

**SUP47A**

# London's Advert Buses 1969-2024

August 2024

£8.00

**SAMPLE**



**London Omnibus Traction Society**  
[www.lots.org.uk](http://www.lots.org.uk)



One of the early all-over adverts was this one for Sharp car radios, as applied to RM1270 in 1972. The design was eye-catching but quite 'of its time'. Seen at Richmond in August 1972. (Mike Harris)



RM12280 was unique in the first wave of all-over adverts in that it carried two different schemes (for different advertisers). For most of 1973 it promoted Hanimex projectors (as seen at Pimlico in April), while for 2 years from late 1973 it advertised Myson. (Mike Harris)



The only single-decker in the first tranche of all-over adverts was Red Arrow MBA606, given this black-based scheme for Chappell's Music in 1972. The livery seen here at Victoria in March 1973 was later replaced by a white-based advert also for Chappell's. Note the red front, a feature that became common in later years. (Mike Harris)

Front cover: see page 74

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## London Advert Buses - 1969-2024

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#### Contents

Introduction	page	3
A brief history of London advert buses	page	3
Layout of information	page	5
1. London Transport buses	page	6
2. NBfL/NRM buses	page	8
3. Other types	page	45

#### Introduction

This publication lists all known all-over advertisement liveries carried by buses in Greater London. All commercial adverts are included, as are some commemorative and charity adverts. Also included are some special livery/advert campaigns (such as the Royal Jubilees, Shillibeer, Shoplinker etc), but singular special liveries are generally excluded. Also excluded are special liveries for specific services (such as Docklands Express Superloop etc) or duties (eg commercial services or training), and advert buses run by London Country Bus Services (LCBS) and some of the early London tendered route operators.

The contents are split into three sections. The first deals with adverts on London Transport buses before privatisation. The second covers the New Bus for London / New Routemaster fleet (the LT class) built from 2012 onwards and which are the most frequent recipients of all-over adverts. The third covers all other London buses with London bus companies in the tendering and privatised eras.

The information in this publication is updated to early August 2024, up to and including changes shown in TLB720 (the August 2024 issue of LOTS' monthly newsletter, The London Bus). TLB has regularly updated on changes to all-over adverts. As SUP47A is mainly about the data, only a handful of photos have been included. Other photos appear in LOTS' quarterly magazine (LBM - London Bus Magazine) and in the annual London Bus Review. Many more can of course be found by searching on the internet.

#### A brief history of London advert buses (and liveries in general)

##### 1969-1975 - Early Adverts

The revenue-earning potential of promoting other products and services on the exterior of buses was realised almost from the start, and many early motor-buses were liberally covered with numerous adverts. However, the idea of using a whole bus as a "canvas" for a single advert came much later on. In 1969, London Transport (LT) repainted Routemaster bus RM1737 with an all-over advertisement for Silexine Paints. The impact of this was dramatic, given that virtually all other buses in Greater London were in a uniform red livery. Despite some reservations about the potential confusion caused to passengers (an argument that was to recur in later years), LT decided that a limited application of all-over adverts was permissible, and around two dozen further examples appeared between 1971 and 1974. Most were on Routemasters that worked routes serving central London, thus achieving maximum exposure, and all of the adverts were hand-painted.

<b>LT244</b> LTZ 1244 (currently Stagecoach London)	10/2014	11/2014 (n)	YouTube - Vice News
12/2017 01/2018 (r)	Reserved Xmas	11/2014	01/2015 (r) Android
09/2022 11/2022 (r)	Cos		
02/2023 03/2023 (r)	Marc Jacobs	<b>LT255</b> LTZ 1255 (currently Stagecoach London)	06/2014 06/2014 (n) Adidas - Fear Or Be Feared
08/2023 10/2023 (n)	Top Boy	06/2014 08/2014 (n)	Adidas - All In Or Nothing
10/2023 12/2023 (r)	ELF Cosmetics	08/2014 10/2014 (n)	Adidas - Predator
06/2024 07/2024 (r)	Supacell (Netflix)	10/2014 12/2014 (n)	YouTube - SloMo Guys
08/2024 current	Instagram	12/2014 02/2015 (r)	Android
<b>LT246</b> LTZ 1246 (currently Stagecoach London)	02/2024 03/2024 (r)	02/2024 03/2024 (r)	02/2024 03/2024 (r)ueling Airlines
11/2022 02/2023 (r)	Back Market	<b>LT256</b> LTZ 1256 (currently Stagecoach London)	06/2014 04/2014 (n) Yellow of the Bus silver
07/2023 09/2023 (r)	Pepsi Max	07/2017 09/2017 (n)	Chiquita Bananas
<b>LT247</b> LTZ 1247 (currently Stagecoach London)	11/2017 01/2018 (r)	10/2017 11/2017 (n)	Copy Appeal (v4)
08/2021 10/2021 (n)	Nocco Energy Drink	11/2017 01/2018 (r)	Converse Footwear
10/2021 12/2021 (r)	Monzo Bank	08/2018 09/2018 (n)	Converse Footwear
04/2022 07/2022 (r)	Fenty Beauty	09/2018 10/2018 (r)	Mango Online Fashion
07/2023 09/2023 (r)	Barbie (popcorn)	11/2019 01/2020 (r)	Hugo Boss
02/2024 03/2024 (r)	Gucci Ancora	01/2021 02/2021 (n)	Core Gym
<b>LT248</b> LTZ 1248 (currently Stagecoach London)	01/2021 02/2021 (n)	04/2024 05/2024 (r)	Gorillas (v3)
08/2015 12/2015 (n)	Tommy Hilfiger	08/2015 current	BBC
12/2015 01/2016 (n)	Tommy Hilfiger / H Samuel	08/2015 current	Samsung Z Flip 6
01/2016 04/2016 (n)	Tresemme Hair Care	<b>LT257</b> LTZ 1257 (currently Stagecoach London)	06/2018 07/2018 (r) lastminute.com
04/2016 07/2016 (n)	Switzerland - Rush Hour	06/2023 06/2023 (r)	NAKD Blueberry Bar
07/2016 09/2016 (n)	Magnum (v2)	<b>LT258</b> LTZ 1258 (currently Stagecoach London)	10/2019 11/2019 (n) Go Pro
09/2016 10/2016 (n)	Deliveroo	10/2019 01/2020 (n)	Pandora
10/2016 12/2016 (r)	School of Rock	01/2020 03/2020 (r)	Converse Footwear
01/2024 03/2024 (r)	Bob Marley - Don't Stop Believin'	02/2022 04/2022 (r)	Elden Ring (game)
<b>LT249</b> LTZ 1249 (currently Stagecoach London)	06/2023 08/2023 (n)	06/2023 08/2023 (n)	Barclays & Wimbledon
03/2018 04/2018 (r)	Polo Lauren	08/2023 10/2023 (r)	Fires of Rubicon
09/2018 12/2018 (r)	DKNY	<b>LT260</b> LTZ 1260 (currently Stagecoach London)	09/2018 11/2018 (r) Ralph Lauren (50th anniv.)
03/2023 04/2023 (r)	Cos	10/2023 12/2023 (n)	EE Mobile
<b>LT250</b> LTZ 1250 (currently Stagecoach London)	12/2023 01/2024 (r)	12/2023 01/2024 (r)	Go Kerala
05/2017 07/2017 (n)	Samsung Galaxy S8	06/2024 07/2024 (r)	Pantene
06/2019 07/2019 (r)	EE Mobile	<b>LT261</b> LTZ 1261 (currently Stagecoach London)	03/2020 09/2020 (r) Calvin Klein
<b>LT251</b> LTZ 1251 (currently Stagecoach London)	07/2021 10/2021 (n)	07/2021 10/2021 (n)	Zapp Delivery App
12/2016 01/2017 (r)	YouTube - DT	10/2021 11/2021 (r)	Currys
03/2024 04/2024 (r)	Virgin Airlines	<b>LT262</b> LTZ 1262 (currently Stagecoach London)	07/2022 09/2022 (r) Disney West End
<b>LT252</b> LTZ 1252 (currently Stagecoach London)	04/2023 07/2023 (r)	04/2023 07/2023 (r)	Loewe
06/2014 06/2014 (n)	Adidas - Fear Or Be Feared	<b>LT263</b> LTZ 1263 (currently Stagecoach London)	08/2022 11/2022 (n) Tu Clothing
06/2014 07/2014 (n)	Adidas - All In Or Nothing	11/2022 01/2023 (r)	Kurt Geiger (v2)
07/2014 12/2014 (r)	Adidas - Predator	<b>LT264</b> LTZ 1264 (currently Stagecoach London)	09/2015 11/2015 (r) G-Star Raw Jeans (v3)
11/2021 12/2021 (r)	Bulldog Skincare for Men	03/2020 05/2020 (r)	Uber Eats
11/2022 01/2023 (r)	M&S - Gifts That Give	09/2022 11/2022 (n)	Moncler
<b>LT253</b> LTZ 1253 (currently Stagecoach London)	11/2022 01/2023 (r)	11/2022 01/2023 (r)	JD Sports
06/2014 12/2014 (r)	Adidas - Hunt Or Be Hunted		
08/2019 01/2020 (r)	Chiquita Bananas		
06/2021 07/2021 (r)	Sanex		
02/2024 04/2024 (r)	NatWest		
<b>LT254</b> LTZ 1254 (currently Stagecoach London)			
06/2014 07/2014 (n)	Adidas - All In Or Nothing		
07/2014 10/2014 (n)	Adidas - Predator		