

### Photorealistic Comics Come to Life in Promoting Courteous Travelling Experiences in the MTR

Every passenger can help to make travelling on the MTR a happy and pleasant journey. The MTR Corporation is launching a courtesy campaign, entitled “Travel Happily Every Day in the MTR”, today (3 July 2018), reminding passengers to let others alight before boarding, move inside the train compartment, not to rush in or block train doors, and offer seats to those in need.

“This year, we have added a short romantic-love animation clip entitled ‘The First Time They Spoke’ to the campaign to attract passengers’ attention and encourage them to extend courtesy to other commuters for a more pleasant MTR experience,” said Ms Jeny Yeung, Commercial Director of MTR Corporation. “Photorealistic comics will still be a prominent feature in our campaign as the refreshing illustrations have been popular among the public and effective in delivering our messages about safety and courteous behaviours,” she added.

“About 5.8 million passenger trips are made in the MTR network on a normal weekday. On top of the hard work and dedication of our staff, we count on the support of our passengers to create a more pleasant travelling experience. Sometimes, all it takes is an extra step to make everyone happy,” said Mr Adi Lau, Operations Director of MTR Corporation.

For more about the courtesy messages, please refer to the posters on display throughout the MTR network and the video broadcast in trains and stations as well as on the MTR YouTube channel, official Facebook page and MTR website at [www.mtr.com.hk](http://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 ten commuter railway lines, a Light Rail network and a high-speed Airport Express link on which about 5.8 million passenger trips are made on a normal week day. Another 6.5 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](http://www.mtr.com.hk).

Photo Captions:

1. Promotional posters showing courteous passenger behaviours are on display throughout the MTR network.



Please let others alight first before boarding.  
Enjoy the video now!  
一掃即看動畫短片!



心繫生活每一程



Please move inside the train compartment.  
Enjoy the video now!  
一掃即看動畫短片!



心繫生活每一程



Please do not rush in or block train doors.  
Enjoy the video now!  
一掃即看動畫短片!



心繫生活每一程



Please offer your seat to any passengers in need.



心繫生活每一程

2. Chloe and Anson show it is important to move inside the train compartment in the animation clip.

