0	AS REQ
B655.16	Bla Trim Pwr Frt&Rr Dr Lk	A-11E,A-12E	15	16
B655.17	Blue Trim Pwr Frt&Rr Dr Lk	A-11E,A-12E	1	1
B655.18	Brn Trim Pwr Frt&Rr Dr Lk	A-11E,A-12E	5	5
B655.19	Power Rr Dr Lk	A-11,A-11E	45	1901

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BODY OPTIONAL EQUIPMENTLUGGAGE CARRIER

BODY GRP NO	NAME	MODEL	TOTAL SALES	PRO 1978 ANN REQ
B668.04	Rf Luggage Carrier W/Cvr	A-12-8E	36	CANCELLED

METER HOLE COVER PLATE

B652.03	Delete Mtr Opg Cvr Plt	A-11,A-11E	1187	1291
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MIRRORS

B615.04	Rectangular O/S Mirror	A-11,11E,12,12E	1344	1462
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MOLDINGS-SIDE & QUARTER WINDOW

B608.01	Body Side Molding	A-11	93	101
B608.02	Body Side Molding	A-11E	126	137
B608.04	Qtr Wdo Molding	A-11,11E,A-12-8E	111	120
B608.05	Side Molding	A-12-8E	28	CANCELLED

PARTITIONS

B656.01, 02,04	Lifeguard	A-11,11E	579	500
B656.03	Later Inst of L/G	A-11,11E	1927	2096

QUARTER WINDOW OPTION

B015.46	Qtr Window Delete	A-12	59	64
B015.47	Qtr Window Delete	A-12E	40	44

RADIOS & RELATED PARTS

B602.02	AM-FM Radio & Antenna	A-11,11E	33	36
B602.03	AM-FM Radio & Antenna	A-12,A-12-8E	117	127
B604.01	Antenna & Lead	A-11,11E	182	198
B604.02	Antenna Lead Only	A-11,11E	1052	1144
B634.02	Music-Cab	A-11,11E	161	175
B634.03	AM Music Radio & Antenna	A-12,A-12-8E	62	67
B638.01	Radio Conduit	A-11,11E	108	117
B646.01	Rear Speaker	A-12	125	136

REAR DOOR DRIVER'S CONTROL

B640.01	LH Door	A-11,12	31	34
B640.02	LH Door	A-11E,12E	1	1
B640.03	RH Door	A-11,12	443	482
B640.04	RH Door	A-11E,12E	97	105
TOTAL			572	622

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BODY OPTIONAL EQUIPMENTREAR FLOOR REINF

BODY GRP NO	NAME	MODEL	TOTAL SALES	PRO 1978 ANN REQ
B659.06	Rr Floor Reinf	A-11,A-11E	1812	1971

ROOF-VINYL COVERED

B649.01, 06,08	Vinyl Roof	A-12	59	64
B649.07, B649.09	Vinyl Roof	A-12E	38	41

SEAT BELTS & HARNESSSES

B600.01	Seat Belt Retr Extra	All Models	170	185
B600.02	Add(1)Seat Belt	A-12-8E	41	CANCELLED
B600.03 B600.04	Add(1)Shoulded Harness	A-12-8E	2	CANCELLED
B600.06	Rear Seat Belt	A-12-8E	48	CANCELLED

SEAT SPRINGS & CUSHIONS

B653.01	Cab Rr St Cush H/Down	A-11,11E	1388	1510
B653.02	Cab Rr St Cush H/Down	A-11 RSF	894	972
B653.04	Cab Rr St Cush Restraint	A-11,11E	448	487

SHIELD-FENDER

B642.04	Rr Fdr Shield Chrome	A-12,12E,A-12-8E	374	406
B642.05	Delete Rubber Rr Fdr Shield	All Models	600	652

THIN FRT ST BACK PANEL

B656.06	Thin Frt St Back Trim Pnl Gray	A-11,11E	1885	2050
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TINTED GLASS

B022.13, B022.16	Clear Glass	A-11,11E,12,12E	3186	3501
B022.14, B022.17	Windshield Only	A-11,11E,12,12E	142	156
B022.15	Sedan All Around	A-11,12	1317	1446
B022.18	129WB All Around	A-11E,12E	88	97
		TOTAL	4733	5200

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BODY OPTIONAL EQUIPMENTTRIM-INTERIOR

BODY GRP NO.	CODE	NAME	MODEL	TOTAL SALES	PRO 1978 ANN REQ
B027.01,02,82,83	1	Cab Gray	A-11	1972	2145
B027.03,05	31	Cab Black	A-11	1867	2031
B027.04	31	120WB Cab Bla RSF	A-11 Opt	4	4
B027.06	31	120WB Cab Bla RSF L/G St	A-11 Opt	0	AS REQ
B027.11,12,84	28	Cab Red	A-11	310	337
B027.21,22	30	Dark Gray	A-11	41	45
B027.46,47	25	Blue Vinyl	A-12	40	43
B027.49	24	Brown	A-12	58	63
B027.50	24	120WB Pass Brn V-RSF	A-11,12	0	AS REQ
B027.52	26	Red Vinyl	A-12	22	24
B027.53	26	120WB Pass Red V-RSF	A-11,12	0	AS REQ
B027.57	32	Black Vinyl	A-12	45	49
B027.60	32	120WB Pass Bla All Vnl-RSF	A-11,12	0	AS REQ
B027.61	30	Dark Gray	A-12	11	12
B027.79	30	129WB Pass Dk Gray	A-12E Std	5	5
B027.85	28	120WB Cab Red RSF L/G St	A-11 Opt	5	5
B027.86	30	120WB Cab Dk Gray L/G St	A-11 Opt	1	1
B027.87	30	120WB Cab Dk Gray RSF L/G St	A-11 Opt	0	AS REQ
B027.88	1	129WB Cab Gray L/G St	A-11E Opt	3	3
B027.89	28	129WB Cab Red L/G St	A-11E Opt	3	3
B027.90	30	129WB Cab Dk Gray L/G St	A-11E Opt	0	AS REQ
B027.91	33	Black Vinyl & Cloth	A-12	73	79
B027.92	33	120WB Pass RSF Bla Vnl & Cl	A-12 Opt	0	AS REQ
TOTAL				4460	4849

B027.31	1	Cab Gray	A-11E	35	38
B027.32	31	Cab Black	A-11E	25	27
B027.36	28	Cab Red	A-11E	2	2
B027.41	30	Dark Gray	A-11E	8	8
B027.64	25	Blue Vinyl	A-11E,12E	19	20
B027.67	24	Brown Vinyl	A-11E,12E	41	45
B027.70	26	Red Vinyl	A-11E,12E	27	29
B027.74	32	Black Vinyl	A-12E	50	54
B027.93	33	Black Vinyl & Cloth	A-12E	21	23
TOTAL				228	246

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BODY OPTIONAL EQUIPMENTUNDERCOATING

BODY GRP NO	NAME	MODEL	TOTAL SALES	PRO 1978 ANN REQ
B648.01	Undercoating	A-11,11E	1546	CANCELLED

WIRING

B635.01	Off-Duty Harness	A-11,11E	2	2
B635.02	Rockwell Meter Harness	A-11,11E	1267	1378
B635.03	Off-Duty Sw & Harn	A-11,11E	913	993
B635.04	Rf Top Turn Sig Harn	A-11,11E	837	911
B635.06	On Call Switch	A-11,11E	0	AS REQ
B635.07	On Call & Off Duty Sw	A-11,11E	741	806
B645.01	Sep Dash Switch	A-11,11E	626	681

CHASSIS OPTIONAL EQUIPMENTAIR CONDITIONER

CHASSIS GRP NO	NAME	MODEL	TOTAL SALES	PRO 1978 ANN REQ
C300.06	L6 <i>Frige Air Comp</i>	B-11,12	1119	551
C301.01	V8	B-11,11E,12,12E	488	580
C301.03	Sankyo L6	B-11,12	93	949
C333.02	Aerobus	B-12-8E	42	CANCELLED

AXLES & GEARS

C015.02	3:07-1 Std L6	B-11,12	4270	3872
C015.04	3:07-1 T-L L6	B-11,12	429	430
C015.07	2:72-1 Std V8	B-11,11E,12,12E	27	737
C015.08	2:72-1 T-L V8	B-11,11E,12,12E	6	161
TOTAL			4732	5200

BATTERIES, CABLES & SHIELD

C018.03	Rr Mt Bat 120WB	B-11,12 Opt	*3351	3540
C018.06	Frt Mt Bat Delco S/T V8	All Models Opt	581	898
C018.09	Frt Mt Bat L6	B-11,12 Std	793	762
TOTAL			4725	5200

C346.01	Spl Rr Mt Bat Yellow	B-11	* 610	663
C346.02	Spl Rr Mt Bat Green	B-11	* 419	455

* Total of Special Batteries Included in Grp C018.03

CANADA EXPORT

C348.01	Canada Export	All Models Opt	0	0
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CATALYTIC CONV DELETE EXPORT ONLY

C347.01	Catalytic Conv-Delete- Export Only	All Models Opt	114	124
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COOLANT RECOVERY

C338.01	Kit-Coolant Recovery	B-11,11E,12,12E	2485	Std Equip
C338.02	Kit-Coolant Recovery	B-12,12E,B-12-8E	181	Std Equip

DECALS

C327.14	Decals-Calif Sales Only L6	B-11,12 Opt	0	AS REQ
C327.15	Decals-Calif Sales Only V8	All Models Opt	0	AS REQ

EMISSIONS-CALIFORNIA

C019.05	V8 350 4BBL	B-11,11E,12,12E	152	165
C019.07	L6 250 Calif W/Fwd Strg	B-11,12	17	72

CHASSIS OPTIONAL EQUIPMENTENGINES BY MODEL

CHASSIS GRP NO	NAME	MODEL	TOTAL SALES	PRO 1978 ANN REQ
C001.50	V8	B-12-8E	47	CANCELLED
C032.01	L6	B-11	3953	4351
-	L6	B-11E (Export)	16	17
-	L6	B-12	49	53
C032.02	V8	B-11	312	339
-	V8	B-11E	170	185
-	V8	B-12	178	197
-	V8	B-12E Sedan	54	58
TOTAL			4779	5200

FAN SHROUD

C310.01	L6	B-11,12	269	292
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FRAME RAIL ANGLE

C329.02	Frame Rail Angle	All Models Opt	1945	2115
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GEARS SPEEDO

C343.01	Gear Speedo Driven 43T L6	B-11,12 Opt	1061	1154
343.02	Gear Speedo Driven 42T L6	B-11,12 Opt	314	342

GENERATOR & ELECTRICAL

C029.01	Generator L6	B-11,12	4018	4302
C029.02	Generator V8	B-11,11E,12,12E	714	898
TOTAL			4732	5200

JACK & LUG WRENCH

C318.01	Jack & Lug Wrench	B-11,11E	3158	3435
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LICENSE BRACKET

C306.02	Eliminate	All Models	1029	1119
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RADIATOR-HEAVY DUTY

C025.01	L6 (Std)	B-11,12	1613	1754
C025.03	L6 H.D. or A.C.	B-11,12	2405	2618
C025.04	V8 (Std)	B-11,11E,12,12E	93	101
C025.05	V8 H.D. or A.C.	B-11,11E,12,12E	668	727
TOTAL			4779	5200

CHASSIS OPTIONAL EQUIPMENTRADIO CONDUIT

CHASSIS GRP NO	NAME	MODEL	TOTAL SALES	PRO 1978 ANN REQ
C322.01	Radio Conduit	B-11,12	105	114
C322.02	Radio Conduit	B-11E,12E	3	3

RAIL CAR TIE DOWN

C338.03	Tie Down Brackets	B-11,11E,12,12E	104	113
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SHOCK ABSORBERS

-	Standard	All Exc B-12-8E	3348	3678
C314.01	Heavy Duty	B-11,11E,12,12E	1385	1522
		TOTAL	4733	5200

SKID PLATE

C329.01	Skid Plate	B-11,11E,12,12E	2998	3261
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SPEEDOMETER

B610.03	Kilo Speedometer	All Incl A-12-8E	24	26
C324.01	Dual Drive Adapter	B-11,11E	1665	1811

SPRINGS-SUSPENSION

C316.01	Helper Springs	B-11,11E,12,12E	501	545
C316.02	L6 W/2660 Hi Stress Frt Spr	B-11	504	548
C328.01	Frt Spring Stabilizer	B-11,11E,12,12E	98	107

SPRING-REAR SUSPENSION

C014.01	120#	B-11,11E,12,12E	2747	3019
C014.04	145#	B-11,11E,12,12E	1986	2181
		TOTAL	4733	5200

TRANSMISSION-OIL COOLER

C335.02	Standard Duty	All Incl B-12-8E	386	420
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WHEEL COVERS & HUB CAPS

-	Hub Caps	All Exc B-12-8E	2977	CANCELLED
C325.01	Wheel Covers	All Incl B-12-8E	1803	STD EQUIP

WHEELS-EXTRA & DELETE

26.02	One Extra Wheel	All Exc B-12-8E	3	3
C326.03	Two Extra Wheels	All Exc B-12-8E	4	4