

For Immediate Release

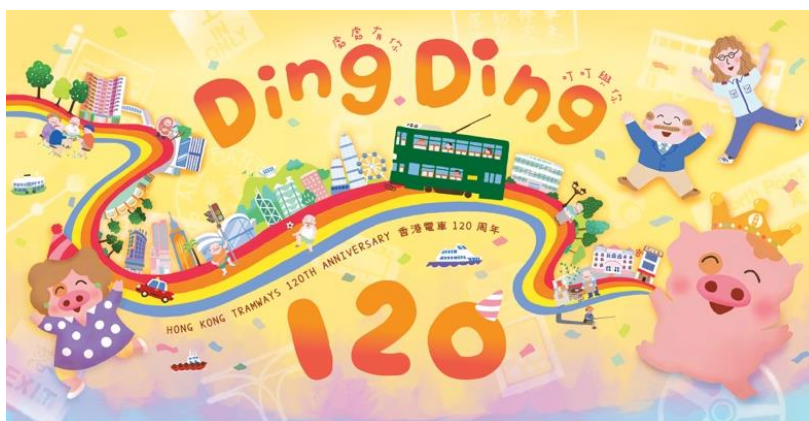
**HK Tramways Celebrates 120 Years of Service to Hong Kong with
A Beloved Local Animation Character "McDull" Alongside New Themed Trams**[Download Images](#)

(Hong Kong, 11 July, 2024) HK Tramways (Tramways), which has been serving Hong Kong since 1904, has always remained committed to deliver safe, reliable and quality service day and night. Additionally, Tramways is constantly seeking new possibilities to enhance its services and strives to accompany passengers on their journeys, in life and in their commute across Hong Kong Island. In an unprecedented partnership, "Ding Ding" (local nickname for Tramways), has partnered with a fellow 'home-grown' buddy, the animated character "McDull", to express appreciation for the tremendous support from the local community throughout the years. With the theme of "Moved by Our Every Journey", everyone is invited to celebrate this incredible milestone of Hong Kong Tramways' 120th anniversary!

First-ever collaboration of two iconic local brands "Ding Ding" and "McDull"

Having grown alongside with the community, the two local icons "Ding Ding" and "McDull" hopes to evoke a unique and nostalgic experience for passengers or bring a smile to their faces as they reminisce about unforgettable moments on the tram. Starting from July 10, two special 120th anniversary themed trams debuted at Whitty Street Depot, marking the beginning of a series of celebratory events and brand collaborations to share with the local community. Highlights include the "120th Anniversary Themed Tram Photo Competition", "Tram 120 Themed Tours", "Catch Ding If You Can!" Mini-Game, and the "120th Anniversary Central Market Pop-up Store".

"HK Tramways is a cultural icon that is both historically significant and approachable. Having made several appearances in McDull movies and stories, we are honoured to share more of McDull and Mrs. Mak's journey with everyone through this collaboration, that reminiscences our cherished memories onboard the Ding Ding. Through a series of festivities this summer, let's celebrate Tramways' 120th anniversary together." Samuel Choy, General Manager of Bliss Concepts Limited stated.



The "Ding Ding x McDull" short animation video will be revealed on Tramways' social media in mid-July. Stay tuned for updates.

"McDull" and "Ding Ding" Join Hands to Spread Classic Birthday Party Festivities

With a fleet of 165 double-decker trams, HK Tramways held the Guinness World Record for the largest tram fleet in service. However, for the title of "most emblematic tram", it surely belongs to none other than Tram No.120. Not only is it the only post-war tram model still in service, but its number also coincides with the 120th anniversary this year. Thus, Tramways has exceptionally given Tram No.120 a makeover, with a recreation of the classic stepped numbering of "1,2,0" on the sides and the companionship of "McDull and Family" along for the celebratory ride.



Another highlight is the launch of the brand-new Tram No.300, the first "Giant Moving Billboard Tram", carrying "McDull" and "Mrs. Mak" on a joyride and greeting the people around Hong Kong. The resistor boxes on the roof of both trams have also been transformed into "birthday hats", painted in eye-catching pastel pink, sunlight yellow, and ocean blue! Additionally, three tram stops located at 72W Pottinger Street, 25E Jubilee Street, and 46W Pennington Street will be transformed into 120th-anniversary-themed stops, providing an immersive experience of being at a birthday party for the citizens.



Converted from a wooden tram, this 100% "Made in Hong Kong" Tram No. 300 symbolises the dedication and craftsmanship of our craftsmen and engineers.

Capture the Themed Trams for a Chance to Win the "Golden Tram Ticket" and a Year of Free Tram Rides

During the event period, participants can upload their own images or videos of the themed trams to their public Facebook or Instagram accounts, with the hashtag "#TRAM120". They should also like and follow HK Tramways' official Facebook and/or Instagram pages for their entries to be eligible. The judging will be based on the relevance to the theme, composition, aesthetics, photography technique, and the number of likes received. Three winners will be selected.

The winners will receive highly collectible gold-plated "Golden Tram Tickets" (worth roughly HKD5,500) commemorating the 120th anniversary, as well as a year of free tram rides! The "Golden Tram Tickets" are made with high-purity gold foil and feature semi-relief three-dimensional craftsmanship and laser engraving techniques, showcasing a shiny surface with exquisite details that capture the joy of the anniversary.



"Made in HK. Made for HK." Free Tram Tours

For the past 120 years, "Ding Ding" has faithfully served the people, thanks to the dedication of frontline tram motormen, engineers, craftsmen, and other unsung heroes who have kept the trams in pristine condition. To celebrate this milestone, Tramways has organized eight themed tram tours suitable for all ages, centering around topics such as history, culture, photography, and mindfulness, providing a unique and memorable tram journey for the community and tram enthusiasts.

Tramways will be offering these free tram tours every weekend from July to August. Pay close attention to Tramways official Instagram stories for details and limited-time sign-up links.



Join the Celebration at the Central Market Pop-up Store

From July 30 to September 8, Tramways sincerely invite everyone to Central Market, where exciting activities and Instagram-worthy spots await. These include family-friendly game booths, "FinDING Principal" Treasure Hunt, and Ding Ding Cat Photo-ops. Additionally, visitors can enjoy games and complete missions to win exclusive souvenirs. The Pop-up Store also promises an immersive experience celebrating the rich history of Hong Kong's iconic trams. Visitors can indulge in a variety of limited-edition "HK Tramways x McDull" crossover collectibles. The exclusive merchandise includes a 1/120 die-cast Tram No.120 tram model, the "HK Tramways 120th Anniversary" Special Edition Octopus (only 600 sets available globally), commemorative stationery sets, locally crafted glass vacuum flask, and a microwave lunch box in collaboration with another local renowned brand etc. More exciting details of the Central Market festivities will be announced at a later date.

[End]

About HK Tramways

Hong Kong Tramways Limited (Tramways) has been serving Hong Kong since 1904 and operates nowadays a fleet of 165 tramcars including 2 antique party tramcars, 1 unique "TramOramic Tour" sightseeing tramcar, and 1 unprecedented Tram No.18 which focuses on providing premium social gathering experiences. Tramways is the world's largest fleet of double-deck tramcars in operation, carrying up to 150,000 passengers every day. It has been keeping up efforts in developing a worldwide recognized icon, while offering the greenest, the most affordable, and the most joyful transport mode in Hong Kong.

Tramways is owned by RATP Dev Group.

www.hktramways.com	Facebook & Weibo: Hong Kong Tramways Instagram: @hktramways Wechat & XHS & Weib: 香港电车
--	---

For media enquiries, please contact:

Sarah Lee

T +852 2114 2103

E sarah.lee@hkcg.com.hk

Karson Lo

T +852 2864 4898

E karson.lo@hkcg.com.hk