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SMRT wins “Best Metro” and “Most Energy-Efficient” at International Metro Awards

1. In recognition of SMRT’s operational, environmental and customer service excellence, SMRT has been named the world’s leading metro. SMRT clinched the ‘Best Metro’, ‘Best Metro (Asia Pacific)’ and ‘Most Energy Efficient’ awards at the second *Metro Awards 2009*, given out at the fifth annual MetroRail conference in London (30 March – 2 April 2009). This is the second time SMRT has won international rail awards. Last year, SMRT won the ‘Best Passenger Experience’ at the inaugural *Metro Awards* in Copenhagen, Denmark (1 – 3 April 2008).

2. President & CEO of SMRT Corporation, Ms Saw Phaik Hwa, said: “These international awards affirm SMRT’s commitment to providing a world-class public transport service anchored on operational and service excellence to our customers. It is recognition of the dedication and commitment of all SMRT staff. Our focus has always been on improving operational productivity and efficiency and staying anchored on enhancing service delivery. These awards are clear indications that industry leaders and watchers have noticed and recognise our high standards of performance and achievements.”

3. The finalists of the ‘Best Metro’ award included leading metro operators Copenhagen Metro, Seoul Metro, MTA New York City Transit, London Underground and BVG (Berlin). For the ‘Best Metro Asia Pacific’ category, finalists included Seoul Metro, MTR Corporation (Hong Kong), Tokyo Metro and Taipei Rapid Transit Corporation.

4. For the ‘Best Metro’ and ‘Best Metro Asia Pacific’ award categories, finalists were judged based on factors such as:

- Network coverage, frequency and efficiency of service
- Customer service levels
- Value for money
- Amenities on stations and trains, ease of use, safety and security
- High levels of reliability and high performance standards
- Technological innovation
- Environmental considerations and contributions

5. For the ‘Most Energy Efficient’ award, SMRT was lauded for being an industry leader in delivering unsurpassed results in energy efficiency. The finalists, including Seoul Metro, Delhi Metro Rail Corporation and RATP (France) and SMRT were judged based on:

- Genuine, credible strategy to deliver greater energy efficiency
- Proven delivery of energy efficiency in a cost effective manner
- Innovative, technical solutions that are energy efficient
- Energy efficiency considerations during day to day operations and maintenance
- Use of energy efficient technology for greater availability, system capacity to meet increased passenger demand
- Innovative future strategy for long-term sustainable energy efficiency

Media Release

6. SMRT was also a finalist for the following categories:
 - Most Innovative Use of Technology
 - Best Maintenance Programme
 - Special Merit Award for Commitment to the Environment

7. The panel of judges for *The Metros Awards* comprised:
 - Ennio Cascetta, Minister of Transport, Regione Campania (Italy)
 - Robert Wright, Transport Correspondent, Financial Times (UK)
 - Tom Symonds, Transport Correspondent, BBC News (UK)
 - Jim Steer, Founder, Steer Davies Gleave (UK) & President, Railway Study Association (2008-2009) (UK)
 - Tom Winsor, Partner & Global Head of Railways, White & Case (UK)
 - Paul Thomas, Systems Engineering Manager, Parsons (UK)
 - Jane Pearce, Editor, Metro Report (UK)

8. Please refer to the Fact Sheets at Annex 1 for the various SMRT initiatives that contributed to its winning of the 'Best Metro', 'Best Metro Asia Pacific' and 'Most Energy Efficient' awards.

9. These awards are testament to the dedication of SMRT staff and partners in making Singapore's public transport service one of the world's best in every aspect. Going forward, SMRT will continue to pursue improvements and excellence in delivering a safe and reliable public transport service.

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About MetroRail Conference and The Metro Awards

MetroRail is one of the most established annual meeting of the urban rail industry. It is a four-day long conference and attracts worldwide participation from metro operators and infrastructure managers. MetroRail 2009 was held in London from 30 March to 2 April 09.

The Metro Awards have been created to recognise leaders, innovators, creative talents, and pioneers in the global MetroRail industry. Its mission is to identify and reward individuals, teams and metros who have demonstrated an unparalleled ability to succeed.

Over 250 people representing 70 metro companies from 40 countries gathered in London for the second *Metro Awards 2009*, which took place at London's Jumeirah Carlton Tower on 31 March 2009.

Award Categories:

- **Best Metro[^]**
- Best Metro Europe
- **Best Metro Asia-Pacific[^]**
- Best Metro Americas
- Best Driverless Metro
- Most Innovative Use of Technology*
- Best Maintenance Programme*
- **Most Energy Efficient Metro[^]**
- Best Passenger Experience
- Most Improved Metro
- Most Innovative Approach to Station Development
- Most Efficient Implementation of a new Line
- Special Merit Award for Commitment to the Environment*

* *SMRT is a finalist for these award categories*

[^]*SMRT is the winner for these award categories*

Last year, SMRT was the winner of the 'Best Passenger Experience' for The Metro Awards 2008.

Annex 1**FACT SHEET****“Best Metro” and “Best Metro Asia-Pacific” Awards****Criteria for “Best Metro” and “Best Metro Asia-Pacific” Award**

- Network coverage, integration with other modes of transport, frequency and efficiency of service
- Customer service levels, customer feedback and value for money
- Overall condition and amenities, including levels of access, safety and security
- High levels of reliability and high performance standards
- Technological innovation
- Environmental considerations and contributions

Factors leading to SMRT’s Win**(A) Successful Integration of Services**

SMRT, being a multi-modal transport operator, has a well-integrated transport system to provide an efficient and comprehensive transport solution.

From the provision of transport hubs with integrated train stations and bus interchanges, matching of first and last service schedules of the various modes of transport to ensure a well-connected journey, to providing free SMRT Link bus services linking passengers between stations free-of-charge, SMRT spares no effort in delivering a people-focused transport system.

(B) Reliable, Efficient & Affordable System

SMRT has consistently provided reliable and efficient services that exceed the high operating performance standards set by the LTA. Punctuality standards have maintained well above 99.5% since Financial Year 2004.

In industry benchmarking by CoMET and Nova¹, SMRT has constantly been a top performer. In the latest benchmarking exercise, SMRT clinched top position in manpower efficiency (Passenger-km per total staff & contractor hours) and in cost efficiency (Operating cost per passenger-km).

Efficiency has allowed SMRT to charge affordable fares. In the same CoMET and NOVA benchmarking exercise, SMRT Trains’ average fare is among the lowest, even amongst non-subsidized metros.

¹ CoMET and Nova benchmarking programme assists its 27 metro railways members to identify and implement best practice through benchmarking comparisons and analytical case.

(C) Excellence in Customer Service

SMRT, guided by our customer service framework that addresses three major customer touch points - People, Processes and the Physical Environment, engages our commuters through a series of initiatives.

One such initiative is the Mid-life Upgrading of Trains Programme conducted in a consultative approach with feedback from our passengers. This resulted in the redesigning of the train interior to accommodate wheelchairs, allow for wider seats, additional row of grab bars, larger stand-back spaces at doorways, introduction of line flow fans for better air circulation and improved in-train public address announcement system.

Our customers' response to our host of service initiatives has been encouraging. The passenger compliment rates increased 35 times while complaint rates dropped 25%, despite higher expectations of service providers.

The Customer Satisfaction Index of Singapore (CSISG) is a national barometer of customer satisfaction of the Singapore economy. In its findings, MRT system achieved a customer satisfaction score of 69.9 which is higher than the national average of 68.7². Visitors had rated the MRT System as the top performer across various industries.

(D) Stations as Lifestyle Hubs

Besides upgrading trains, we have transformed key heartland and city stations into vibrant lifestyle hubs that enrich and enhance passengers' travel experience. An array of services from banking and retail facilities, hairdressing services to outlets offering quick meals are within easy reach.

(E) Safety, Security and Reliability

SMRT ensures consistent and unified security measures for the whole network of trains services and bus services, through an integrated and comprehensive security management process. The American Public Transportation Association (APTA) acknowledged SMRT's robust policies and practices with regard to safety. In their audit report, several of SMRT's initiatives have been recommended to be adopted as the industry's "best practices".

SMRT also commissions third-party security audit of its system to ensure there are no lapses in the system and actively participates in emergency response exercises with various agencies to prepare against threats from chemical, biological, radiological and explosive elements.

² The Customer Satisfaction Index of Singapore (CSISG) is an initiative organised by the Institute of Service Excellence at Singapore Management University (SMU) and Singapore Workforce Development agency (WDA). The index can be traced back to the American Customer Satisfaction Index (ACSI), developed by the National Quality Research Centre (NQRC) at the University of Michigan which has been the standardised measure of customer satisfaction in the US economy since 1994.

Other initiatives include:

SMRT Shield

An annual year-long programmed aimed at strengthening the safety culture among staff, it comprises activities that are centred on daily job duties of SMRT employees.

Rail Incident Management Plan

SMRT has in place a plan detailing procedures during a crisis. In addition, the company also trains staff so that they are able to respond promptly in times of need. Strong networks have been established with the authorities as well as the Police force and Singapore Civil Defence Force, to ensure the public's safety. A Threat Mitigation programme has also been introduced to equip all front-line staff with the knowledge and skills to respond appropriately to acts of terror.

SMRT Community Emergency Preparedness Programme

The programme trains, educates and prepares the nation for emergencies in the public transport network. Programme participants are equipped with the necessary knowledge and skills to be vigilant, identify potential threats, and ensure their own safety during an emergency.

Courtesy and Safety Programme

SMRT has established an annual public education programme that reminds commuters to adopt safe and well-mannered behaviour while in transit. Courtesy and safety messages are publicised via action packed roadshows and culminates in the inaugural SMRT Challenge where participants perform tasks related to safety and courtesy in a competitive context.

(F) Innovative Approach to Moving Passengers Efficiently

SMRT has run short-term innovative solutions to ease congestions especially during peak periods.

Crossline services between lines allows for better headway while providing a more seamless journey for passengers. Turnaround of train services at strategic stations to serve the heavy corridors during the peak periods has also proven to be effective. Similar schedules with turnarounds are deployed during lunch time shortening the waiting time of passengers in the city centre.

The upgraded train with improved interior layout also helps to encourage better passenger movement while seats have been removed onboard some trains to cater for greater capacity.

A sophisticated in-house Trainload estimation program collects data from Automatic Fare Collection (AFC) System and Automatic Train Supervisory System (ATSS) to analyse passenger loading of each train, thus allowing trains to be accurately and optimally deployed to match demand with minimal wastage.

Supporting marketing initiative in the form of *Early Travel Perks* which offers breakfast discounts was introduced in 2008 to manage peak load.

(G) Innovative Approach to Rewarding Customers

From holding the annual Ride SMRT & Win programme³ to the launch of the SMRT-Citibank co-brand credit/debit card that also functions as a contactless fare-card, SMRT actively pursues new ways to improve travelling experience for our customers.

(H) Technological Innovations

SMRT's latest innovation is a new dynamic route-map and information system, STARiS. Unlike conventional signalling-based dynamic route-map systems, STARiS, does not require external signals mounted on the trackside to trigger rail travel information. The standalone control system of STARiS allows for full customisation and scalability. It can be deployed on existing driver and driverless train systems without the need to upgrade the automatic train control system.

(I) Caring for the Environment

SMRT is an environmentally responsible organisation and committed to be an industry leader in environmental stewardship in business. A six-month educational campaign titled "Go Green with SMRT" was also launched on 1 May 08 to raise awareness of green issues and to promote public transport as a green mode of travel. SMRT was also accredited with the ISO 14001 certificate.

The ISO 14001 is awarded to companies which fulfill the requirements for environmental management systems and the certification confirms organizations' global relevance in operating in an environmentally sustainable manner.

³ The annual loyalty reward programme is held over a period of 6 months. Into its fifth year, it is an island-wide promotion to reward passengers for riding and shopping with SMRT. Prizes ranged from car, home entertainment system, travel experience to cash.

FACT SHEET

“Most Energy Efficient” Metro Award

Criteria for “Most Energy-Efficient” Metro Award

- Genuine, credible strategy to deliver greater energy efficiency
- Proven delivery of energy efficiency in a cost effective manner
- Innovative, technical solutions that are energy efficient
- Energy efficiency considerations during day to day operations and maintenance
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Factors leading to SMRT’s win

(A) Planning for Efficiency

SMRT deploys trains such that it matches demand. This is achieved through monitoring the number of passengers and their origin/ destination of travel and identifying stations with heavy passenger train load and timings where train services are in high demand.

Short working trips are operated during peak periods to cater to high demand, e.g. from Yishun to Marina MRT stations. During lunch time, short trips are also made within CBD stations in place of end-to-end trips to cater to the increased lunch town crowd.

When travelling between stations, trains run on “full coast” mode to conserve energy. When a train departs from a station for the next stop, it draws energy and accelerates to its optimal speed. Once this is achieved, it will cut off energy intake and coast on its momentum for the remaining part of the journey until it reaches the next station.

(B) Innovative Energy Management

Use of Energy Efficient Chillers

Old central chillers with poorer efficiency were replaced, resulting in huge savings. Some chiller plants were also redesigned and resized so that they would consume less energy. In-house energy audits were also carried out progressively to ensure that energy consumption was not exceedingly high.

Train Midlife Upgrade

Sixty six 1st generation trains were upgraded and during the process, energy-efficient equipment were installed. Among these were line flow fans, which improved cabin air circulation without the need to lower cabin aircon temperature.

LED Illumination

Portable lamps which used fluorescent tubes or incandescent bulbs were replaced with LED-powered lamps, for use during track maintenance. These new lamps lasted 2-3 times longer and could last through the night.

Smart Escalators

75% of escalators within the SMRT network were fitted with an energy-saving electrical control device, which helps to reduce energy consumption by about 10%. The remaining 25% of escalators are installed with Variable Speed Drivers (VSDs), which control escalator movement according to passenger loads. This device has reduced energy consumption by about 15 – 25%, and led to fewer escalator breakdowns.

(C) Future Strategies for Sustainable Energy Efficiency***Train upgrading***

In future train upgrading programmes, SMRT will incorporate eco-friendly features to attain energy savings.

New fare gate system

SMRT will be upgrading its fare gate system. Developed by SMRT, the new fare gate system is expected to save up to 10% in energy consumption due to in-built eco-friendly features such as low energy LEDs, energy-saving LCD displays and low energy servo-motors.

(D) Cultivating the Green Mindset

SMRT launched the “SMRT is Green” in 2008 as an organisation-wide commitment to sustainable development through the promotion of public transport and green practices amongst business partners, customers and staff.

Some highlights of this campaign include the purchase of South East Asia’s first Euro V bus, the “SMRT Eco-Hero Competition” to encourage staff to reduce the use of natural resources, and the “Go Green with SMRT” campaign to promote public transport as an environmentally-friendly mode of transportation.

SMRT was also awarded the ISO14001 certification, which marks the success of the company’s green efforts to date.

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