

## WHAT IS A PASSENGER ?

A passenger is the most important person in our business.  
A passenger is not an interruption to our work - he is the purpose of it. We are not doing him a favour by serving him - he is doing us a favour by giving us the opportunity to do so.  
A passenger is not dependent upon us - we are dependent upon him. A passenger is not an outsider to our business - he is part of it. A passenger is not a cold statistic - he is a flesh and blood human being with feelings and emotions, biases and prejudices. A passenger is not someone to argue or match wits with. A passenger is a person who brings us his wants. It is our job to handle them profitably - to him and ourselves.

- John H. Poyner, Royal Mail Lines.-