

## Hong Kong Non-franchised Transport Operations

The Group's non-franchised transport operations provide a range of services to business commuters, tourists, shoppers, students and residents of large residential developments, as well as providing cross-boundary shuttle bus services and chartered hire services.

# Comfort and efficiency in perfect harmony



## SUN BUS HOLDINGS LIMITED AND ITS SUBSIDIARIES (THE "SBH GROUP")

**The SBH Group is a leading non-franchised bus operator in Hong Kong, providing premium and value-for-money tailor-made transport services.**

Spearheaded by its flagship subsidiary, Sun Bus Limited ("SBL"), the SBH Group offers a range of bus services designed for specific market groups. The SBH Group serves large housing estates, shopping malls, major employers, theme parks, travel agents and schools, in addition to the general public through chartered hire services.

The SBH Group continues to strengthen its services by acquiring the latest environment-friendly buses, 40 Euro V buses and two Euro VI buses were added to the fleet in 2014 to replace older buses. At the end of 2014, the SBH Group had a fleet of 386 buses. The SBH Group introduced two Euro

VI buses in 2014 and will continue to bolster its fleet with more new Euro V/VI buses as part of its fleet upgrade programme. The SBH Group has also ordered one electric bus for delivery in early 2015.

SBL is committed to continuously strengthening all aspects of its management and operations. SBL was ISO9001:2000 certified in 2008, becoming the first commercial non-franchised bus company in Hong Kong to achieve ISO 9001:2000 accreditation. SBL has since been upgraded by the Hong Kong Quality Assurance Agency to ISO 9001:2008 certification.



QUALITY SERVICES



SBL delivers a modern service to today's discerning customers

## BUSINESS REVIEW

NHKB jointly operates the cross-boundary bus service, commonly known as the “Huang Bus” service, with its Shenzhen counterpart, shuttling business and leisure travellers between Lok Ma Chau in Hong Kong and Huanggang in Shenzhen.



### NEW HONG KONG BUS COMPANY LIMITED (“NHKB”)

In 2014, NHKB ran a fleet of 15 air-conditioned super-low floor single-deck buses on its 24-hour cross-boundary shuttle bus service between Lok Ma Chau and Huanggang. NHKB’s terminus at the San Tin Public Transport Interchanges is equipped with four comfortable air-conditioned waiting lounges and an integrated information display system. NHKB currently has five Euro V super-low floor single-deck buses on order for delivery in 2015.

The competition from rail and public minibus services continues to intensify following the opening of the Lok Ma Chau Spur Line, the Lok Ma Chau

Public Transport Interchange and the Hong Kong-Shenzhen Western Corridor. Despite the relocation of the Control Point Office in Huanggang, which requires passengers to walk further for immigration clearance, the demand for NHKB’s cross-boundary bus services increased in 2014, with passenger trips increasing from 4.7 million in 2013 to 4.8 million in 2014. This growth is in line with the increase in visitors from China Mainland, which in turn reflects the stronger social and economic ties between Hong Kong and the Mainland.

By providing convenient and quality services, NHKB will continue to strive to make its shuttle bus service as one of the preferred modes of transport for cross-boundary travellers.



● NHKB’s bus termini



# Service round the clock

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Cross-boundary travel has never been more convenient