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## **SMRT SUPPORTS NEW DISTANCE FARES STRUCTURE**

1. The Public Transport Council (PTC) today announced a full fare reduction of 2.5% on SMRT's Train and Bus fares based on the fare formula for 2010 and the implementation of Distance Fares within the full fare reduction. The reduction includes the complete removal of transfer penalties, and passengers will pay for the distance travelled.
2. Deputy President & Chief Operating Officer, SMRT Corporation Ltd Yeo Meng Hin, said: "This reduction of 2.5% for 2010 comes after the total fare reduction of 4.6% in 2009, due to increased transfer rebate of 1.6% and temporary fare reduction of 3%, when the fare formula in 2009 allowed for a maximum in fare increase of 4.8%. However, SMRT supports the implementation of Distance Fares come July 2010, which will provide commuters with the convenience of different travel modes and encourage commuters to use the public transport system."

### **Providing excellent public transport service in Singapore**

3. Mr Yeo added: "During the economic downturn in 2009, SMRT reduced its fares by 3% for 15 months from April 2009 till June 2010 to assist Singaporeans through the financially challenging period, although our fares are already one of the lowest in the world. We have also been prudent in managing our costs, in spite of rising energy prices, increase in manpower costs to meet more stringent service standards and higher maintenance costs with a growing bus fleet and expansion of our rail network. Due to our higher productivity, the productivity component of the formula was increased from 0.3% to 1.5%, hence reducing the total fare cap resulting into this year's fare reduction of 2.5%. We have therefore shared our productivity gains with commuters. Whilst the fares will be reduced by 2.5% from 3 July 2010, the 15-month fare discount of 3% will end on 2 July."
4. SMRT has continued to enhance service for commuters while keeping fares low and affordable. These include upgrading of stations, additional train trips to serve a growing ridership, Service Ambassadors to assist commuters, SMRT Rail Travel Information System (STARiS) to provide dynamic route-maps and real time information to commuters, upgrading of buses and the introduction of more than 130 new buses. For its continual efforts in service excellence, SMRT has been recognised internationally, the latest being 'Best Metro Asia Pacific' at the prestigious Metro Awards 2010, while its innovative approach to continual improvement of service standards has garnered it the 'Most Innovative Use of Technology' award. At the same time, its creative ridership promotion campaigns 'Go Green with SMRT' and 'Escape with SMRT' not only brought value to its customers, they also respectively clinched 'Most Creative Promotion / Campaign (Land Transport)' award at the Land Transport

**Media Release**

Excellence Awards in April 2010 and the Public's Choice Award for the Best Printed Campaign at the international UITP<sup>1</sup> Marketing Awards in October 2009.

### **Supporting needy commuters**

5. In spite of the fare reduction, SMRT is committed to further assist commuters who require financial assistance through various programmes including our 'Gift of Mobility' Programme and the SMRT Children's Transport Fund, set up with our adopted charity, Ang Mo Kio Family Service Centres.

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### **About SMRT Gift of Mobility Programme**

The SMRT Gift of Mobility Programme is a key corporate social responsibility initiative under *SMRT Cares*, to better the lives of the needy, physically disabled and less mobile in Singapore. It is a concerted effort by the company to dismantle the physical and mental barriers that impede the progress of our disabled citizens, and to provide greater mobility to a less mobile, aging population. Initiatives under the SMRT Gift of Mobility Programme include financial assistance for point-to-point taxi-transfers for the financially-needy disabled and less mobile, provision of wheelchair spaces in upgraded trains, purchase of wheelchair-friendly Euro V buses, as well as the donation of a van to the Handicapped Welfare Association.

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<sup>1</sup> UITP is the International Association of Public Transport, a network for public transport authorities and operators, policy decision-makers, scientific institutes, public transport supply and service industry globally. It is the advocate for public transport and sustainable mobility, and the promoter of innovations in the sector.