

»»» Hong Kong Non-franchised Transport Operations

Sun Bus Holdings Limited and its Subsidiaries (the “SBH Group”)

As a leading non-franchised bus operator in Hong Kong, the SBH Group provides premium, safe, reliable and economical transport services to different customers.





Led by its flagship subsidiary, Sun Bus Limited ("Sun Bus"), the SBH Group offers a range of bus services designed for specific market segments, including large residential estates, shopping malls, corporations, travel agents and schools, as well as catering for the general public through chartered hire services.

During the year, the outbreak of COVID-19 cast a significant impact on the transport industry. The suspension of schools, the work-from-home arrangements adopted by government departments and private companies, and the contraction in tourism have led to a dramatic decrease in ridership. SBH Group has taken a series of measures to strengthen the epidemic prevention, and demonstrated high flexibility to fulfil customers' expectation through value-added services, tailoring its service to exceed customers' expectation. To maintain social distance, we have upgraded vehicle size and designed a flexible timetable to fit in a work-from-home arrangements.

At the end of 2020, the SBH Group had a fleet of 390 buses and continued its fleet upgrade programme by introducing eco-friendly buses and a wider application of technology. In 2021, five Euro VI super-low-floor double-deck buses will be deployed to keep the fleet's average age below six years. These new buses will be equipped with detective safety technology, driver monitoring system, and seat belts on all seats to enhance safety performance. The SBH Group is committed to continuously strengthening all aspects of its management and operations, as well as to building a reputable brand with customers.



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New Hong Kong Bus Company Limited (“NHKB”)

NHKB jointly operates with its Shenzhen counterpart a direct, value-for-money, 24-hour cross-boundary shuttle bus service known as the “Huang Bus”, catering to regular commuters and those travelling for leisure between Lok Ma Chau, Hong Kong and Huanggang, Shenzhen.





NHKB continues to undertake regular and thorough checks and maintenance to maintain its operational and safety performance at the highest standards

In response to the COVID-19 pandemic, the HKSAR Government has taken measures to reduce people flow and social contacts. The Lok Ma Chau Port has been closed since 4 February 2020. As such, this year saw a decline in the demand for cross-boundary bus service, with patronage plummeting from 3.44 million passenger-trips in 2019 to 0.4 million passenger-trips in 2020.

Notwithstanding the temporary decline in patronage, the demand for cross-boundary bus service is expected to grow in line with the more substantial social and economic ties between Hong Kong and China Mainland, as the demand for cross-boundary bus service remains strong. NHKB will continue to undertake regular and thorough checks and maintenance to maintain its operational and safety performance at the highest standards. Once the border reopens, NHKB's fleet of 15 air-conditioned super-low floor single-deck buses will resume its 24-hour shuttle bus service to maintain itself as the preferred means of transport for cross-boundary travellers seeking convenience and quality service.



NHKB takes the strain out of cross-boundary travel