

**Smiling Priority Seats brighten up the East Rail Line;
coming soon to West Rail and Ma On Shan lines**

Eye-catching new Smiley®World Priority Seats are being rolled out on East Rail Line trains to encourage passengers to show their caring spirit and offer their seats to people in need such as the elderly, passengers with disabilities and pregnant mothers.

The first refurbished train featuring the sharp red and yellow icons painted on selected seats entered passenger service this week and the new design will be gradually introduced to all East Rail Line, Ma On Shan Line and West Rail Line trains by the end of 2013.

Apart from bringing in a fresh new look, the redesign also increases the number of priority seat sections on every train and seeks to build on the success of MTR's "Priority Seats Campaign" launched in 2009 to encourage caring passenger behaviour across the MTR network.

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Photo Caption:

A friendly message and a fresh new design for Smiley®World Priority Seats on MTR's East Rail Line

