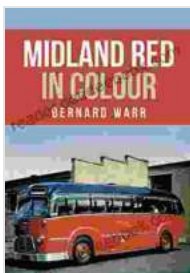


# Midland Red: A Journey Through Time and Colour by Nitin Wasant Shirsekar

Midland Red, a name synonymous with bus transportation in the West Midlands region of England, has a rich history spanning over a century. The company's iconic livery, a vibrant shade of red, has become an integral part of the region's identity, evoking a sense of nostalgia and pride among locals.



## Midland Red in Colour by Nitin Wasant Shirsekar

★★★★☆ 4 out of 5

Language : English  
File size : 5970 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Screen Reader : Supported  
Print length : 153 pages



## The Early Years

The origins of Midland Red can be traced back to the late 19th century, when a number of small bus companies emerged in the West Midlands. In 1905, these companies merged to form the Birmingham and Midland Motor Omnibus Company, Limited. The new company adopted a distinctive red livery, a colour that was chosen to represent the region's strong industrial heritage.

In 1932, the Birmingham and Midland Motor Omnibus Company merged with the neighbouring Red & White Services to form Midland Red. The new company inherited the red livery of its predecessor, and it quickly became a familiar sight on the roads of the West Midlands.

## **The Post-War Era**

After the Second World War, Midland Red embarked on a period of rapid expansion. The company acquired new buses and expanded its routes, becoming one of the largest bus operators in the UK. The company's red livery became even more prominent, as Midland Red buses became a ubiquitous presence in the towns and cities of the West Midlands.

In the 1960s and 1970s, Midland Red experimented with different shades of red for its livery. However, the company always remained faithful to its core colour, and the vibrant shade of red became synonymous with the Midland Red brand.

## **The Modern Era**

In 1986, Midland Red was privatised and sold to a consortium of employees and investors. The new owners retained the company's iconic red livery, but they also introduced a new corporate identity, including a modernised logo.

Today, Midland Red continues to operate bus services in the West Midlands region. The company's red livery remains a familiar sight on the roads, serving as a reminder of the company's long and storied history.

## **The Significance of the Livery**

Midland Red's red livery has played a significant role in shaping the identity of the West Midlands region. The colour red has become associated with the bus company, and it has come to represent the region's proud industrial heritage.

The livery has also helped to create a sense of community among Midland Red employees. The company's red buses have become a symbol of unity and pride, and they have helped to foster a sense of belonging among the region's residents.

### **Nitin Wasant Shirsekar: A Transportation Historian**

Nitin Wasant Shirsekar is a renowned transportation historian who has written extensively about Midland Red. His book, "Midland Red: A Journey Through Time and Colour," is a comprehensive account of the company's history, its livery, and its significance.

Shirsekar's book is a valuable resource for anyone interested in the history of transportation in the UK. It is a well-researched and engaging work that provides a fascinating insight into the world of Midland Red.

Midland Red's iconic red livery has become an integral part of the West Midlands region's identity. The colour red has come to represent the region's proud industrial heritage, and it has helped to create a sense of community among Midland Red employees and the region's residents.

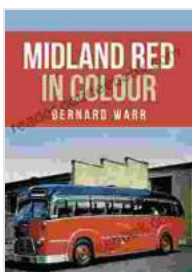
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## Related Articles

- The History of British Buses
- The Red Buses of London
- The Green Buses of Dublin
- The Yellow Buses of Hong Kong
- The Blue Buses of New York City

## Further Reading

- Midland Red: A Journey Through Time and Colour by Nitin Wasant Shirsekar
- The History of the Birmingham and Midland Motor Omnibus Company, Limited
- The Red & White Services: A History
- The Privatisation of Midland Red
- The Midland Red Bus Museum



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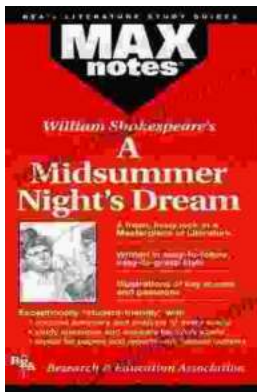
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