

# Behind the Brand

## Mission

Our mission is to drive shareholder value as well as the social and economic development of Greater China. We achieve this by providing:

- D** istinctive customer service
- R** eliable performance
- I** nnovation
- V** alue for money
- E** nvironmental responsibility

At TIH, we understand our markets, know when to sharpen our competitive edge and how to lead performance improvements across our geographically complex business footprint.

with more than 13,000



# Vision

Our vision is to be a world-class leader in public transportation. This means we will drive forward with our ambitions, surpassing the expectations of our customers by introducing new services, designs, technologies and standards to the market place.

# Corporate Values

Our corporate values are based on a commitment to delivering service standards that satisfy customer needs, operating with a consistent record of profitability for shareholders, and supporting the communities within which we work.



committed staff