

For Immediate Release

OLD IN AGE, YOUNG AT HEART

HK Tramways shapes up a new smiling logo and visual identity illustrating how the tram embodies the Hong Kong spirit

(Hong Kong: 26 May 2017) Serving Hong Kong for 113 years, HK Tramways ("Tramways") is true to its heritage while remaining young, cheerful and energetic in heart. To celebrate this spirit, Tramways unveiled a new logo and visual identity today. Tramways also opened up its workshop to the press to see the unique behind-the-scene "Made in Hong Kong" tram production.

Protect and strengthen the tram identity

The new logo and visual identity, which are a nod to the company's heritage as well as its vision for the coming years, aim at fully reflecting Tramways' DNA:

- "Iconic – Protect our heritage" = the famous double-decker is instantly recognizable as Hong Kong's beloved Ding Ding which occupies a unique place in hearts and ears.
- "Caring – Take care of our life" = the green Bauhinia leaf in the background represents the tram's environmental, safety and social commitments to the public.
- "Clever – Progress our service" = the headlamp shining the way ahead illustrates our can-do spirit to keep going beyond the expectations of the 21st century passengers.
- "Convenient – Facilitate our rides" = the bumper subtle smile expresses Ding Ding's friendly personality and faithful service offering easy, accessible and frequent rides.

Starting from today, Tramways is going to deploy this new graphic system while improving the passenger information: on the stop signage to make it more conspicuous, on the route map to make it clearer, on the website to make it more user-friendly, and on other passenger materials. All creatives have been designed in collaboration with Stepworks, an independent Hong Kong based branding agency.

"Catch a ride, Catch a smile"

Tramways is also launching a new self-promotional campaign with the slogan "Catch a ride, Catch a smile" illustrating the happy collective memories the citizens share with their beloved Ding Ding. The campaign includes digital promotion and displays on the tram bodies and tram shelters. It depicts the new logo with other smiling characters and iconic elements of Hong Kong.

"We hope each journey would give our passengers a lift, not only physically but also emotionally. We wish everyone would have more memorable and cheerful moments on our trams." says Emmanuel Vivant, Managing Director of Tramways.

For the coming months, Tramways is also going to make its 160 tramcars smile with an additional sticker on the bumper. The whole fleet will greet the public with this joyful smile. To spread the happiness of the Ding Ding with friends and relatives, a 2-week Instagram photo contest with the hashtag #dingdingsmile will be launched on 28 May 2017, inviting the public to shot smiling trams in the city. The most liked pictures will be awarded with new tram souvenirs. Details will be announced on Tramways' Facebook and Instagram pages on 28 May.

In parallel, Tramways is developing new tram souvenirs featuring either the new smiling logo or vintage elements. They represent another opportunity for the public to remind their happy memories with tram. The first new tram souvenirs are now available for sale on Tramways' new online store. (www.hktramways.com/en/tram-souvenirs/)

Made in Hong Kong trams

Unlike most transport operators who purchase the vehicles from abroad, all tramcars are designed and built at Tramways' depot by skilful and experienced craftsman, including carpenters, electricians, painters, mechanics, welders... They are the unknown heroes of Tramways. Such well preserved, Hong Kong home-made and daily operated fleet of passenger double-deckers is unique worldwide.

To commend the hard work of all the behind-the-scene heroes, starting today, Tramways will install a bronze plate on board of each tramcar – a good reminder that the beloved tramcars are all designed and crafted in Tramways' own depot, in Hong Kong.

About HK Tramways

Hong Kong Tramways (Tramways) has been serving Hong Kong since 1904 and operates nowadays a fleet of 164 tramcars including 2 antique party tramcars and 1 unique "TramOramic Tour" sightseeing tramcar. It is the world's largest fleet of double-deck tramcars in operation, carrying about 200,000 passengers every day. Tramways keeps up efforts in developing a world-wide recognized icon while striving to go beyond the expectations of the 21st century passengers to offer the greenest, most affordable and most space efficient transport mode in Hong Kong.

Tramways is owned by RATP Dev Transdev Asia, an Asian joint venture between RATP Dev and Transdev, since April 2010.

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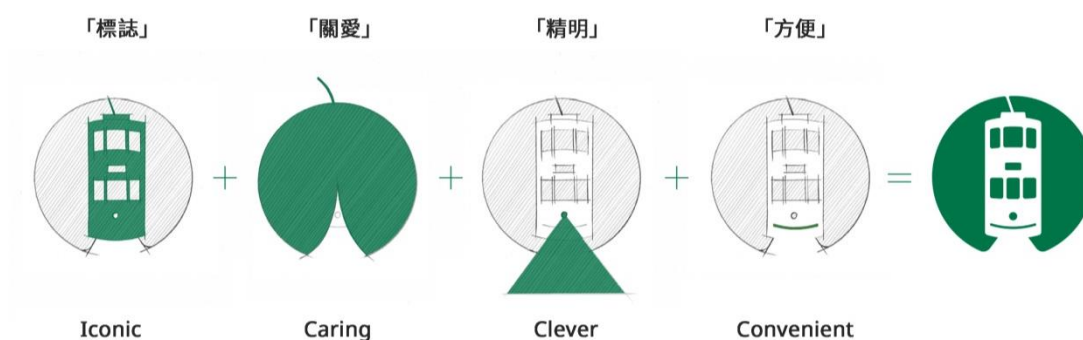
[To download the high resolution photos, please visit <https://goo.gl/FpnYvj>]

Photo captions

1. Tramways' new logo suite



2. Tramways' new logo creation



3. Tramways' HK- style stencils



4. New collection of tram souvenirs



5. Photo of Mr Emmanuel VIVANT, Managing Director of Tramways, with motormen in front of the tramcar body with the new logo



6. Photo of Mr Emmanuel VIVANT, Managing Director of Tramways, with motormen in front of the tramcar body with the new logo



7. Photo of Mr Emmanuel VIVANT, Managing Director of Tramways, with motormen in front of the tramcar body with the new logo



8. Photo of Mr Emmanuel VIVANT, Managing Director of Tramways, Mr Steven CHAN, Senior Engineering Manager, and craftsmen in the workshop

