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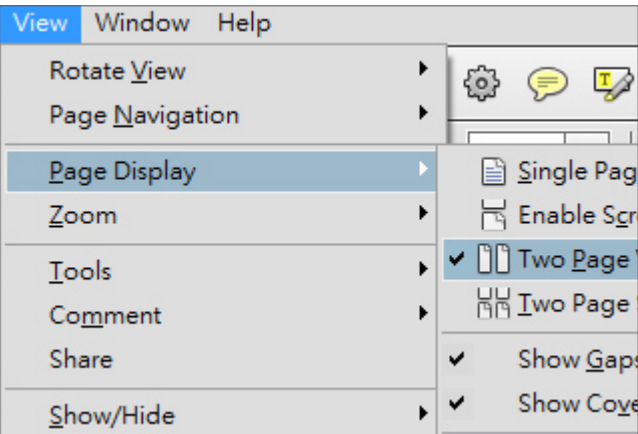


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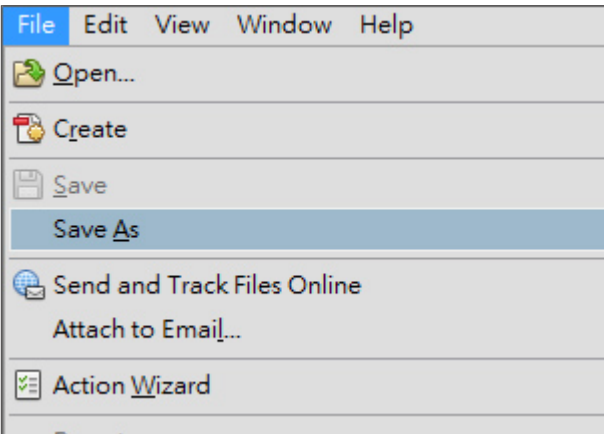
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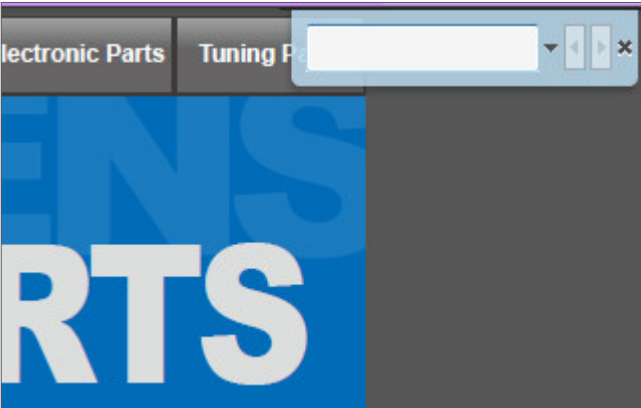
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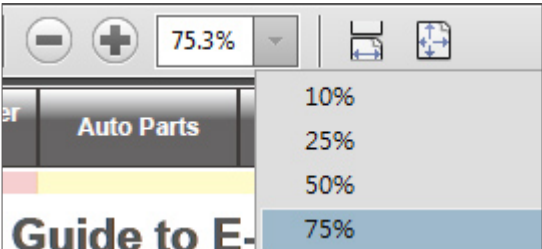
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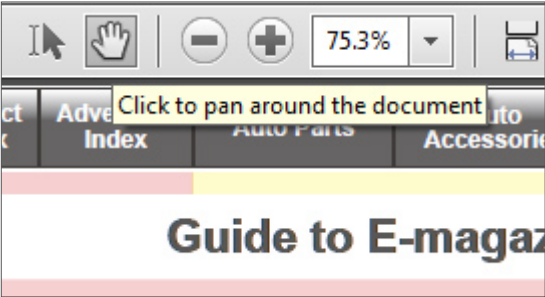


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The Gogoro Smartscooter Lite, the entry-level version of the e-scooter, successfully helps Gogoro elevate sales volume and market share in Taiwan. (photo from UDN)

By QUINCY LIANG

Gogoro Tops Taiwan's E-scooter Market in Oct. by Winning 50%-plus Share

Due to a new model that has been designed to appeal to younger, fashion-conscious urban commuters launched few months ago, sales of electric scooters (e-scooters) in Taiwan hit a record monthly high in October since January 2012.

Statistics compiled by the Ministry of Transportation and Communications (MOTC) show that 1,237 e-scooters were licensed in Taiwan in October, compared to 897 units sold in the previous month. A total of 433 units of the Gogoro Smartscooter, said to be the world's first high-performance, battery-

swappable, smart e-scooter designed to work with the Gogoro Energy Network (an advanced battery-swapping infrastructure for cities) were licensed in October on the island, making the new Gogoro brand the No. 1 vendor, compared to the 412 units sold by China Motor Corp. (CMC), which had been the top e-scooter vendor in Taiwan for several years by often taking a market share of over 80 percent.

Kwang Yang Motor Co., Ltd. (KYMCO brand), Yamaha Motor Taiwan Co. (Yamaha) and Sanyang Motor Co., Ltd. (SYM), the top-3 vendors of internal combustion engine (ICE) powered two-wheelers (PTWs) last month sold 93, 51, and 1 e-scooters, respectively.

E-scooter Sales in Taiwan (Oct. 2015)		
Brand	Oct. Volume	Sept. Volume
Gogoro	680	330
CMC	412	464
KYMCO	93	69
Yamaha	51	31
SYM	1	0
Overall Market	1,237	897
Source: MOTC		

Gogoro Inc., the developer and vendor of Gogoro Smartscooters, is a relatively young Taiwanese company aiming to transform energy distribution and management in megacities. Not too many people were optimistic about the newcomer, especially when each of the Smartscooter is priced at more than NT\$100,000 (US\$3,333) excluding the lithium-ion battery pack, amid frequent news in Taiwan of stagnant wages, relatively low pay for college graduates that typically are lower than US\$1,000 monthly, the bearish stock market of late, and discouraging news of the slowing economy in China.

Most of Smartscooters sold in October went to customers living in Taipei City and New Taipei City of northern Taiwan. In conjunction with market-expansion southward, however, Gogoro says it aims to sell 3,000 Smartscooters by the end of 2015 (the company kicked off vending the model in late July 2015). Gogoro confronted the big challenge of very low sales volume when it launched the Smartscooter in Taiwan, which is much more expensive than typical counterparts on the market, which drove the firm to decide to price the entry-level Smartscooter Lite at NT\$62,000 (about US\$2,000 with governmental subsidy; the original price is about US\$2,900), down about 30 percent from the standard-equipment model. The more

affordably priced entry-level model hence effectively stimulated purchase willingness.

According to MOTC's data, Gogoro sold only 330 Smartscooters in September, while its October sales volume increased 106 percent month-on-month (MoM) to command a share of 55 percent in the domestic e-scooter market. If taking only northern Taiwan into consideration, Gogoro in fact took a market share of 93.5 percent. In Taipei City only, the capital of Taiwan, Gogoro won a market share of 6.1 percent in overall PTW sales in October, making it the No. 4 PTW vendor; while in New Taipei City, Gogoro also has a 3.3 percent share in the overall PTW market.

Ming-i Peng, vice president of marketing at Gogoro, pointed out that in October, sales of other-brand e-scooters did not decrease, so the Smartscooter shows appeal to riders to further expand the domestic e-scooter market. He explained that the launch of Smartscooter has motivated many e-scooter potential buyers to make decision to enter the market, having been mostly influenced not by the price but functionality and stylishness of the e-scooter. Among the 680 Smartscooters sold in October, the vice president said, over 50 percent were the top-end "Plus" version, each of which is priced for NT\$82,000 (about

US\$2,733 with governmental subsidy).

Gogoro said that since July this year, there have been some 1,700 Smartscooters licensed, so its first-year sales volume goal of 3,000 units is expected to be achieved smoothly. The company has kicked off establishing battery-swapping stations in cities outside Taipei and New Taipei, including targeting setting up 20 stations by year-end in Taoyuan, northern Taiwan. Such move, Gogoro said, is expected to motivate more customers in the near future. [CENS](#)



Hon Hai has been aggressively eyeing the EV business in recent years, having recently set up an EV venture with Chinese partners Tencent and China Harmony. (photo of a pure-electric car, from Internet)

Hon Hai's EV Venture in China to Kick Off Production in 2018

By QUINCY LIANG

Hon Hai Group of Taiwan, recognized as the largest private manufacturer on the island and one of the world's largest EMS (electronics manufacturing services) providers, has been aggressively developing electric vehicle (EV)-related business in recent years, and expects to see some initial results soon.

Industry sources said that an EV production venture set up this year by Hon Hai, Chinese Internet giant, Tencent

Holdings, and Chinese luxury-car dealer, China Harmony Auto Holding, reportedly is scheduled to kick off EV production in 2018, with different subsidiaries and affiliates of Hon Hai to join the project as parts suppliers.

Hon Hai, Tencent and China Harmony jointly announced the establishment of an EV venture in June this year, to be headquartered in Zhengzhou, Henan Province of China. With participation by

parties each with expertise and know-how in specialized fields, the venture is expected to design and produce smart EVs with uniqueness.

The venture is initially capitalized at 1 billion renminbi (RMB, or Chinese yuan), with shares held by China Harmony, Hon Hai and Tencent at 40 percent, 30 percent and 30 percent, respectively. The latest news report says that a new EV factory of the venture is expected to be completely constructed by 2016 or 2017, and will start mass production in 2018. The venture reportedly will try to become "Apple of the EV industry", focusing on developing and producing EVs based on "boutique concept". Its future business model will see Hon Hai handle electronics-related parts and systems for EVs, with Tencent to leverage its established strength in Internet platform, and China Harmony to be the distributor by utilizing its expertise in automobile vending.

Several Hon Hai affiliates will also join the project to supply parts, including Foxconn Technology Co., Ltd. (system integration and mechanical parts), Innolux Corp. (Taiwan's largest maker of thin film transistor-liquid crystal display (TFT-LCD) panels), ESON Precision Engineering Co. Ltd. (precision tooling development and already a supplier to American premium EV maker Tesla), etc.

To further strengthen its EV business development, Hon Hai has been stepping up its efforts, including the recent increase in its shareholding in China Harmony through Q-Run Holdings Ltd. (a subsidiary of Foxconn Technology), which acquired 14.71 million shares in China Harmony from Eagle Seeker (a major shareholder of China Harmony). Such move, according to industry insiders, is a measure adopted by Hon Hai to strengthen partnership with

China Harmony.

To establish strong assembled-EV production capability, China Harmony has completed acquisition of leading Chinese EV maker Green Field Motor Co., Ltd., which has launched China's first homegrown pure-electric sport utility vehicle (SUV), the e-X5. Many market observers said that the acquisition is expected to effectively help China Harmony tap into automobile manufacturing, to enable it play a more important role in the EV venture with Hon Hai and Tencent.

Lin Dong-liang, president of Hon Hai's automotive business division, previously told Chinese media that the group will focus on building an automotive platform integrated with telematics, e-commerce and related technologies, as well as plans to step into the autonomous automobile field or the sector of self-driving cars. The platform is expected to become a new frontier for Hon Hai's considerable, integrated manufacturing capability, as well as new means to win more customers.

Lin also said that Hon Hai has tied up with Chinese automaker Beijing Automotive Group (BAIC) to set up a new-energy vehicle leasing company in April, 2014. The venture will first survey consumers' needs and opinions, with such data to be used as basis to develop the best EV platform. Hon Hai is building its start in the automotive platform with telematics, Lin said, and the group aims to incorporate all the major elements into autonomous-driving, including e-commerce and other technologies being developed as self-driving and EV-related.

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