

# PRESS RELEASE • 15/07/2016

# STIB and Moulinsart release exclusive Tintin MOBIB cards

For the first time, STIB is releasing MOBIB Basic cards around a particular theme. As of 25 July five different images from the Tintin series can be found on 100,000 cards, in collaboration with the Moulinsart company. Avid collectors can also purchase a limited edition collector's box with the entire series of MOBIB Basic cards with the five Tintin visuals.

Bianca Castafiore, Captain Haddock, Thomson and Thompson, Professor Calculus and of course the inseparable duo Tintin and Snowy themselves. Tintin's main cartoon characters are all featured on brightly coloured MOBIB Basic cards, which will be available on 25 July. STIB and Moulinsart are joining forces for this initiative and are releasing 100,000 cards together. During four months, there will also be a tram in the colours of the Hergé Museum driving through the streets of Brussels.

## Unique collector's box

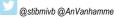
With their MOBIB Basic cards, STIB and Moulinsart are hoping to attract collectors. Therefore a unique limited edition collector's box is also available, containing the five different cards of this limited edition. "Hergé has always been closely involved in our capital. Displaying the cartoon characters of the Tintin series on a STIB symbol such as the MOBIB card seems evident", says Brieuc de Meeûs, CEO of STIB. "This will without a doubt attract many collectors and Tintin fans. In addition, it's an ideal way to draw attention to the MOBIB Basic card. A card of which already half a million have been put into circulation. Since 1 July, STIB passengers can only travel using a chip card: the conventional MOBIB card, MOBIB Basic card or disposable chip card.



The STIB is the largest Belgian company for urban public transport. It serves the 19 municipalities of the Brussels-Capital Region and 11 peripheral municipalities. Its total area of activities covers 241.5 km<sup>2</sup>. It is responsible for the travel of a population of over 1,100,000 inhabitants, and thousands of commuters. The STIB network has 4 metro lines, 17 tram lines, 50 bus lines and 11 night bus lines. In 2015 the STIB provided 370.2 million journeys.

www.stib.be and m.stib.be For further information about this press release: An Van hamme: 02-515.20.56 or 0477-62.73.73







### Sales

The Tintin MOBIB cards will be available as from 25 July in the BOOTIKs and KIOSKs of STIB and at VisitBrussels. Collectors can purchase a collector's box in the Tram Museum at Avenue de Tervueren.

The Tintin MOBIB Basic cards are exclusively available with the purchase of a 10 trip formula (19 euros, card included). In addition to access to the STIB network, this special MOBIB card also provides exclusive offers after registering on the hergemuseum.mivb.be or hergemuseum.stib.be website. For example, passengers receive a discount on a visit to the Hergé Museum, a discount for a visit to the Tram Museum and a voucher for the purchase of a Tintin MOBIB collector's box.

A collector's box, which consists of the collection folder and the five different Tintin MOBIB Basic cards, costs 69.90 euros.

### Contest

Linked to the launch of the Tintin cards, STIB is organizing a contest via the website (stib.be), the newsletter, Facebook (facebook.com/mijnmivb or facebook.com/lastib) and Twitter (@stibmivb). Those interested can visit these pages to win MOBIB Basic Tintin cards, a collector's box with the entire series of the five MOBIB cards and tickets to the Hergé Museum.



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