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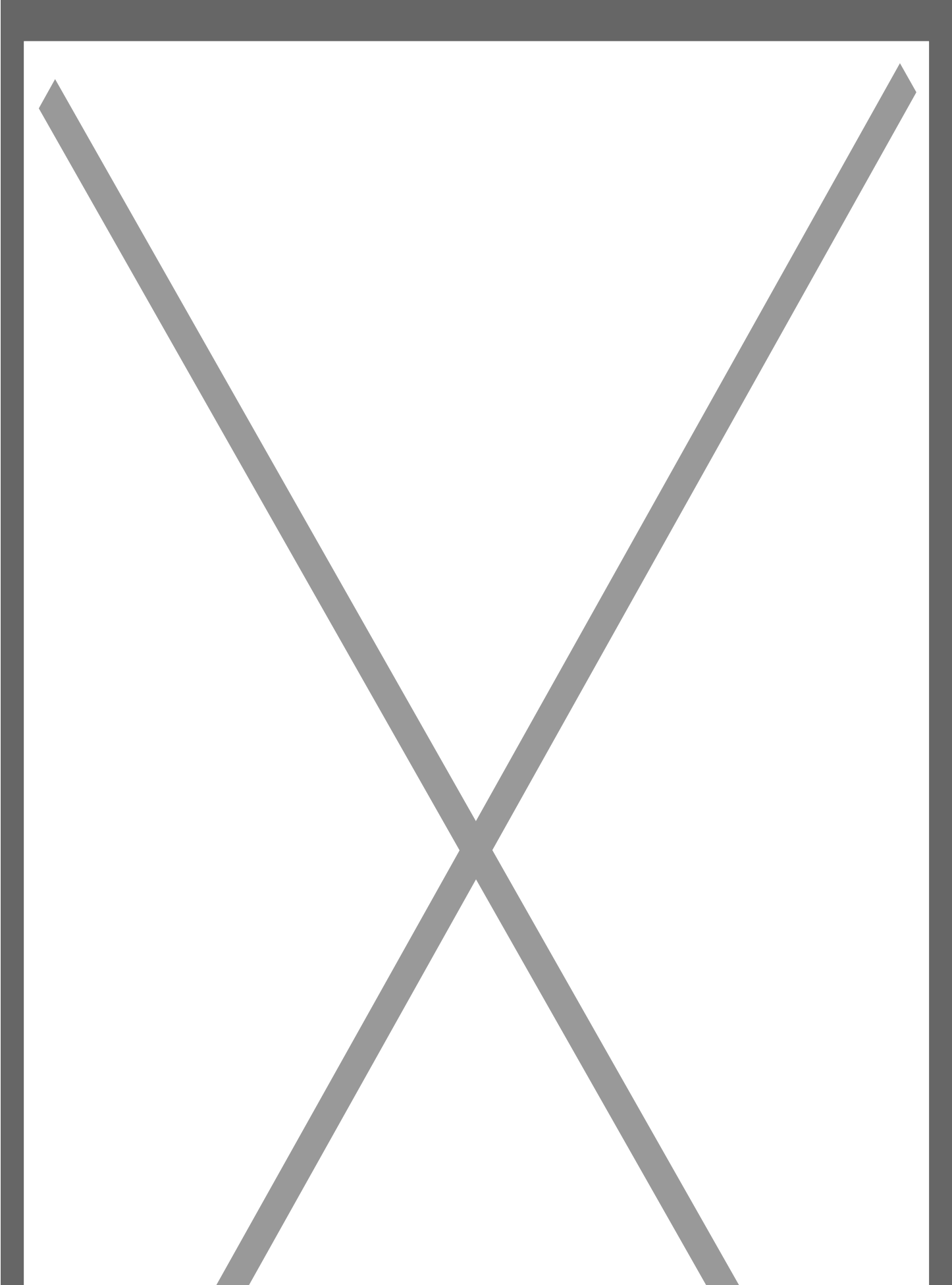


MTS had another successful year of being in the heart of the world's largest convention for the popular arts, Comic-Con.

One of the ways MTS generates non-fare revenue at Comic-Con is through Trolley advertising wraps. According to Andy Goddard, Superintendent of LRV Maintenance, the new wraps began being seen on the rail lines in mid June. Rob Schupp, Director of Marketing & Communications, added that 36 LRVs were wrapped this year to promote new and existing TV shows. Along with station activations and other advertising, about \$500,000 in non-fare revenue is generated.

Hollywood star, Seth MacFarlane, was actively promoting our Trolley wraps this year!

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**News Category:**

Trolley

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