

新聞稿

Press Release

PR077/24
28 November 2024

MTR Collaborates with Hong Kong Machines to Launch Nine MTR Train Robot Models Stylish "MTR Machines" Sculptures on Display at MTR Stations for Public Delight

MTR trains will soon be transforming into robots with the upcoming launch by MTR Corporation of the "MTR Machines" series in collaboration with local artist and founder of "Hong Kong Machines" Mr Felix Ip. Starting from 1 December 2024, a collection of nine creatively designed train robot models inspired by MTR trains will be available for sale. Moreover, the MTR train robots will be displayed at MTR stations and aboard the themed Light Rail Vehicle for passengers to visit and take photos.

The "MTR Machines" series features a total of nine MTR train robots, each based on a different MTR train, including those currently in use, retired trains and maintenance vehicles. The designs have preserved the signature looks of the train front while integrating various distinctive features of the trains into the robots. Characters in the series include the "Mecha White Face", inspired by "White Head", the first-generation MTR passenger train, which began operation in 1979 when MTR commenced service. There is also the "Mecha G26CU", a prototype based on Diesel Electric Locomotive No. 60, together with "Mecha Airport Express", "Mecha LRV", "Mecha LRV Kawasaki", "Mecha 1900", "Mecha East Rail", "Mecha Vibrant Express" and "Mecha Dalian". These train robot models will be sold in blind boxes, with each box containing a randomly selected "MTR Machines" train robot model, priced at HK\$138 each.

To offer an opportunity for passengers to interact with the train robots, MTR is launching the "MTR Machines – 'Shoot' for Rewards" campaign. From 1 December 2024 to 16 January 2025, the nine train robots will make appearance at selected MTR stations. Seven large robot sculptures measuring 1.5 metres in height will be showcased at five stations, providing passengers with the chance to get up close and record enchanting photo memories. The two remaining robots will be depicted on large-scale posters. In addition, for the themed Light Rail Vehicle, the windows and seats inside the train will feature robot characters to delight passengers during their journeys.

-more-

"The MTR Corporation strives to infuse creative elements into our operations to enhance passengers' daily travel experience. We are excited to introduce the 'MTR Machines' series to add more enjoyable points of interest to the network. In addition to various train robot blind boxes and other products, we will showcase the train robots at MTR stations for passengers to capture memorable moments through photos," said Ms Jeny Yeung, Managing Director– Hong Kong Transport Services of MTR Corporation.

In addition to the train robot blind boxes, the "MTR Machines" merchandise also includes keychains and folders as well as personalised DIY products. These merchandise items will be available for purchase starting from 1 December at the MTR e-Store (online and in-store), "Station Rail Voyage" exhibition at Hung Hom Station and Light Rail Customer Service Centre at Tuen Mun Ferry Pier Stop. For more details, please refer to the appendix or visit the MTR website, MTR Mobile app.

MTR Mobile Registered Users can simply scan the QR codes at the exhibition sites or on the posters to collect all nine electronic badges in the "MTR Machines – 'Shoot' for Rewards" campaign. They can redeem rewards at MTR e-Store physical stores, including free "MTR Machines" gifts and shopping discounts on a first-come, first-served basis.

-End-

About MTR Corporation

To Keep Cities Moving, MTR makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, we are a leader in safety, reliability, customer service and efficiency.

MTR has extensive end-to-end railway expertise with 45 years of railway projects experience from design to planning and construction through to commissioning, maintenance and operations. Going beyond railway delivery and operation, MTR also creates and manages dynamic communities around its network through seamless integration of rail, commercial and property development.

With more than 50,000 dedicated staff*, MTR carries over 10 million passenger journeys worldwide every weekday in Hong Kong, Mainland China, Australia, the United Kingdom and Sweden. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit www.mtr.com.hk

*includes our subsidiaries, associates and joint ventures in Hong Kong and worldwide

Photo Caption:

1. The “MTR Machines” series consisting of nine different MTR train robots is being launched by MTR Corporation in collaboration with “Hong Kong Machines”. Merchandise of the “MTR Machines” series including figurine blind boxes (HK\$138 each), folders (HK\$18 each), keychains (HK\$58 each) and personalised products will be available for sale on the MTR e-Store from 1 December 2024.



2. MTR has launched the “MTR Machines – ‘Shoot’ for Rewards” campaign. From 1 December this year to 16 January next year, the nine train robots will appear at selected MTR stations. Seven of them will take the form of 1.5-metre-high sculptures and be displayed at five designated sites at various stations, where passengers can take photos with these robots in close range.



Annex 1

“MTR Machines” Characters

 A stylized robot character designed to look like the front of a white and red MTR passenger train. It has a white body with red accents and a red stripe across its chest.	<p>Mecha White Face</p> <p>Inspired by “White Head”, the first-generation MTR passenger train, which began operation in 1979 when MTR commenced service. The memorable red and white design and the old MTR logo are a nod to Hong Kong people’s collective memory, evoking memories of the changes the city’s railway system and neighbourhoods have undergone across these years.</p>
 A stylized robot character designed to look like the front of an orange and white Light Rail Vehicle (LRV). It has a white body with orange accents and a red stripe across its chest.	<p>Mecha LRV</p> <p>The orange and white Mecha LRV is a representation of the Phase 1 Light Rail Vehicle, put into operation in 1988. The robot is assigned to Light Rail Route 610, which has existed ever since the Light Rail began service.</p>
 A stylized robot character designed to look like the front of a Kawasaki Light Rail Vehicle. It has a white body with red, blue, and yellow accents.	<p>Mecha LRV Kawasaki</p> <p>Designed in memory of the now retired Phase II Light Rail Vehicle, which was built by Kawasaki Heavy Industries. The train’s original red, blue, yellow and grey colour combination is applied perfectly on the robot. The robot is happy to take its passengers on a time-travelling journey.</p>
 A stylized robot character designed to look like the front of a white and blue Itochu-Kinki-Kawasaki Train (IKK Train). It has a white body with blue accents and a red stripe across its chest.	<p>Mecha 1900</p> <p>The Itochu-Kinki-Kawasaki Train (IKK Train), nicknamed 1900, gives rise to Mecha 1900. The IKK Train began serving the East Rail Line in 2002. Today, it is mainly running on the Tuen Ma Line. The destination display shows Hung Hom, which was once the final stop of the East Rail Line’s southbound services.</p>
 A stylized robot character designed to look like the front of a white and blue passenger train. It has a white body with blue accents and a red stripe across its chest.	<p>Mecha East Rail</p> <p>The current passenger train on the East Rail Line provides the blueprint for Mecha East Rail’s design. The train was introduced to the fleet because of the new cross-harbour extension of the century-old East Rail Line. Mecha East Rail sheds light on the city’s ever-expanding and ever-improving railway network that has continued making train journeys more convenient.</p>



Mecha Airport Express

The blue robot is designed to represent the Airport Express train. The unique teal and white logo can be found on the robot's left leg, symbolising the rapid and convenient services provided by the Airport Express.



Mecha Vibrant Express

The adoption of the High Speed Rail train's sleek aerodynamic design and the sharp orange arcs symbolise flying dragons on the train body and give the robot an air of extreme speed.



Mecha G26CU

Mecha G26CU is the robotic doppelganger of the Diesel Electric Locomotive No. 60 of the G26CU Class. Following the full electrification of the East Rail Line, No. 60 was withdrawn from passenger service and switched to hauling freight and maintenance trains until it was retired in 2021, after serving the railway line for nearly half a century.

The robot has the same distinctive red paint and yellow and black stripes as the locomotive, whose nickname "Peter Quick" has become a detail on the robot's arm.



Mecha Dalian

Mecha Dalian finds its origin in the CKD0A diesel locomotive, which was developed by CRRCL Dalian Locomotive & Rolling Stock Co., Ltd. CKD0A is an engineering vehicle serving the East Rail Line and Tuen Ma Line, used mainly for switching trains and hauling maintenance vehicles. Though the engineering vehicles are lesser known than the passenger trains, they are indispensable to railway maintenance and operation. In a way, Mecha Dalian pays tribute to the engineering teams working behind the scenes to support Hong Kong's railway services.

Annex 2

Location of “MTR Machines” robot sculptures and posters with e-badges QR code display

Exhibition site displaying train robot sculptures with QR codes

	Station	Location	Train Robot(s)
1	Admiralty Station*	MTR e-Store Admiralty – Shop No. 24, MTR Admiralty Station (Near Entrance/Exit B, unpaid area outside gate)	Mecha White Face
2	Hong Kong West Kowloon Station*	MTR e-Store Hong Kong West Kowloon – Shop B2-13, Arrival Concourse, Hong Kong West Kowloon Station	Mecha Vibrant Express
3	Hung Hom Station	Near Entrance of “Station Rail Voyage” – Concourse of Hung Hom Station (Near Entrance/Exit C1)	Mecha East Rail, Mecha G26CU
4	Light Rail Tuen Mun Ferry Pier Stop	Near Light Rail Customer Service Centre	Mecha LRV, Mecha LRV Kawasaki
5	Hong Kong Station	Near Airport Express Concourse, Level L2	Mecha Airport Express

Poster of train robot with QR codes

	Station	Location	Train Robot
6	East Tsim Sha Tsui Station	Centre of Concourse, next to Ticket Issuing & Add-value machines	Mecha 1900
7	Tai Wai Station	Near Shop No. 49, Concourse (Near Entrance/Exit B)	Mecha Dalian





* Sculpture displays at MTR e-Store – Admiralty and Hong Kong West Kowloon will only be available to public during the operating hours

MTR e-Store - Admiralty operating hours: 11:00am - 3:00pm, 4:00pm - 8:00pm

MTR e-Store - Hong Kong West Kowloon operating hours: 10:00am - 2:00pm, 3:00pm - 7:00pm

Annex 3

Product information

	<p>Train Robot Figurine Blind Box</p> <ul style="list-style-type: none">• Artist Felix Ip's original drawings are turned into three-dimensional robots capturing the fine details and unique style of "MTR Machines" - must-haves for rail, model and blind box fans• A total of 9 models are available and each blind box contains one "MTR Machines" train robot• Price: HK\$138 each
	<p>Full Set of Train Robot Figurine Blind Box (9 blind boxes)</p> <ul style="list-style-type: none">• A complete with all models• Full set (9 blind boxes): HK\$1,242• Exclusive offer during 1 December 2024 – 16 January 2025:<ul style="list-style-type: none">○ Online: MTR Mobile Registered Users can enjoy an exclusive price of HK\$1,058 and free delivery upon login, and they can also earn MTR Points○ Physical stores of MTR e-Store: Customer can enjoy a 10% discount (i.e. HK\$1,118) and receive a free limited-edition "Hong Kong Machines" poster autographed by the artist Felix Ip. Limited stocks are available on a first-come, first-served basis
	<p>【Exclusive to physical stores of MTR e-Store】 Personalised products</p> <ul style="list-style-type: none">• Select your preferred "MTR Machines" patterns and apply them on a variety of products at the MTR souvenir DIY Kiosk at the two stores• Products include model trains, puzzles, sweatshirts, t-shirts, phone cases, handheld canvas bags, pins, ornaments and more• Use your creativity and freely design your own products• Price: HK\$45 to HK\$350 per item
	<p>Keychain</p> <ul style="list-style-type: none">• Lightweight plastic plaques each featuring an "MTR Machines" robot come with a swivel hook so that they can be hung on bags as an accessory• 6 versions in total, namely Mecha White Face, Mecha LRV, Mecha Airport Express, Mecha G26CU, Mecha Vibrant Express and Mecha 1900• Price: HK\$58 each



A4 Folder

- 10 versions in total: 9 versions each featuring a single robot and 1 version featuring all of the robots
- Price: HK\$18 each