

OUR MISSION

OUR POLICY IS TO DO ALL WE CAN TO PROVIDE AN EFFICIENT, RELIABLE AND USER-FRIENDLY BUS SERVICE TO ALL PUBLIC TRANSPORT USERS TRAVELLING WITHIN OUR OPERATING AREA.

OUR OBJECTIVE IS TO MAKE OUR BUSES THE MODE OF PUBLIC TRANSPORT PREFERRED BY MOST PUBLIC TRANSPORT USERS MOST OF THE TIME; TO MAXIMISE SIMULTANEOUSLY THE VALUE FOR MONEY GIVEN TO OUR CUSTOMERS AND THE PROFIT EARNED BY THE GROUP; AND TO CONTRIBUTE TO THE ECONOMIC AND SOCIAL DEVELOPMENT OF HONG KONG.

WE WILL ENDEAVOUR CONTINUOUSLY TO IMPROVE THE QUALITY OF OUR SERVICE TO MEET THE NEEDS AND EXPECTATIONS OF PUBLIC TRANSPORT USERS WITHIN OUR OPERATING AREA AS A WHOLE.