



NEWS

FEBRUARY 20, 1997

CONTACT: RICK JAGER/JIM SMART
MTA MEDIA RELATIONS
(213) 922-2707/922-2700
FOR IMMEDIATE RELEASE

MTA GOES FOR THE GOLD; UNVEILS NEWLY DESIGNED METRO BUS PAINT SCHEME

The MTA today rolled out the first of what will eventually be a redesign of the Authority's entire bus fleet called the new "*Metro Bus*", featuring freshly painted bright, white buses accented with gold trim.

"These newly repainted buses will show the riding public our commitment to quality bus service," said MTA Board Chairman Larry Zarian. "This is just one of many programs to be implemented this year aimed at improving our service."

The new design elements include bright white paint, light tinted windows, and an attractive graphic design incorporating the "*Metro Bus*" and "*Travel Smart...Take Metro*" logos on newly refurbished buses. In addition, all new Compressed Natural Gas (CNG) buses on order will have the same new paint scheme.

A total of 105 existing MTA buses are scheduled to be repainted with the new color scheme and placed into service by the end of June, 1997. Additionally, 64 new CNG buses, scheduled to arrive by May, 1997, also will incorporate the new colors. In 1998, a total of 250 buses are scheduled to be repainted.

"The introduction of these newly refurbished buses with their new paint scheme, along with the arrival of new state-of-the-art CNG buses, the addition of over 100 buses by years end, reduced fares, and the launching of a special on-time guarantee program, is the beginning of a major effort in improving the bus system," said MTA Interim CEO Linda Bohlinger.

"Because of the simpler design, costs of repainting is estimated to be 25 percent less than repainting the old color design."

more . . .

New Painted Bus
Page 2-2-2

Additional elements aimed at improving the bus system include installing new lighter tinted windows and new seats. The new exterior design also will be used on Metro Red, Green and Blue Line trains as well as at bus stops, and on all rail signage and service vehicles.

"This beautiful design was created in house by MTA mechanics working at our Regional Rebuild Center in concert with our marketing and graphic personnel," said MTA Executive Officer for Operations Ellen Levine. "Their outstanding efforts have created a more attractive bus which is also less costly to paint."

The new exterior paint design is expected to be applied to all MTA operated buses and trains over the next four to six years.

#