



Our Ref.:

Tel.:

Fax.:

Dear Sir/Madam,

Approval for Advertisements on Public Light Bus

With reference to your/your company's recent application, I am pleased to inform you that in accordance with Regulation 54(1)(b) of the Road Traffic (Construction and Maintenance of Vehicles) Regulations, Cap. 374A, approval is given for you/your company to display advertisements on the public light bus bearing registration mark _____ with Chassis No. _____ subject to the conditions set out as follows:-

A. Contents of the Advertisements

- (i) All advertising matters must comply with the laws of Hong Kong and other instructions as may be given by the Commissioner for Transport in writing.
- (ii) Presentation should be with courtesy and good taste.
- (iii) Advertising of matters which the integrity of the advertiser, the truth of the advertising representatives, or the compliance of the advertiser with the spirit and purpose of all legal requirements are in doubt are prohibited.
- (iv) Advertising of products of services objectionable to a substantial and responsible section of the community, offensive to religious views, racial traits or to particular sections of the community are prohibited.
- (v) Advertisements intended to disparage competitors, competing products, or other industries, professions or institutions are prohibited.
- (vi) Advertising of alcoholic liquor should be directed towards brand competition.
- (vii) Tobacco advertisement within the meaning of Smoking (Public Health) Ordinance, Cap. 371 is prohibited.

B. Method of Display

- (i) On the Exterior Parts of the Vehicle
 - (a) Advertisements should be shown by painting or by adhering stickers onto the approved surface without installing any protruding structure.
 - (b) Advertisements may be displayed on the front, rear and either or both sides of the vehicle provided that adequate space is provided for the markings to identify the fuel cut-off valve and emergency exits as required under Regulation 69(1)(a) of the Road Traffic (Construction and Maintenance of Vehicles) Regulations. The words 'Public Light Bus' and the characters '公共小型巴士' and the number of passengers for

whom seats are provided both in English and Chinese writing as required under Regulations 49 and 50 of the Road Traffic (Construction and Maintenance of Vehicles) Regulations should be provided on both sides of the vehicle at the areas between the side windows and the exterior roof panel.

- (c) No advertisement should be displayed on the windows, at the areas above the windows and at the exterior roof panel.
- (d) No advertisement should obstruct any label or marking required to be shown on the body of the vehicle as specified by the Commissioner for Transport or stipulated in the Road Traffic Ordinance and Regulations.
- (e) No luminous or reflecting material should be used for advertisements.

(ii) On the Interior Parts of the Vehicle

- (a) Advertisements may be installed on roof (side) panels and on bulkheads.
- (b) Advertisements for seat-backs shall be retained in a sealed panel with perspex covering or any other water-proof and durable material.
- (c) Illuminated advertisements should not be visible from outside the vehicle and with bulb not exceeding 15 watts.
- (d) Advertisement installations should not jeopardise passenger comfort and safety or the driver's accommodation, and should not obstruct the windows or the gangway.

Your attention is drawn on the following:--

- (i) The Commissioner for Transport reserves the right to withdraw permission for the display of advertisements on the vehicle if the advertisements do not comply with the conditions imposed.
- (ii) Normally, prior approval for the contents and design of the advertisements to be displayed is not required provided that they comply with the conditions imposed.
- (iii) The display of advertisements would be inspected during the annual vehicle examination or may be checked during ad hoc call-up inspections.
- (iv) This letter must be produced for checking when the vehicle is presented for inspection at the Transport Department vehicle examination centre.
- (v) The permission to display advertisements will remain valid until the vehicle is scrapped, reclassified or such permission is withdrawn in writing.
- (vi) Regulation 121(1) of the Road Traffic (Construction and Maintenance of Vehicles) Regulations specifies that any person who uses or causes or permits to be used on any road any vehicle which does not comply in all respects with the provisions of these regulations commits an offence and is liable to prosecution and on conviction to a fine of \$10,000 and to imprisonment for 6 months.

Yours faithfully,

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for Commissioner for Transport