

Table Mountain cable cars sports new branding for a priceless experience

In a branding partnership with global payment and technology company, Mastercard, Table Mountain Cableway has unveiled a new look for its cable cars.



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Mastercard's catchphrase "Priceless" features on the outside of the cable cars, with the word acting as a holding shape for illustrations of Cape icons such as the King Protea, the penguins of Boulders Beach, the Mouille Point lighthouse and the V&A Clocktower.

"We are really excited to show off newly branded cable cars and to partner with an internationally recognised brand such as Mastercard," said Cableway MD Wahida Parker.

"The new branding represents a window to priceless experiences, and that is really what a trip to the top of Table Mountain, a New 7 Wonder of Nature, is, a window on Cape Town, inspiring visitors to experience first hand all they can see from the top."

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