

THE CHECKER DIESEL

now we make
more sense
than ever!

Now! Checker combines spaciousness, sensibility, and value with the inherent economy and efficiency of a diesel engine.

Checker has been manufacturing commercial vehicles since 1922. It was back in 1960 that Checker began to market the Checker Marathon, a "civilian" version of their world famous taxi-proven Checker. Now, decades later, Checker brings a whole new world of economy, efficiency, and value to the 1980's with the Checker Diesel.

Understandably, like all Checker cars, the diesel will be a limited production vehicle, available on special order from the Checker factory in Kalamazoo, Michigan.

Diesel engines have been powering heavy equipment, over-the-road trucks and farm vehicles for over 75 years. With the uncertainty of gasoline supplies in some areas of the world as well as increasing fuel costs, some American automobile manufacturers have been phasing diesel engines into their product line, making this tested and proven product available to an ever growing market. The Checker Diesel is powered by a 5.7 litre engine built and supplied by General Motors.

The diesel engine has no spark plugs, no carburetor, and no distributor. The diesel uses hot, highly compressed air instead of an electric spark to ignite the fuel. The ignition system is radically different from gasoline powered cars. Diesel fuel is burned more thoroughly than gasoline, and because it is clearer, does not require the same emissions control devices as with gasoline engines. While the maintenance requirements are much stricter than those of the

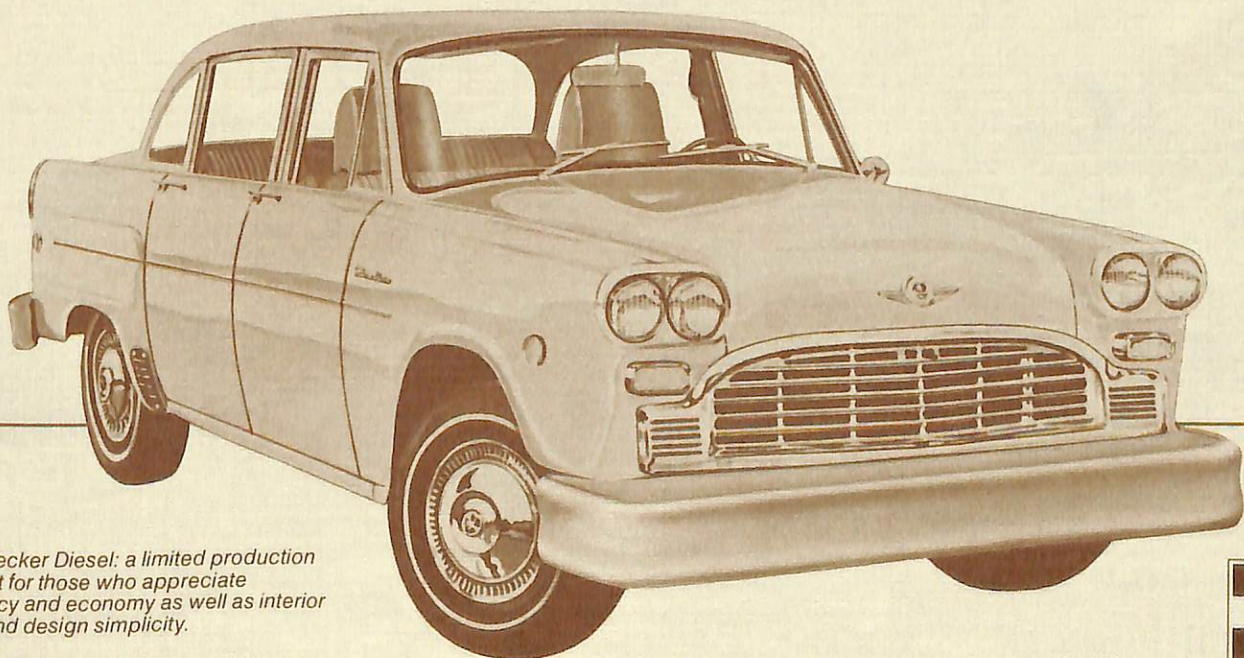
ordinary gas engine, many diesel enthusiasts believe the additional MPG that is possible along with the efficiency and performance of the engine outweigh any inconvenience caused by the more frequent maintenance.

The Checker Diesel features:

- **More MPG.** More miles per gallon than conventional gasoline engine.
- **Combustion Prechamber.** Fuel is injected at the precise moment to ignite combustion.
- **Fuel Injection.** Exact amounts of fuel are injected under high pressure according to firing-to-firing order.
- **Cold Start Flow Plugs.** Preheated prechamber area insures more reliable starting.

If you are looking for economy, simplicity, and spaciousness *plus* the toughness, sensibility, and proven value of the Checker taxicab, look to the Checker Diesel.

**The Checker Diesel;
makes more sense
than ever before.**



The Checker Diesel: a limited production car built for those who appreciate efficiency and economy as well as interior room and design simplicity.

CHECKER MOTORS CORPORATION

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