

For Immediate Release

“Your Smiles along the Journeys Build Pride of the City”
HK Tramways holds Guinness World Records™ Title
by operating the world’s “largest double-decker tram fleet in service”



For more high resolution images, please download here: shorturl.at/fsKMQ



(30th July, 2021, Hong Kong) HK Tramways is thrilled to announce the iconic tram system has been awarded the **Guinness World Records™ Title** of the **“largest double-decker tram fleet in service (最大的服務中的雙層電車車隊)”**! Turning into 117-year-old today, HK Tramways now owns and operates 165 trams, carrying up to 200,000 passengers every day. Apart from the award ceremony held today, a series of city-wide celebrations such as a pop-up store and featured crossovers will be held to share the world-class honour and joy with fellow citizens and supporters around the globe.

“The double-deck system” refers to the tram system of running on gauge tracks with trolley poles and operating on a double-decker basis. Other examples of the double-decker are the UK Blackpool Tram and Egypt Alexandria Tram. The Guinness World Records™ of HK Tramways is not only a recognition of this local iconic mobile landmark but also an appreciation of the collective effort contributed by everyone along the Tramways’ journey.

Several government officials and honourable guests were invited to attend the ceremony, including Mr CHAN Fan, Frank, JP, Secretary for Transport and Housing, Miss LAW Shuk Pui, Rosanna, JP, Commissioner for Transport of Transport Department, Mr. NG Wai Keung, JP, Deputy Director of Highways, of Highways Department, Mr. CHAN Chau Fat, JP, Assistant Director/ Railways, Electrical & Mechanical Services Department, HKSAR, Hon Frankie YICK Chi-ming, SBS, JP, Member (Functional Constituency-Transport) of the Legislative Council and Mr. Dane CHENG, Executive Director of Hong Kong Tourism Board. Mr. Cyril AUBIN, Managing Director of HK Tramways, presided over the lighting ceremony with the above honourable guests, symbolizing HK Tramways’ achievement of holding the latest world record with the general public’s support.



香港電車
HK TRAMWAYS
— EST. 1904 —

新聞稿 PRESS RELEASE



健力士世界紀錄™



Photo 1: Mr. Cyril Aubin, Managing Director of HK Tramways officially gets the Guinness World Records™ Title certificate from the adjudicator of Guinness World Records™ Mr. Louis Jelinek. Stepping into the 117th year, HK Tramways has also turned into a world record holder.

“It’s my greatest pleasure to be here to witness and congratulate the HK Tramways for being officially awarded with the Guinness World Records™ Title of the “largest double-decker team fleet in service”. HK Tramways is a living legend that has served HK since 1904, it carries not just the passengers but also our collective memories.”, remarked Mr. CHAN Fan, Frank, JP, Secretary for Transport and Housing, “The continuous operation and remarkable services of HK Tramways cannot be sustained without the dedication and determination of the staff of HK Tramways.”.

“The distance between the tram stops is always around 300 to 400 meters, it's easy to see where you are inside the tramcar, you'll never miss a place that you need to get off. In fact, it's quite enjoyable to sit on the tram, look over the street view and observe the daily life of Hong Kongers.”, denoted Hon Frankie YICK Chi-ming, Member (Functional Constituency-Transport) of the Legislative Council, who has long been associated with HK Tramways.

“Every year, tourists join residents on these double-decker trams and immerse themselves in an authentic culture that brings them close to the real Hong Kong. These in-depth experiences have been one of our promotional focuses at the Hong Kong Tourism Board. We will continue to do our best to showcase them through various initiatives, and we will join hands with the HK Tramways to promote the trams, our city’s cultural icon, to the rest of the world,” noted in the ceremony by Mr. Dane CHENG, Executive Director of Hong Kong Tourism Board.



Photo 2: Mr. Cyril Aubin, Managing Director of HK Tramways, presided over the lighting ceremony with our honourable guests, including (left to right) Mr. Dane CHENG, Hon Frankie YICK Chi-ming, Mr. Cyril AUBIN, Mr. CHAN Fan, Frank, Miss LAW Shuk Pui, Rosanna, Mr. NG Wai Keung and Mr. CHAN Chau Fat, symbolizing that HK Tramways and the general public have achieved the latest world record.

Pride of the city, Pride for every “ONE”

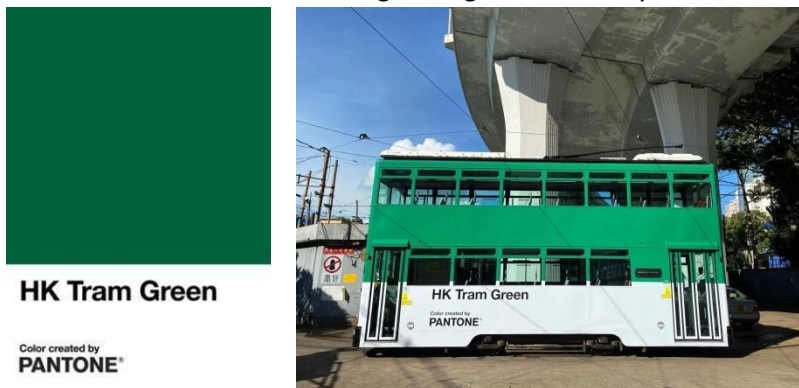
There might be a bunch of world records made by incredible individuals, but for HK Tramways', every individual counts. “From every tiny mechanical part of the tram, every tramcar built in the depot, every sweat of our motormen, every precise decision made by our craftsman, every creative input by our fans in the community, every support casted by the commuting choice of our passengers, to all the smiles we shared on the tram - they all contribute to the success of Tramways today, creating such a remarkable achievement we can all share together,” elaborating the campaign message by Mr. Cyril Aubin, Managing Director of HK Tramways.

As the Guinness World Records™ Title is a tribute to everyone along our journey, Tramways is glad to join hands with a number of like-minded local and world-renewed brands to spread the joy throughout the city. Featured crossovers include a photo exhibition highlighting proud moments with trams with Leica HK, a collection of limited-edition tram-themed living goods and Tramways' first mall pop-up store.



“HK Tram Green”: a world-wide recognised color with Pantone Color Institute

Apart from holding "the largest fleet of double-decker trams in service" Title of Guinness World Records™, the great effort of HK Tramways has also been recognised by another well-known global brand, Pantone Color Institute. The collaboration of two parties created a new signature green shade that pays tribute to the HK Tram, “HK Tram Green”. Leveraging the power of color in design to preserve and celebrate the history and heritage of Hong Kong’s rich social and cultural past whilst simultaneously communicating a vision for the future, “HK Tram Green” showcases this globally renowned first of its kind mobile landmark as a pleasurable mode of transport, one whose ability to bring all people together nourishes our sense of connection to others and creates a welcoming feeling of community.



HK Tramways World Record Pop-up Store: a combination of art, leisure and shopping

More photo spots are available on site. Take a selfie and create memories with our lifelike Station and the “HK Tram Green” color chip photo frame authorized by the Pantone Color Institute.

HK Tramways is also paying homage to local typography. A “Ding Ding Slang” light box installation is exhibiting tram destination panels that were printed in regular script, and that display 3 famous local calligraphy styles, including the “Hong Kong Type, which is regarded as "the most beautiful and complete set of Chinese movable characters in the mid-19th century"; the Hong Kong Beiwei Zansyu, which is a contemporary interpretation of the Beiwei Zansyu prevailed in Hong Kong signages from the 1940s to the 1970s; and Lee Hon Kong Kai Font, which is commonly found on handwritten signs in the 70s and 80s.

After exploring our photo-worthy spots, it’s time to take a seat on the teak benches of the fifth-generation tram replica and enjoy a break time with “Ding Ding coffee” freshly brewed by the professional baristas from Cupping Room. You can also download the interesting Personality Quiz Instagram Filter and find out your “Ding Ding Personality”. To move on, go on a shopping spree at the tram merchandise corner to bring “Ding Ding Home”, showcasing the latest tram-themed phone case series by CASETIFY, “HK Tram Green” lifestyle products, masks by Maskology and Guinness World Records™ licensed limited edition tram model by 80M.

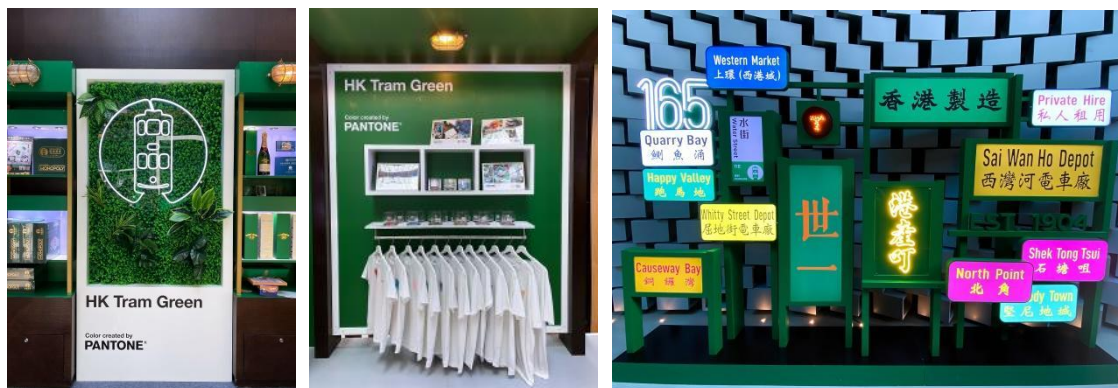


Hong Kong Tramways World Record Pop-Up Store

Opening period: 30 Jul – 22 Aug 2021

Opening hours: 8am – 8pm

Location: ArtisTree, 1/F Cambridge House, TaiKoo Place, Quarry Bay



Guinness World Records™ Licensed Limited Edition Collection

To keep such an honourable memory on hand with the public, several licensed limited-edition products are officially presented. For instance, Guinness World Records™ Licensed Commemorative Limited Edition Octopus Card Collection (1,000 sets) will be released on 9 Aug. Guinness World Records™ Honour Tram Model by 80M will be available in 2 sizes, 1:76 (500 sets) and 1:120 (2,000 sets). Each 1:76 tram model even has its own certificate, which makes it far more valuable for collection.



“RecordING the City’s Flavour” with Cupping Room

Partnering with the local coffee roastery, Cupping Room, 2 flavours are tailor-made to celebrate the tramways’ biggest milestones: 1904 and 2021, the founding year of HK Tramways and the glorious present, have recorded 2 distinctive tastes of the city. Both flavours are developed with Colombian coffee beans. “1904” is a washed coffee created by a long-standing coffee estate in Timaná, while “2021” is created by Rigoberto Herrera, another esteemed coffee estate, using a new sun-dried method. While they are processed in different ways, both coffees have beautifully fused the old with the new and are equally aromatic, just like how HK tram has never ceased to become better from the year of 1904 to the year of 2021.



In addition to the coffee collection, local illustrator Kazy Chan has also taken part in designing the “HK Tramways x Cupping Room x La Viña Cookie Tram Box”. Inside the playful water-painted tram box are 25 pieces of freshly baked cookies by locals and a Ding Ding audio effect!



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“Showcasing colors of HK” with CASETiFY

Inspired by the Colors of Hong Kong, HK Tramways x CASETiFY collaboration debuts a colorful spin on retro-inspired designs, created for CASETiFY’s premium quality tech accessories that incorporate design elements riding on local transportation motifs, classic neon signage, old ticket and patterns of destination signs. The Impact and Mirror cases are available for iPhone series. This is also CASETiFY’s first ever collaboration that is available in the Impact & Mirror cases available for iPhone series and AirPods.



“Catch a ride, Catch a smile” with Maskology

Maskology, a local face mask brand, brings the cheering Ding Ding characters to life by launching 3 new designs for adults - the “HK Tram Green” Series, the “Ding Ding Gris” Series,

the “Destination Panel” Series, and 1 new design for kids – the “Ding Ding Cat” Series.

The “Ding Ding Gris” is inspired by the aluminium alloy bodywork of the seventh-generation tram, together with the visual timeline of tram model development embossed on the mask, a century-long development story is told non-verbally. By wearing these masks, one is believed to add vitality and cheers to the community.



“RecoRDING our moments” Photo Exhibition with Leica

HK Tramways has grown from merely having 26 tramcars into the largest double-decker tram fleet with 165 tramcars nowadays for the past 117 years. Time flies but a photo is always a close friend of ours who witnessed and recorded our growth. Through a special exhibition with Leica in their flagship store in Causeway Bay, every citizen and tourist can enjoy the 15 pieces of exhibits capturing our proud moments with trams by 3 local photographers.

“RecoRDING our moments” Photo Exhibition

Venue: Leica Store Hong Kong Causeway Bay, 12 Pak Sha Road, Causeway Bay

Period: 30 July – 4 November, 2021

Opening Hours: 11 am - 8 pm (Mon to Sun, Free admission)

Photographers: Hiuman Lam, Edas Wong & Colin Lau

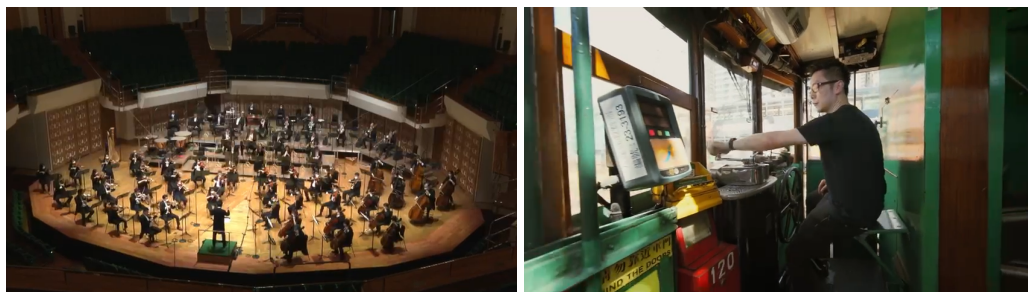




"Ding Ding Music" to Cheer Up the City with the Hong Kong Philharmonic Orchestra and Chiu Tsang Hei

HK Tramways, commonly called “Ding Ding”, collaborates for the first time with the Hong Kong Philharmonic Orchestra (HK Phil) and renowned composer and producer Mr. Chiu Tsang Hei, to bring a new musical dimension to a famous Hong Kong icon with a specially-prepared orchestral piece called “Ding Ding Music”. In this piece, conducted by Lio Kuokman, HK Phil Resident Conductor, Chiu Tsang Hei adapts Leroy Anderson’s famous *The Typewriter* by mixing it with the sounds of the signature tram bell, classical controller and air brakes. A whole new experience is now here with a musical journey accompanied by everyone’s beloved “Ding Ding” sound.

Listen to HK Tramways x Hong Kong Philharmonic Orchestra "Ding Ding Music" ANDERSON: *The Typewriter* (adapted for Hong Kong Tramways by CHIU Tsang Hei): shorturl.at/lmoB2



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 most unique fleet of double-deck tramcars in operation, carrying up to 200,000 passengers every day. It has been keeping up efforts in developing a world-wide 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

This media invite is issued by W.O.W. THINGS Ltd on behalf of Hong Kong Tramways.
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About Guinness World Records™

What's the fastest game bird in Europe? This was the question that inspired the founding of Guinness World Records™ back in 1955. Starting with a single book published from a room above a gym, GWR has grown to become a global multi-media brand, with offices in London, New York, Miami, Beijing, Tokyo and Dubai. Today, we deliver world-class content, not just through Books, but via TV shows, Social Media and Live Events. Our in-house consultancy works closely with brands and businesses around the world to harness the power of record-breaking and deliver award-winning campaigns and business solutions. Our ultimate purpose is to inspire people - individuals, families, schools, groups, companies, communities and even entire countries – to read about, watch, listen to and participate in record-breaking.