



CELEBRATING



OF TRAVELLING TOGETHER

As Singapore's pioneer bus company, we were delighted to be celebrating 50 years of keeping Singapore on the move. Rain or shine, we remain committed to ensuring our passengers enjoy safe, reliable, and delightful journeys with us.

CELEBRATING 50 YEARS OF TRAVELLING TOGETHER

THE 1970s



1973

SINGAPORE BUS SERVICE

Singapore Bus Service (SBS) was formed through the merger of three bus companies – Amalgamated Bus Company, Associated Bus Services, and United Bus Company.



1973

TWO-MEN-OPERATION

Bus conductors issued tickets on board and collected fares.



1976

BUS TERMINAL IMPROVEMENT PROGRAMME

Twenty-eight bus terminals were phased out or relocated under the terminal improvement programme. Many moved to major bus interchanges located at the centre of the new towns.



1975

ONE-MAN-OPERATION

Bus drivers took charge of fare collection and a flat fare system was introduced. Bus conductors were trained and redeployed, with some changing careers to be bus drivers.



1977

DOUBLE DECK BUS TRIALS

Twenty double deck buses were put on trial to evaluate their suitability on Singapore roads. The first bus was deployed on Service 86.



1978

SINGAPORE'S FIRST BUS INTERCHANGE

SBS opened its first bus interchange at Jurong Road.

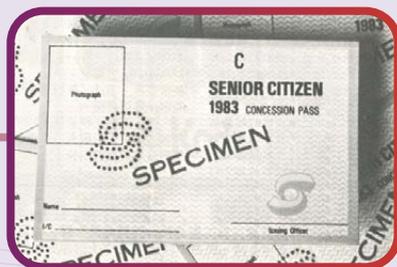
THE 1980s



1982 **TICKETING SYSTEM**
A machine ticketing system was introduced, charging graduated fares. Tickets were issued by a ticket machine on board.



1984 **SINGAPORE'S FIRST AIR-CONDITIONED BUS**
The first air-conditioned bus service in Singapore plied Service 168.



1982 **CONCESSIONARY TRAVEL**
Concessionary travel for senior citizens was introduced, with more than 43,000 senior citizens' passes issued.



1981 **NATIONAL TRANSPORT WORKERS' UNION**
A union was formed to represent transportation employees.



1980 **STEP FARE SYSTEM**
The step fare system was implemented, allowing passengers to pay their fares based on the distance they travelled.



1980 **SBS BRADDELL HEADQUARTERS**
The Company's headquarters was officially opened at Braddell Road.

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THE 1990s



1991 **MAGNETIC FARECARD SYSTEM**
The introduction of farecards made cashless travel easy for passengers.



1993 **THE WORLD'S BIGGEST DOUBLE DECK BUS**
This was Singapore's first ozone-friendly, air-conditioned, double deck bus.



1995 **BUS DEPARTURE DISPLAY MONITORS**
Overhead display screens were installed at bus interchanges to keep passengers informed of bus departure times.



1994 **SBS GUIDE TOUCHSCREEN MULTIMEDIA KIOSKS**
Installed at bus interchanges, passengers were able to access point-to-point travel solutions as well as information on services, fares, and updates on route changes.



1998 **WIRELESS PAYPHONE SERVICE**
Wireless payphone service became available on five bus services to enable passengers to return pages and make urgent calls while on the move.



1999 **BUS CAPTAINS**
Bus drivers were addressed as Bus Captains to enhance professionalism in the job.

THE 2000s



2006

FIRST WHEELCHAIR-ACCESSIBLE BUS

SBS Transit introduced its first low-floor, step-free buses equipped with wheelchair ramps and other accessible features.



2007

INTELLIGENT ROUTE INFORMATION SYSTEM (IRIS)

This was the world's first real-time bus arrival information system, accessible through web-enabled mobile devices and short message services. In 2011, the iris app was launched for iPhone and Android users.



2008

CARES INITIATIVE

The CARES training was launched to promote a culture of service excellence.



2003

PART OF AN INTERNATIONAL LAND TRANSPORT GROUP

DelGro Corporation – the parent company of SBS Transit Ltd – merged with Comfort Group to form ComfortDelGro Corporation Limited.



2003

NORTH EAST LINE (NEL)

NEL commenced service. It is the world's first fully automated, underground heavy rail system.



2002

FIRST AIR-CONDITIONED BUS INTERCHANGE

Singapore's first air-conditioned bus interchange opened in Toa Payoh.



2003

SENGKANG LIGHT RAIL TRANSIT (LRT) SYSTEM

Sengkang LRT was opened for passenger service. The Punggol LRT system commenced passenger service in 2005.

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THE 2010s



2013

DOWNTOWN LINE (DTL)

DTL phase 1 commenced service. Phases 2 and 3 commenced in 2015 and 2017 respectively. Then, it was Singapore's longest, fully automated underground rail line.



2016

TRANSITION TO BUS CONTRACTING MODEL (BCM)

We transitioned to the BCM where transport companies are contracted and paid by the Land Transport Authority (LTA) to operate public bus services through a competitive tendering process.



2018

WON SECOND TENDERED CONTRACT

We were awarded the Bukit Merah Bus Package which had 18 services. We took over the newly-built Ulu Pandan Bus Depot which can house 470 buses. A green depot with solar panels, it has piped-in NEWater for bus washing.



2017

WON FIRST TENDERED CONTRACT

We won our first tendered contract – the Seletar Bus Package. It came with a newly-built depot, which can house close to 530 buses.



2019

AUTONOMOUS VEHICLE (AV) TRIAL

We participated in a public trial with ST Engineering to operate AVs on Jurong Island and Sentosa. Operated as an on-demand service, visitors could book a shuttle ride to get to popular destinations along the designated routes.



2019

RAIL SERVICES ACHIEVED GREATER RELIABILITY

Both the NEL and DTL clocked over one million train-km in Mean Kilometre Between Failures, which is a universally recognised measure of rail reliability.

THE 2020s



2023

WON THIRD TENDERED CONTRACT

We were awarded the Bukit Merah Bus Package for a second consecutive term. The bus package comprised 17 bus services including two cross-border services to Johor Bahru.



2023

GOLDEN JUBILEE

We held a series of celebratory activities to mark 50 years of providing public transport services in Singapore with our passengers, staff, pioneers, and industry stakeholders.



2022

TRAVEL WITH CONFIDENCE PROGRAMME

We collaborated with Social Service Agencies to launch initiatives to help vulnerable passengers travel with confidence on public transportation.

2022



RAIL TRAINING INSTITUTE

The new institute offered bite-sized courses and just-in-time training, leveraging innovative technology such as Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality to develop staff competencies.



2021

ROLLED OUT NEW ELECTRIC BUSES

SBS Transit took delivery of 25 hybrid and 20 fully electric buses from LTA.



2021

WORLD'S MOST RELIABLE METRO LINE

The DTL was reputed to be the most reliable metro line globally with more than four million train-km in MKBF.

CELEBRATION HIGHLIGHTS

BUS AND TRAIN WRAPS

We decked out our trains and buses in vibrant, celebratory colours and took our passengers on a trip down memory lane, sharing fun facts from each decade of our journey.



ANNIVERSARY EZ-LINK CARDS

We produced a set of specially designed EZ-Link cards featuring our iconic buses and trains.





HERITAGE EXHIBITION

Our heritage exhibition, held at selected stations and interchanges, featured artefacts and images that highlighted our evolution through the years.

50TH ANNIVERSARY DINNER

At our 50th Anniversary Dinner, we paid tribute to not just our staff and industry partners, but also honoured our pioneers who laid the foundation for the Company's success.



CHARITY CAMPAIGN

We raised \$350,000 in support of Community Chest.