

**Conditions for Approval for Display/Broadcasting of Advertisements on  
Taxi and inside Taxi Compartment**  
**(Revised Version in 2024)**

**A. Contents of the Advertisement**

- (i) All advertisement matters must comply with the laws of Hong Kong, including the Law of the People’s Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region, the Safeguarding National Security Ordinance and other applicable laws, and other instructions as may be given by the Commissioner for Transport (“the Commissioner”) in writing.
- (ii) All advertisement matters that have the effect or likely effect of inciting, promoting, glorifying, encouraging, endorsing or sympathising with any act or activity endangering national security are prohibited. Further, all advertisement matters must not have the effect or likely effect of promoting, encouraging or inciting others to use violence, advocating law breaking, or bringing into hatred, contempt or disaffection against the People’s Republic of China, the Central Authorities or the Government of Hong Kong Special Administrative Region or would otherwise be contrary to the interests of national security.
- (iii) Presentation should be with courtesy and good taste.
- (iv) Advertising of matters which the integrity of the advertiser, the truth of the advertising representatives, or the compliance of the advertiser with the spirit and purpose of all legal requirements are in doubt are prohibited.
- (v) Advertising of products or services objectionable to a substantial and responsible section of the community, offensive to religious views, racial traits or to particular sections of the community are prohibited.
- (vi) Advertisements intended to disparage competitors, competing products or other industries, professions or institutions are prohibited.
- (vii) Advertising of alcoholic liquor and related products should be directed towards brand competition.
- (viii) Tobacco advertisement within the meaning of the Smoking (Public Health) Ordinance, Cap. 371, is prohibited.

- (ix) For every hour of programme broadcasted, advertisements should not exceed 20% of the airtime.

**B. Method of Display/Broadcasting**

All advertisements and all structures/systems carrying the advertisements should be displayed and mounted on the vehicle in sound and safe condition acceptable to the Commissioner. No advertisement should obstruct (i) any obligatory lighting or reflector; or

(ii) any label or marking required to be shown on or in the vehicle as specified by the Commissioner or stipulated in the Road Traffic Ordinance, Cap. 374 and its subsidiary regulations.

*(I) On the Exterior Parts of the Vehicle (Excluding Roof and Boot Panel)*

- (a) Advertisements should be shown by painting or by adhering stickers onto the approved surface without installing any protruding structure.
- (b) Advertisements may be displayed only:
  - (i) on the front and/or rear fenders, on either or both sides, provided that the logos for liquefied petroleum gas (LPG) taxi are conspicuous if the taxi is a LPG taxi; and/or
  - (ii) on the front and/or rear door panels below the windows, on either or both sides, provided that sufficient space remains on the sides of the vehicle for the painting of the word "TAXI" and the characters "的士" in compliance with Regulation 45(1)(b) of the Road Traffic (Construction and Maintenance of Vehicles) Regulations, Cap. 374A; and/or
  - (iii) on the rear windscreen; the maximum height of the sign should not exceed 127mm measured from the uppermost transparent point of the rear windscreen excluding the black tinted surround and the width of the sign should not exceed the width of the rear windscreen; and/or
  - (iv) on the window frame of the front and/or rear

- doors, on either or both sides of the taxi; and/or
- (v) on the side roof frames, on either or both sides of the taxi; and/or
- (vi) on the part of the body frames between the front and/or rear fenders and the roof, on either or both sides of the taxi; and/or
- (vii) on the side frame of the front and/or rear bumpers, on either or both sides of the taxi; and/or
- (viii) on the back of the exterior driving mirrors.
- (c) Luminous or reflecting material should not be used for the advertisements.
- (d) For Urban taxis, no green-coloured or blue-coloured advertisement shall be displayed all over the fenders, and front and rear door panels.
- (e) For New Territories taxis, no red-coloured or blue-coloured advertisement should be displayed all over the fenders, and front and rear door panels.
- (f) For Lantau taxis, no red-coloured or green-coloured advertisement should be displayed all over the fenders, and front and rear door panels.

(II) On the Exterior Roof of the Vehicle

- (a) Advertisements may be displayed only:
  - (i) in the form of adhering stickers made from non-reflective and non-luminous material, with the coverage not exceeding the roof of the taxi; and/or
  - (ii) in a structure of a type approved by the Commissioner, of robust construction which is mounted securely to the vehicle, and acceptable to the Commissioner.
- (b) Such stickers described in (a)(i) above should not obstruct the statutory “TAXI” signs required to comply with Regulation 45(1)(a) of the Road Traffic (Construction and Maintenance of Vehicles) Regulations, Cap. 374A.
- (c) Such advertisement displays with the structures described in (a)(ii) above should be mounted along the longitudinal centerline of the roof, and must incorporate the statutory “TAXI” signs required to comply with

Regulation 45(1)(a) of the Road Traffic (Construction and Maintenance of Vehicles) Regulations, Cap. 374A, in particular the word “TAXI” should be clearly visible from the front and the rear of the vehicle.

- (d) The advertisements and the structure should be maintained at all times in a sound and safe condition.
- (e) The structure described in (a)(ii) above carrying the advertisements (except Light Emitting Diode (LED) dot matrix panel) should be of rectangular shape and should be of the dimension not exceeding 1 250mm in length, 250mm in width, 20kg in weight and 450mm above the roof at any point, and the overall height of sign should not exceed 350mm. The clearance between the bottom surface of the signboard and the taxi roof at any point should not exceed 50mm. It should be designed and constructed to prevent leakage of any illumination other than through the advertisements or statutory TAXI signs.
- (f) In the case that the structure is not designed, constructed or mounted as stated in (e), prior approval for the type of structure should be sought from Vehicle Safety and Standards Division of this Department.
- (g) The following conditions should be complied with if advertisements are displayed on LED dot matrix panel:
  - (i) The conditions as stated in (a) to (f) of subsection (II) above;
  - (ii) The light emitted from the display panel should be diffused and should not cause distraction to other road users;
  - (iii) The illumination, colour and shape of the display should not be such that they would be confused with traffic signs, traffic signals and all traffic management facilities. The display should be in single colour and the colour should not be blue, red, white or green;
  - (iv) The display should not contain flashing animation and should not be in rolling or moving motion. Only simple symbols, graphics and characters are allowed;

- (v) The period of each advertisement display should last for more than 15 seconds;
- (vi) The time to change from one display to a new display should not be more than 3 seconds. The change of display should not jolt the other road users;
- (vii) The display should not be switched on on roads with speed limit exceeding 70km/h; and
- (viii) The electric wiring system pertaining to the display panel should be secured and protected.

(III) On the Boot Panel of the Vehicle

- (a) Advertisements may be displayed only on:
  - (i) the boot lid (except on the rear vertical surface); or
  - (ii) the rear vertical surface on the boot panel, but the advertisements should not affect the display of the vehicle registration mark, the taxi plate and the differentiation of the taxi type (i.e. Urban taxi, NT taxi or Lantau taxi).
- (b) Advertisements may only be displayed in a structure of a type approved by the Commissioner, of robust construction which is mounted securely to the vehicle, and acceptable to the Commissioner. Prior approval for the type of structure should be sought from the Vehicle Safety and Standards Division of this Department.
- (c) Such advertisement displays with the structures described in (a)(ii) above should be mounted on the rear of the taxi boot panel and should not bear any sharp corners, edges or contours and affect the opening and closing of the boot lid.
- (d) The maximum height of the uppermost part of the sign board for such advertisement displays with the structures described in (a)(ii) above should not project more than 25mm above the lowest transparent point of the rear window excluding the black tinted surround and the width of the structure should not exceed the width of the boot panel.

- (e) Such advertisement displays with the structures described in (a)(ii) above should be painted the same colour as the taxi boot panel.
- (f) The advertisement should not use reflective material or have any kind of illumination.
- (g) The advertisements and structure should be maintained at all times in a sound and safe condition.

(IV) On the Interior Parts of the Vehicle

- (a) Advertisements may be installed on roof (side) panels and on bulkheads.
- (b) Advertisements on seat-backs should be retained in a sealed panel with Perspex covering or any other waterproof and durable material.
- (c) Illuminated advertisements should not cause distraction to other road users.
- (d) Advertisement installations should not jeopardize passenger comfort and safety or the driver's accommodation, and should not obstruct the windows or the gangway.
- (e) Video broadcasting system/Television ("TV") /Liquid crystal display ("LCD") for advertisement should be equipped only inside compartment and should be subject to the following conditions:
  - (i) The installation of the Video broadcasting system/TV/LCD ("the System") or any parts of the System inside the compartment should comply with the Road Traffic Ordinance and its subsidiary legislations;
  - (ii) Prior approval for the specifications of the System should be sought from the Vehicle Safety and Standards Division of this Department;
  - (iii) The System including the console, monitor and speakers should not pose any hazards to passengers;
  - (iv) The console, monitor and speakers should be covered with plastic coating and/or impact absorption material and there should be no sharp edges or corners;
  - (v) The electric wiring system pertaining to the

- installation should be secured and protected;
- (vi) The console, monitor and speakers should be so securely fixed that they cannot be easily dislocated;
  - (vii) Audio and visual effect of the System should comply with the following conditions:
    1. The volume should be set in the vicinity of the ambient noise associated with a taxi, and should not be more than 70 decibel;
    2. The variations in pitch level should be maintained within a narrow range so as not to cause nuisance to passengers. This applies within programmes and between different programmes;
    3. Each of all the speakers should be equipped with an “on/off” or “off” switch which is accessible to passengers; and
    4. Any audio and visual broadcast inside the compartment should be discontinued immediately upon the request of the passengers.
- (f) The following conditions should be complied with if advertisements are displayed on LED dot matrix panel:
- (i) Advertisements may only be displayed in a structure of a type approved by the Commissioner, of robust construction which is mounted securely to the vehicle, and acceptable to the Commissioner. Prior approval for the type of structure should be sought from the Vehicle Safety and Standards Division of this Department.
  - (ii) The display panel should not exceed 400mm in length and both the overall height and the overall width of the panel should not exceed 70mm; and
  - (iii) The light emitted from the display panel should be diffused and should not cause distraction to other road users.

The Commissioner reserves the right to add any new condition and to

delete or revise any of the above conditions at any time.

The Commissioner reserves the right to withdraw the permission for the display of advertisements in and on the vehicle if the advertisements do not comply with the conditions imposed or the construction of the advertisements is not acceptable to the Commissioner.

The approval letter issued by the Commissioner must be produced for checking when the vehicle displaying advertisements is presented for inspection at the Vehicle Examination Centre of this Department.

The display of advertisement would be checked during the annual vehicle examination, half-yearly meter checks, as well as during ad hoc call-up inspection in response to complaints.

Your attention is drawn to Regulation 121(1) of the Road Traffic (Construction and Maintenance of Vehicles) Regulations, Cap. 374A, which specifies that any person who uses or causes or permits to be used on any road any vehicle which does not comply in all respects with provisions of these regulations commits an offence and is liable to a fine of \$10,000 and to imprisonment for six months.

Sections 25(2)(b) and 25(3) of the Road Traffic Ordinance, Cap. 374, empower the Commissioner to impose conditions to which a taxi licence is subject including condition as to the form of advertising signs in or on the taxis.

The permission to display advertisements will remain valid until the vehicle is scrapped, reclassified or such permission is withdrawn in writing.