

# Corporate Milestones 2009



## FEB

### Asia's First Euro V Double-deck Bus Introduced by KMB

Euro V engine meets the latest and toughest emission standards in the world. KMB launched this Euro V 3-axle air-conditioned double-decker on Route B1, contributing to a cleaner environment for Hong Kong.

### KMB Received Sing Tao Excellent Services Brand Award 2008 – Excellent Eco Award

KMB received the Excellent Eco Award in the Sing Tao Excellent Services Brand Award 2008.

## MAR

### KMB Won Customer Service Awards

KMB won Bronze in the Grand Award of the Hong Kong Association for Customer Service Excellence Award 2008, while one of its staff won Gold in the Counter Service Individual category.

### Opening of Manhattan Mid-town Shopping Mall

The Manhattan Mid-town shopping mall opened, providing Manhattan Hill residents and other shoppers with high quality retail facilities.

## APR

### KMB Recognised as Responsible Corporate Citizen

KMB was named a "Caring Company" by the Hong Kong Council of Social Service for the seventh consecutive year.

## JUN

### KMB Won Communicator Awards

KMB's Corporate Social Responsibility Charter and 2008 Passenger Liaison Group Report won Awards of Excellence in The Communicator Awards organised by the International Academy of The Visual Arts.

## JUL

### KMB's Publications Received Apex Awards

KMB's 2008 Passenger Liaison Group Report won the Grand

Award in the Apex Awards for Publication Excellence organised by Communication Concepts. KMB's print ad "Let's fly again" and KMB's 2009 Environmental Protection Booklet also received Awards of Excellence in the Apex Awards.

## OCT

### TIH's 2008 Annual Report Won International Awards

TIH's 2008 annual report won three awards in the International ARC Awards: Best of Hong Kong Award (Traditional Format), Gold Award for Overall Annual Report and Bronze Award for Chairman's Letter.



### "Service from the Heart" Training Programme

KMB and LWB launched a large scale programme for training over 10,000 frontline staff in a total of 52 seminars. This programme was tailor-made and aimed at cultivating a positive customer service mindset to meet customers' increasing expectations.

## NOV

### TIH's 2008 Annual Report Received Award

TIH's 2008 annual report received the Bronze Award in the Hong Kong Management Association Best Annual Reports Awards.

### KMB's TOM System Won Hong Kong RFID Award

KMB's Traffic Operations Management ("TOM") System, which was developed in-house by our Information Technology Department and Traffic Department, won the Best EPC/RFID Implementation Gold Award and the Most Innovative Use of EPC/RFID Bronze Award in

the Hong Kong RFID Awards 2009 organised by GS1 Hong Kong.

### KMB Launched New Look Multi-dimensional Website

The award-winning barrier-free KMB website [www.kmb.hk](http://www.kmb.hk) became Hong Kong's first public bus website to be equipped with an online map-based bus route search function.



## DEC

### KMB Introduced First Euro V 2-axle Air-conditioned Double-deck Bus

KMB took an industry lead by introducing the first Euro V 2-axle air-conditioned double-deck bus to Hong Kong. Being lighter and slightly shorter than the regular 3-axle version, this new type of double-deckers gives better fuel efficiency.



### KMB Introduced Environment-friendly Luminous Crystal Bus Stop Pole

KMB introduced the pioneering "luminous crystal" bus stop poles which are lit by LED lighting and fitted with advertising panels for trial.

### FRIENDS OF KMB Recognised by Social Welfare Department

FRIENDS OF KMB was named first runner-up in the Highest Service Hour Award 2008 (Private Organisation – Customer Participation) by the Social Welfare Department of the HKSAR Government.