

**MTR Escalator Safety Campaign Focuses on the Dangers
of Unsafe Behaviour**

The serious consequences of unsafe escalator usage are being illustrated through posters in the MTR Corporation's 2015 Escalator Safety Campaign which was launched today (17 August 2015). This year's campaign aims to inform passengers of the potential dangers of unsafe behaviour on escalators while reminding them to always "Hold the handrail and stand firm".

For the first seven months of 2015, 382 escalator accidents were recorded in the MTR network, about 12% fewer than in the same period last year. Around 51% of the accidents involved senior citizens or children, and the most common causes of accidents include loss of balance, standing too close to the step edge, or passengers carrying bulky luggage. Despite the overall decrease in accident numbers, Mr Francis Li, Head of Operating of MTR Corporation, said it is very important to remain vigilant about safe escalator usage.

"We have noticed that nowadays more passengers are using their mobile phones while on the move. There are also passengers who carry bulky luggage or push baby prams on escalators. Our new poster designs place a sharp focus on the dangerous consequences of these unsafe ways of using escalators and we hope passengers will be more alert and think twice about their own safety and the safety of other passengers when using escalators," said Mr Li. "To avoid putting their own safety and the safety of others at risk, passengers carrying bulky luggage or pushing baby prams should use lifts," he added.

The new posters will appear throughout the rail network and prominent safety messages will also be displayed at escalators in busy stations during the Campaign. In addition, specially-trained Escalator Safety Ambassadors dressed in sharp red T-shirts will be deployed to remind passengers to travel on escalators safely and to present hand-shaped highlight pens to passengers who demonstrate correct and safe behaviour when using escalators. Meanwhile, a new escalator safety video will be broadcast on trains and in station concourses as well as through MTR's YouTube channel, MTR's Official Facebook Fan Page, and on the MTR website www.mtr.com.hk.

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About MTR Corporation

MTR Corporation is regarded as one of the world's leading railway operators for safety, reliability, customer service and cost efficiency. In its home base of Hong Kong, the Corporation operates nine commuter railway lines, a Light Rail network and a high-speed Airport Express link on which more than 5.4 million passenger trips are made on a normal week day. Another 4.9 million passenger trips are made on the rail services it operates outside Hong Kong in the Mainland of China, the United Kingdom, Sweden and Australia. In addition, the Corporation is involved in a range of railway construction projects as well as railway consultancy and contracting services around the world. Leveraging on its railway expertise, the Corporation is involved in the development of transit-related residential and commercial property projects, property management, shopping malls leasing and management, advertising media and telecommunication services.

For more information about MTR Corporation, please visit www.mtr.com.hk.

Photo Captions:

Throughout the 2015 Escalator Safety Campaign, Escalator Safety Ambassadors will be deployed at busy stations to present hand-shaped highlight pens to passengers who demonstrate correct behaviour when using escalators.

