

摘要

台灣推動電動車成效有限，因電動車輛的售價過高和充電基礎設施的建置尚未完善，內需市場難以做大，目前主要銷售的對象優先鎖定組織單位，例如公家機關，將電動車作為公務車之用。而未來電動車銷售滲入大眾市場為必然之趨勢，因此，本研究主要目的在於分析各國電動車商業模式之顧客價值主張、利潤公式、關鍵資源與關鍵流程，從而歸納出各國電動車商業模式之導向，以各國電動車商業模式為參考，並根據台灣政府法規與相關補助措施，探討台灣未來可能的電動車商業模式，包括顧客價值主張、利潤公式、關鍵資源與關鍵流程，並提出未來台灣電動車產業發展商業模式之相關政策建議。

關鍵字：純電動車、電動車產業、商業模式、大眾市場

Abstract

On account of high price and imperfection of charge infrastructure, the target customers are set to such organizations as bureau as cars for public affairs at initial stage. Only in Western world, target customers are shifted to commercial market gradually due to progress of electric vehicles, therefore the trend toward which is inevitable. The objective of this study is to analyze customer value proposition, profit formula, key resources and key process of each country and generalize BEV business model orientation. Next, based on official regulations and subsidy measures in Taiwan as well as international business model orientations, this study simulates probably user perspective on business model in Taiwan BEV industry in the future, customer value proposition, profit formula, key resources and key process included as well, and proposes relative recommendations to establish user perspective on business model in Taiwan BEV industry.

Keywords : BEV、Electric Vehicle Industry、Business Model、Commercial Market

壹、緒論

自聯合國於 1992 年通過「氣候變化綱要公約」(Framework Convention On Climate Change, FCCC)，各國逐年來致力於抑制溫室氣體的排放，國際能源總署 (IEA) 在 2010 年發布能源技術展望 (Energy Technology Perspective；ETP) 當中提出 BLUE Map，必須將 2050 年的二氧化碳排放量降低至 2005 年的 50%，才有辦法減緩地球暖化與環境變遷惡化，其中最主要的減碳方向將