

NEWSLETTER

THIS MONTH'S PIECE | September

Tram 1

This beautiful model is part of Museu da Carris' collection, and is used to connect the exhibition centers. It came into service in 1901 and currently displays the look it was given in the mid-1960s, when it was adapted to tourism services by Pedro Leitão.

Originally a "São Luís" tram with number 437, it had rattan seats and respected the color scheme of CARRIS - yellow, white, black and red.

This past month, the interior and exterior of its body were restored. With the new painting, it now presents the original bright colors and is ready to welcome you on your next visit to CARRIS' Museum.



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Regresso às aulas
com o **MUSEU
DA CARRIS**

Find out our program! There are new visits, workshops and birthday parties.

DID YOU KNOW THAT ...

CARRIS' vehicles have been used as screen for commercials since the 1920s?

The tram was the only means of public transport in the city of Lisbon for over 40 years. Thus, it is not surprising that it was used early on as a vehicle for advertising goods and services. In 1947, double-decker buses also started to display advertising campaigns on their different sides. This tradition of using a mobile vehicle as an advertising medium is kept until today in the whole CARRIS' fleet, the articulated trams being the most "dressed" vehicles.

"Those visiting Lisbon for the first time are struck by the range of colors that sparkle in the clear atmosphere of this modern City.

(...) the well delineated and attractively painted advertisements, between the two floors, would give a cheerful note and be well integrated well with the variegated color shades that are a characteristic of the City. In fact, a (double-decker) bus without such advertisements looks to us today like a lady without 'make up'."

"Lisboa-Carris" no. 38 of 1956



Zorra Nº397 in a publicity service for the Portuguese Automobile Society, 1960s/70s.



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ANOS



carris

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