

ALL-OVER ADVERTISING TRAINS ON THE UNDERGROUND

It is 20 years since the first all-over-advert train began running on the Underground, something that some other Metro systems had been doing for some time previously. However, over the last 20 years, the number of all-over-adverts has been gradually increasing, providing the Underground with additional finance. The following is a summary of those trains and adverts involved. Four trains continue to run in advertising liveries as these notes were being compiled.

The first was on a six-car train of 1973 Tube Stock on the Piccadilly Line and was in a dark blue livery advertising 'United Airlines' carrying also the airline's logo. It was also given special seating moquette. Units 196+167 were transferred from Northfields to Ruislip on 19 May 1995 and thence from Ruislip to Rosyth Royal Dockyard (by rail!) for painting on 26 May. It returned to Ruislip and was transferred to Northfields on 18 June, being 'launched' at Heathrow the following day. It went into passenger service in its new guise in the evening peak the same day. Intended to be kept on the Heathrow service, it managed its first trip to Uxbridge as train 335 on the evening of 20 June and managed to get diverted to Ealing Broadway (District Line) the following morning, 21 June 1995. It lasted in service in that condition until it was taken out of service for refurbishment on 14 October 1998.

The next was for 'Yellow Pages' and a six-car C69 Stock (5537+5555+5593) was the chosen train, being moved from Hammersmith to Acton Works for painting on 18 January 1998. Also having a special seating moquette, it left Acton Works on 12 February and went into passenger service the same day. This train had a chequered advert livery 'career' as it remained in service for just 14 months. On 21 April 1999 it was transferred to Neasden to test the new underfloor wheel lathe. One month later on 19 May it was transferred to Acton Works for the removal of the advertising transfers, returning to Hammersmith depot on 16 June and re-entering service in yellow livery (minus adverts) on 19 June. Almost two weeks later on 1 July it was taken out of service and fitted with video equipment to view wheel/rail interaction, undergoing tests soon after. After completion of the tests the train re-entered service in yellow livery on 28 July for just over another week, before being used for brake tests on the South Ealing test track. It went into Acton Works on 19 August for repainting back into corporate livery, re-entering service on 12 November 1999.

It will be noted that when in Yellow Pages livery, unit 5555 was in the middle of the formation. It is believed that it remained that way until withdrawn some 15 years later, never being used in a proper driving end position again. It also featured in the next C Stock all-over-advert liveried train which for the future Olympic Games and was formed 5532+5555+5570. It was sent to Acton Works on 1 October 2004, emerged on 27 November and entered service on the Circle and Hammersmith lines on 30 November and soon after on the District Line's Edgware Road service as well. Each car sported a different livery. Just three days before '7/7' the train was sent to Acton Works for repainting back into corporate livery but the events of 7/7 saw the work deferred, the train returned to Hammersmith on 3 August and back in service in 'Olympic' livery from 30 August. Return to Acton Works was on 9 January 2006 and it emerged back in corporate livery on 10 February, re-entering service on 24 February.

A six-car train of 1996 Tube Stock on the Jubilee Line was also given an advertising livery for the (then hoped-for) forthcoming Olympics. Units 96108+96107 were given 'Olympic Bid' vinyls and was launched at Stratford on 29 November 2004, each car's décor being different. It last ran in service on 31 July 2005 and the vinyls were removed. However, it returned to service on 4 August because of stock shortages with the exterior in corporate livery completed but some cars retaining the yellow seating. It was released for normal service on 7 August 2005. Both this train and the previously mentioned C Stock train had a special 'yellow' seating moquette.

Units 96107+96108 featured again in a special livery to recognise the Jubilee Line 'seventh-car' project, in service from 26 January 2006. The six original cars were in a light blue livery with 'lavender'-coloured doors, while 'additional' trailer 96707 was in bright red livery with light red doors. The vinyls were removed by 21 May 2006 with the train re-entering service on 24 May.

The next train in a special livery was claimed as a first and was the covering of an entire train to form a single work of art (and not an advertisement). The angular design by Jim Isermann was inspired by the architecture of Charles Holden. The was applied to a 1973 Tube Stock train (units 250+231) which was launched to the press at Northfields station on 12 April 2007. One side featured the design in blue

with red doors and the other side red with blue doors. Inside the cars, all “tube card” advertisement positions were filled by cards presenting information about the artwork on the Jim Isermann design. The train went back into service after unwrapping on 3 October 2007.

There was then a gap of just over four years, when the first 1992 Tube Stock train to have an all-over livery appeared on 9 January 2012, promoting the digital switch over from analogue to digital television. It comprised units 91055+93206+93256+91063 and included special ‘pink’ seating moquette. The vinyls were removed by 29 April 2012 – after the switch-over!

Two 1996 Tube Stock trains were ‘wrapped’ for the Queen’s Diamond Jubilee. First to enter service was 96060+96097 on 24 May 2012, which was followed by 96074+96103. The liveries were short lived, being unwrapped on 16/17 and 23/24 June 2012 respectively.

Not all-over advert, but a number of Central Line trains received dedicated stickers on their double doors in June 2012 advising passengers to “Get Ahead of The Games” during the Olympic and Paralympic Games period. These ‘advertisements’, at first glance, perhaps resembled an advert for illegal body-building steroids!

Also with an Olympic theme, the Olympic Flame made a historic journey in the front of an eastbound District Line train on 24 July 2012 as part of its week-long journey through each of London’s 33 boroughs. It was carried in the cab of D Stock DM 7007, which had Olympic Rings adorning the front and half of each side of the car which lasted until the end of the year.

In addition to ‘poppies’ being applied to train fronts as a mark of respect for the sacrifices made by servicemen and women during conflicts, the lower side sections of a C Stock train (comprising 5547+5704+5721) was ‘wrapped’ in poppies and made its debut on 29 October 2012. A train of London Overground class 378 Stock was also ‘poppy wrapped’.

For the LU150 celebrations in January 2013, two S Stock trains were vinyl-wrapped. S8 train 21088-21087 bore the theme “Love London” and four different base colour schemes were employed. S7 train 21302-21301 featured the upgrading of the Underground along each car. On 20 March 2013, DM 21301 was named “150 Queen Elizabeth II” in a ceremony at Baker Street.

Northern Line 1995 Tube Stock units 51528-51529 were ‘wrapped’ from the waist down for the Mayor of London’s volunteering programme for London, called “Team London”, in May 2013. This wrap was sponsored by Alstom was part of a recruitment drive to enable more people to do voluntary jobs. The train was ‘stopped’ after the morning peak on 22 July 2013 to be unwrapped and to form Northern Line refurb train 6.

An eight-car Central Line of 1992 Tube Stock (91049+93430+93074+91043) was ‘wrapped’, over the weekend of 29/30 June 2013, and entered service on 1 July. The train advertised the latest range of “Swatch” watches and the base livery resembled the former Waterloo & City Line colours, especially with its blue passenger doors. The train remained in this condition until the end of September 2013.

At the end of October 2013, two S Stock trains were vinyl-wrapped with poppies, one S8 on the Metropolitan Line (21102-21101) and one S7 (21360-21359).

A 1992 Tube Stock train (91171+93460+93264+91071) was part-wrapped to celebrate 25 years of Magnum ice creams and was launched on 12 May 2014. It was unwrapped on 9 August 2014.

Two more S Stock trains gained a poppy wrap in mid-October 2014, being S8 21040-21039 and S7 21390-21389.

Following the introduction of S Stock onto the District ‘main line’ two S7 trains were given a wrap to celebrate S Stock being able operate throughout the SSR lines. The advert depicted wrapping paper roundels with the new train(s) being ‘unwrapped’. The first train was 21446-21445 which was wrapped over the weekend of 21/22 February 2015 and made its debut on 23 February. The second S7 train to be ‘vinyl-wrapped’ in the same style was 21444-21443 over the weekend of 22/23 March. The two trains were ‘wrapped’ identically but each car had a different base colour ‘wrapping’. By the end of September 2015, 21444-21443 was back in normal livery, but with ‘paper’ car numbers on the sides.

Believed to have made its debut on 19 May 2015 a four-car train of 1992 Tube Stock on the Waterloo & City Line (units 65504+65503) was wrapped in a livery promoting the Rugby World Cup, which began in the UK in September 2015. The train’s interior (orange) seating moquette is for Societe Generale Banking.

A 1973 Tube Stock appeared in all-over-advert livery from 20 July 2015 promoting the future 'Night Tube' service on three lines and two part-lines. Comprising units 252+103 it has a dark blue base livery with 'stars' (to denote the night) added. Unfortunately, Night Tube didn't start as planned on Friday 11 September and as these notes were being finalised there had been no announcement as to when this might be. Despite this, however, the train continues to run in AOA livery. With no Night Tube at the moment, we are left wondering how long this all-over-ad will survive.

Following the Rugby World Cup wrap, an S7 train (21472-21471) appeared on 7 September 2015 in a wrap for Mexico tourism, again, each car being different in finish.

SUMMARY

This list summarises the trains involved with all-over advertising liveries (although it perhaps should be a summary of trains involved in all-over décor liveries with the 'art' on a 1973 Tube Stock). Most, if not all, have been featured in *Underground News*, most usually in the issues closest after their launch.

| FROM | STOCK | UNITS | ADVERTISING |
|----------------|-----------|-------------------------|---|
| June 1995 | 1973 Tube | 196+167 | United Airlines † |
| February 1998 | C69 | 5537+5555+5593 | Yellow Pages † |
| November 2004 | C69 | 5532+5555+5570 | Back the Bid (Olympic Games) † |
| November 2004 | 1996 Tube | 96108+96107 | Back the Bid (Olympic Games) † |
| January 2006 | 1996 Tube | 96108+96107 | 7-car Jubilee Line project (trains increased from 6-cars to 7-cars) |
| April 2007 | 1973 Tube | 250+231 | 'Work of art' inspired by architect Charles Holden ‡ |
| January 2012 | 1992 Tube | 91055+93206+93256+91063 | Digital TV Switchover (from analogue to digital TV) † |
| May 2012 | 1996 Tube | 96060+96097 | Queen's Diamond Jubilee |
| May 2012 | 1996 Tube | 96074+96103 | Queen's Diamond Jubilee |
| June 2012 | 1992 Tube | Various | Get Ahead of the Games |
| July 2012 | D | 7007 (car only) | Olympic Rings (front and half of each side only) |
| October 2012 | C69/77 | 5547+5704+5721 | Poppies |
| January 2013 | S8 | 21088-21087 | Love London (LU150) |
| January 2013 | S7 | 21302-21301 | Upgrading the Underground (LU150) |
| May 2013 | 1995 Tube | 51528-51529 | Team London |
| July 2013 | 1992 Tube | 91049+93430+93074+91043 | Swatch Watches |
| October 2013 | S8 | 21102-21101 | Poppies |
| October 2013 | S7 | 21360-21359 | Poppies |
| May 2014 | 1992 Tube | 91171+93460+93264+91071 | Magnum Ice Cream |
| October 2014 | S8 | 21040-21039 | Poppies |
| October 2014 | S7 | 21390-21389 | Poppies |
| February 2015 | S7 | 21446-21445 | New S Stock trains unwrapped |
| March 2015 | S7 | 21444-21443 | New S Stock trains unwrapped |
| May 2015 | 1992 Tube | 65504+65503 | Rugby World Cup† |
| July 2015 | 1973 Tube | 252+103 | Night Tube |
| September 2015 | S7 | 21472-21471 | Visit Mexico |

† Also had special seating moquette.

‡ A 'work of art' rather than an all-over advert.