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MEDIA RELEASE

SBS Transit and Defence Collective Singapore Join Forces to Launch Singapore's First-of-its-Kind Naval-Themed Station at Expo MRT Station

SINGAPORE, 15 March 2024 – SBS Transit and Defence Collective Singapore (DCS) have joined forces to launch an innovative showcase to the public transport landscape of Singapore. Commencing on 15 March 2024, this collaboration will offer commuters a unique and immersive experience, blending transportation with Singapore's rich naval heritage.

The joint initiative between SBS Transit and DCS marks a significant milestone in Singapore's public transport landscape, bringing forth a year-long showcase aimed at enhancing commuters' journey while sharing our nation's defence story. Themed 'Defence Story on the Move,' this initiative transforms (DT35) Expo MRT station into a naval-themed experience across three levels, featuring captivating displays such as a 3D submarine model, naval-themed sceneries, and augmented reality (AR) elements. The showcase sets the stage for an interactive pre-museum experience, piquing interest about Singapore's maritime heritage and offering commuters a glimpse into Singapore Navy Museum (SNM).

Mr Jeffrey Sim, Group CEO of SBS Transit said: "The peace and stability that we enjoy in Singapore should never be taken for granted. This is why we find this partnership to be a meaningful one which we hope can spark conversations about our defence story and foster greater understanding and appreciation of our military efforts in safeguarding our homeland. In so doing, we hope to encourage Singaporeans to play their part in Total Defence. For us at SBS Transit, public transport is more than just being a people mover. We see ourselves as moving with the nation to engender pride in who we are and what we have achieved."

The collaboration between SBS Transit and DCS was formalised with the signing of a Memorandum of Understanding (MOU) on 15 March 2024, marking a significant milestone in their shared commitment to delivering a unique and educational experience for the public but also heralding the initiation of a novel initiative.

Mr Joseph Tan, Chief Executive Officer of DCS said: "Championing our defence story is at the heart of Defence Collective Singapore's mission. This collaboration with SBS Transit marks a move from conventional storytelling methods, offering an immersive journey that invites the public to catch a glimpse of the Singapore Navy Museum and explore our defence narrative on the move through the launch of the naval-themed showcase at Expo MRT Station."

Aligned with the theme of SNM, encapsulated in the tagline "A Maritime Force for a Maritime Nation," this initiative invites the public to discover Singapore's defence story on the move, fostering curiosity and a deeper connection with the nation's naval legacy. Beyond the showcase, the collaboration aims to share the defence story through a multifaceted approach, including a defence-themed trail traversing SBS Transit's rail and bus networks.

For additional information and to extend the immersive experience beyond the showcase, Defence Collective Singapore invites the public to embark on a weekend journey via a shuttle bus to the Singapore Navy Museum.

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About Defence Collective Singapore

Defence Collective Singapore (DCS) champions our defence story through immersive galleries and engaging experiences, to inspire everyone to defend what it means to be Singaporean: our home, our identity, and our way of life. A defence-inspired museum collective, DCS pays homage to Singapore's resolve and determination and its journey, which has brought the nation to where it is today. The museums include the Singapore Discovery Centre and the Singapore Navy Museum. More military-themed museums like the Army Museum, Air Force Museum, and NS Gallery will join the DCS family soon.

About SBS Transit

SBS Transit is a public-listed company in Singapore and a member of the ComfortDelGro Group, which is one of the world's leading land transport companies. A multi-modal public transport operator, SBS Transit runs the North East Line, which is the world's first automated, underground heavy metro system. It also operates the Downtown Line, which is currently the longest underground MRT line in Singapore, and the Sengkang-Punggol Light Rail Transit Systems. In total, it operates 78 stations with 198 trains running on 83 track-km. It is also the biggest and most experienced public bus operator in Singapore. With a fleet of more than 3,000 buses, it operates some 220 bus routes. Every day, it carries more than three million passenger trips on its network of buses and trains. For more information, please visit www.sbstransit.com.sg.

About Singapore Navy Museum

First opened in 1987 in Sembawang Camp, the Singapore Navy Museum relocated to Changi Naval Base in May 2012. Following a decade in operation, the Museum underwent a complete overhaul and refresh of its exhibits in 2022. Designed to honour the past, celebrate the present and inspire the future, the Singapore Navy Museum is home to various artefacts from the RSN's early ships such as RSS Panglima and RSS Singapura, as well as more contemporary artefacts such as equipment from our Challenger-class submarines, as well as other classes of ships.