

MTR Priority Seats Go Red

Seats painted in red and featuring happy Smiley®World faces on the seat back can now be found on three MTR trains. They mark the launch of a mega “Priority Seats Campaign” to encourage passengers to offer their seats to those in need.

The specially-designed seats are on board three colourful theme trains running on the MTR Kwun Tong, Island and Tsuen Wan lines. They will be introduced gradually to other MTR trains.

“The new-look priority seats are part of our continuing effort to urge passengers to offer seats to those in need following the introduction of designated ‘Priority Seats’ on trains in October last year,” said Ms Jeny Yeung, General Manager-Marketing & Station Commercial of the MTR Corporation. “And we are making the Smiley®World face a more permanent fixture, painting them right on to the seat backs after they helped to raise awareness on offering seats to the elderly, the disabled, pregnant mothers and others in need.”

In a survey conducted earlier this year, 95% of the 1,049 passengers interviewed welcomed the priority seat arrangement and believed it to be effective. At the same time, 74% of the respondents preferred the priority seats to be painted a different colour to make them stand out more. The mega campaign and the painted seats now being put in place are in direct response to the findings.

In addition to the painted seats on trains, selected platform seats will also be fully decorated with Smiley®World ambassadors to spread the culture of offering seats throughout the MTR network.

Sporting t-shirts which say “I offer my seat. You can too!”, primary school students will be out in force this month to recognise passengers who offer their seats to others. Those seen doing the good deed will be rewarded with a specially designed “offer seat” souvenir.

Passengers can tour the Smiley®World Priority Seat theme train this Sunday (31 October 2010) at Choi Hung Station centre platform from 3:00 pm to 5:00 pm.

Photo caption:

1. Red marks the priority seats on trains to spread the culture of offering seats throughout the MTR network.



2. A group of primary school students encourage passengers to give up their seats to those in need in the mega "Priority Seats" Campaign which began today.



3. Elderly passengers are grateful when people offer them their seats.

