

Meeting Customer Expectations Over the Years







1970's ...

Prior to 1971, two to three conductors were required to operate a double-deck bus. From 1972 onwards, with the use of fare collection boxes, KMB gradually adopted the system of “one-man-operation” with no conductors. The savings in manpower greatly enhanced the overall efficiency of KMB’s bus operations.

Another breakthrough for KMB during the 1970’s was the opening of the Cross Harbour Tunnel in 1972 when KMB extended its services to Hong Kong Island. This was an important milestone marking the start of direct point-to-point bus services across the harbour.

In 1983, KMB opened its overhaul centre in Tuen Mun. With a total floor area of over 0.5 million square feet, this centre is listed in the Guinness Book of Records as the largest multi-storey bus maintenance depot in the world.

KMB’s fleet grew rapidly during the 1980’s to serve the increasing demand of the new towns in the New Territories. Various types of giant three-axle double-deck buses, carrying up to 170 passengers, were acquired to enhance service efficiency. This provided a public transport solution enabling the development of the new towns for people seeking improved living conditions outside the congested traditional urban areas.

10. A stylish champagne livery was chosen for the new generation of super-low-floor air-conditioned double-deck buses which were first introduced to Hong Kong by KMB in 1997.

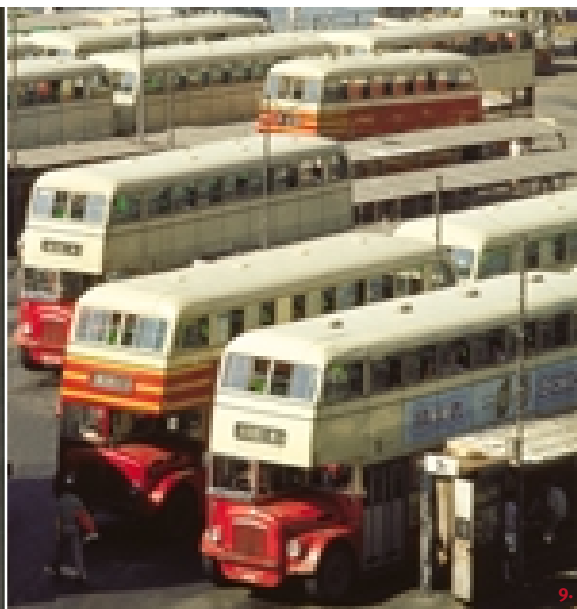
11. Octopus card readers were introduced alongside the traditional coin boxes for bus fare collection in the late 90’s.

12. Large light emitting diode (LED) display boards in KMB termini display up-to-the-minute bus departures times and fare information.





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7. Three smart yellow strips were painted on a bus during the 70's to signify that the bus was operated by one conductor.

8. Coin boxes for fare collection were introduced in 1972 to achieve savings in conductor manpower.

9. In the 70's, passenger waiting shelters were provided in KMB's terminus at Jordan Road Ferry Pier.

1990's ...

KMB reached another milestone in the early 1990's when it began to introduce air-conditioned double-deck buses on a large scale to its fleet. This led to the subsequent purchase of over 3,000 air-conditioned buses, advancing Hong Kong's public bus service to world-class standard.

In 1996, KMB introduced the first easy access buses in Hong Kong which were equipped with innovative features such as super-low floors, kneeling mechanisms and extendable ramps to facilitate access for senior citizens, the physically handicapped and other riders needing assistance.

The corporate structure of KMB was reorganised in 1997 and KMB became a wholly-owned subsidiary company of The Kowloon Motor Bus Holdings Limited which has replaced KMB's listing status on The Stock Exchange of Hong Kong Limited since November 1997.

Throughout the 1990's, KMB continued to strengthen its customers and community relations. It frequently hosted meetings with District Board members and community representatives to discuss public transport issues, and also organised passenger liaison groups to solicit customer opinions. It developed a sizeable customer service hotline



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