



MAXX Regional Transport

MAXX Regional Transport is part of a regional brand and theme developed by the Auckland Regional Council to unite the various elements of the public transport network.

It introduces consistency and a logical connection between information (timetables and brochures), infrastructure (stations and stops) and rolling stock (trains).

MAXX is the Auckland region's public transport brand.

MAXX is here to help make it easier for customers to find their way around the region.

MAXX will start to appear on updated train and bus timetables, on maps and on improved signage at stations as they are upgraded. Staff at new stations will wear MAXX uniforms.

MAXX signals the beginning of the region's plans to provide more comfortable and attractive facilities for passengers. Newly refurbished trains will be MAXX branded inside and out including route maps and customer information.

MAXX represents fast, frequent and more reliable services, as the region's rapid transit network develops.

To find out more about Auckland's public transport network, contact the ARC's Rideline on 366 6400 or www.rideline.co.nz

MAXX Regional Transport was chosen by a panel of judges representing the Auckland community and was a popular choice among the public for its strength and simplicity, its friendly tone and relevance to the region.

The Pacifica weave symbol represents the network with its central hub, its colours reflecting sun, sand and water and its short, sharp, simple name MAXX, easy to pronounce for locals or tourists alike.