



Hong Kong Non-franchised Transport Operations

The Group's non-franchised transport operations offer a variety of transport services to business commuters, tourists, shoppers, students and residents of large housing estates, as well as providing chartered hire services to the general public and cross-boundary shuttle bus services to travellers.

SUN BUS HOLDINGS LIMITED AND ITS SUBSIDIARIES (THE “SBH GROUP”)

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

With Sun Bus Limited (“SBL”) as its flagship subsidiary, the SBH Group offers a range of bus services designed for specific markets. Large residential estates, shopping malls, major employers, theme parks, travel agents and schools are all served by its fleet of 394 buses, in addition to the general public through its chartered hire services.

HIGH QUALITY TAILOR-MADE TRANSPORT SERVICES

Travel Agents



陽光巴士



Schools



Theme Parks



Major Employers



Large Residential Estates



Shopping Malls



Sun Bus provides tailor-made services for a wide range of customers

During the year, the SBH Group continued to strengthen its services by purchasing the latest environment-friendly buses available on the market. In 2012, 25 Euro V buses were added to its fleet to replace older buses. The SBH Group also acquired two cross-boundary non-franchised bus operators with a total of 17 buses. The increase in fleet size reflects the SBH Group’s strategy of expanding into business segments such as the cross-boundary bus services sector. The SBH Group will continue to introduce more new Euro V buses as part of its fleet upgrade programme. At the end of 2012, the SBH Group had a fleet of 394 buses.

SBL is committed to continuous strengthening of all aspects of its management and operations. Since becoming the first commercial non-franchised bus company in Hong Kong to achieve ISO 9001:2000 certification in 2008, SBL has been upgraded by the Hong Kong Quality Assurance Agency to ISO 9001:2008 certification, confirming the superb quality of its quality management systems.



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

NEW HONG KONG BUS COMPANY LIMITED (“NHKB”)

In 2012, NHKB operated 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. Further passenger comfort and convenience was provided by the four comfortable air-conditioned waiting lounges and the integrated information display system at its terminal building in the San Tin Public Transport Interchange.

The opening of the Lok Ma Chau Spur Line, the Lok Ma Chau Public Transport Interchange and the Hong Kong-Shenzhen Western Corridor has brought NHKB intense competition from both rail and public minibuss services. In addition, the relocation of the Control Point Office in Huanggang which requires passengers to walk further for immigration clearance has also had an impact on patronage growth. As a result, the demand for NHKB’s cross-boundary bus services has declined, with a fall in patronage from 5.2 million passenger trips in 2011 to 4.9 million passenger trips in 2012.



● NHKB's bus termini

By offering convenient and quality services, NHKB aims to maintain its shuttle bus service as a preferred means of transport for cross-boundary travellers.



NHKB offers speedy and convenient services between Lok Ma Chau and Huanggang

Notwithstanding these challenges, the demand for cross-boundary bus services is projected to grow in line with the forging of closer social and economic ties between Hong Kong and China Mainland, and the expected influx of visitors as more residents from other major Mainland cities are expected to become eligible for the Individual Visit Scheme. By offering convenient and quality services, NHKB aims to maintain its shuttle bus service as a preferred means of transport for cross-boundary travellers.