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Powersports



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A high-action photograph of a white and black motorcycle racing on a track. The bike is angled towards the right, with its front wheel blurred from motion. In the background, a checkered flag is visible, and the track surface shows motion blur. The overall scene conveys speed and competition.

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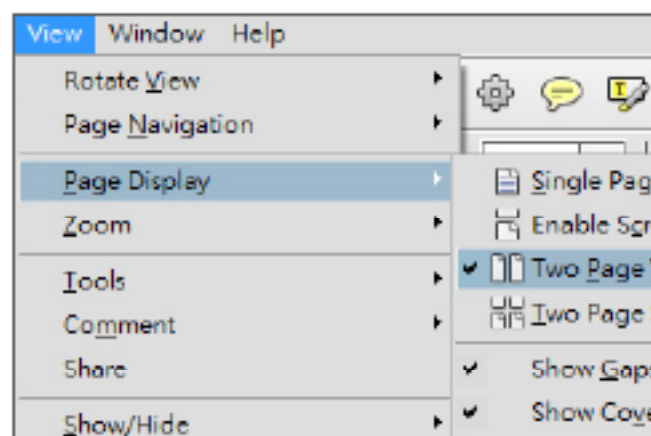
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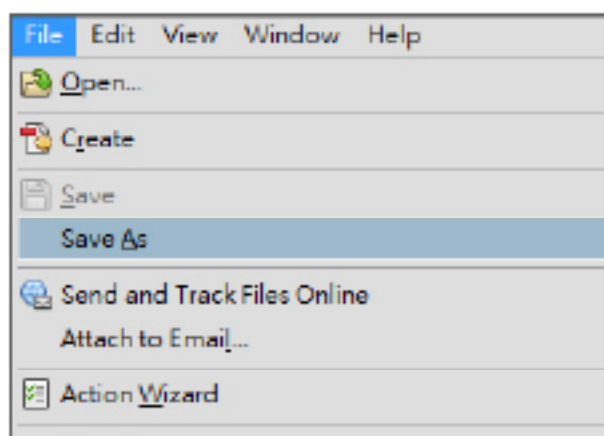
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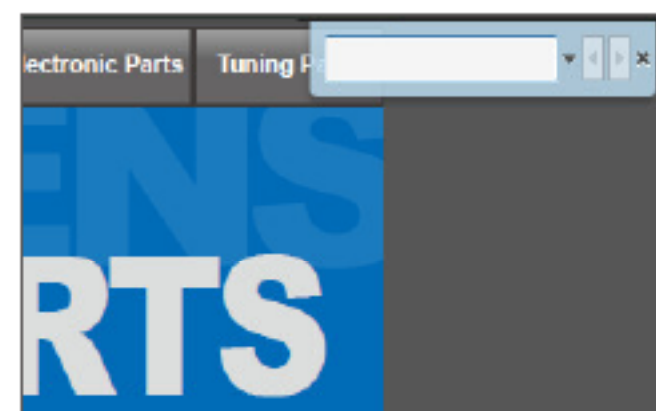
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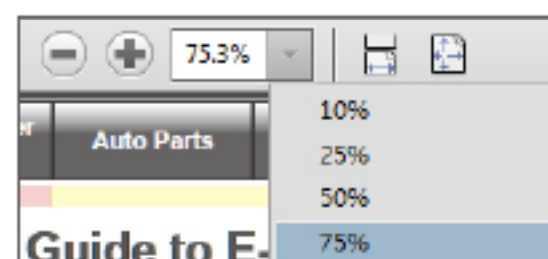
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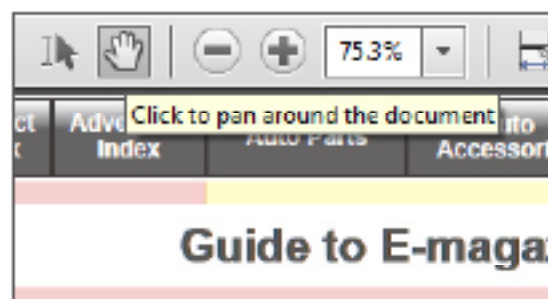


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Gogoro Smartscooter Upsets Leader in Aug. e-scooter Sales in Taiwan

Sales of the electric scooter have continuously increased despite its comparatively high unit price

By QUINCY LIANG

Nothing stays unchanged in business has been proven again. The latest shake-up happened in August, traditionally an important period for the electric-scooter (e-scooter) market in Taiwan which has long been virtually monopolized by the China Motor Corp. (CMC), both a local assembler of automobiles and a developer/maker of e-scooters, during which an innovative upstart with a degree of global fame upset the status quo to clinch the No. 1 position not long after it had debuted a higher-end, more-expensive model just earlier this year.

A total of 433 units of the Gogoro Smartscooter, said to be the world's first high-performance, battery swappable, smart electric vehicle designed to work with the Gogoro Energy Network that is an advanced battery-swapping infrastructure for cities, were licensed in August on the island, commanding a 55 percent share of the domestic e-scooter market, according to statistics compiled by the Ministry of Transportation and Communications (MOTC). Such success by the newcomer

is notable considering that for some three-plus years, CMC had been the leading player in the market that often held 80-plus percent market share.

Not too many people on the island held their breaths about the sales of the Gogoro Smartscooter, which is developed by Gogoro Inc., a young Taiwanese company aiming to transform energy distribution and management in megacities, especially when each e-scooter is priced at more than NT\$100,000 (US\$3,333) excluding the lithium-ion battery pack, coupled with frequent news in Taiwan of stagnant wages, relatively low pay

for college graduates, the bearish stock market of late, and discouraging news of the slowing economy in China.

Gogoro Smartscooter delivered a total of only 36 units in July on the island to represent only a 6 percent market share in Taiwan, far less than that registered by the long-term No. 1 e-scooter vendor CMC, which sold 412 units in the month.

But sales turned around in August, when Gogoro sold 433 units, compared to CMC's 273. The overall e-scooter market in Taiwan also grew by about 37 percent in August from the previous



A total of 433 Gogoro Smartscooters, said to be the world's first high-performance, battery swappable, smart electric vehicle, were licensed in August in Taiwan to command a 55% share of the domestic e-scooter market in the month. (photo from UDN)

month, from 574 units to 786. In fact Gogoro e-scooter sales ranked No. 8 even if placed among the powered two-wheeler (PTW) brands on the island.

Peng Ming-i, vice president of marketing at Gogoro, said that the company now takes an average of 70 to 100 orders for Smartscooter per week, also being very optimistic about the continuously increasing sales volume of the e-scooter in Taiwan.

The Smartscooter is also changing the landscape of the domestic e-scooter market, in which sales used to be concentrated in southern Taiwan, due to personal transport preference, vehicle charging convenience, climate, and company fleets used for express home delivery. In August, more Smartscooters were sold to consumers living in northern Taiwan.

In fact, Gogoro said, six out of seven e-scooters sold in Taiwan in August were Gogoro, and the firm's new model has effectively expanded the domestic e-scooter market. Peng also conceded that the company's limited production capacity of the new production line prevented Gogoro from achieving even-better sales.

Currently, according to Peng, Gogoro operates only four sales points on the island, including three also providing repair and maintenance services, with such limited facilities and service staff also compromising potentially higher sales.

Gogoro announced in late March to make Taipei City and New Taipei City

of Taiwan the pilot market for the Gogoro Smartscooter and Gogoro Energy Network, set to be available this summer. Gogoro also operates the Gogoro Experience Center, a flagship store in the upscale shopping district surrounding the Taipei 101 skyscraper in the Xin-Yi neighborhood, which promotes hands-on interaction with the Smartscooter. [CENS](#)

Taiwanese PTW Vendors Compete to Ride Wave of Big-displacement Bikes in Domestic Market

By QUINCY LIANG

Times have changed since the 1980s before which few large-displacement powered two-wheelers (PTWs) were seen in Taiwan. Sales of both motorcycles and motor scooters have clearly grown in the past one to two years, to have drawn most major international and local vendors into the expanding segment.

Despite the big-displacement bike market mostly dominated by foreign brands as Suzuki, Yamaha, Harley-Davidson, BMW and Honda and to protect their market shares in the domestic PTW market, as well as ride the steady wave of larger bikes in the expanding segment, major Taiwanese players Kwang Yang Motor Co., Ltd. (KYMCO brand) and Sanyang Motor Co., Ltd. (SYM, formerly Sanyang Industry Co., Ltd.) have been accelerating development of PTWs with yellow license plate or engine displacement over 250cc and ones with red license plate or 550cc-plus models, to build a more comprehensive product lineup to counter the onslaught of imported counterparts.

SYM, for example, recently launched its Maxsym 600i maxi-scooter to local consumers. The model has been exported to Europe for some time, with the flagship model enabling SYM to showcase its technical strength as well as promote brand image on

the island. In Taiwan, the Maxsym is priced NT\$299,000 (US\$9,966), almost half the price of an import in the same-class, which may succeed to carve out a niche. In addition to its previously announced CB300 300cc motorcycle and GTS300i sport maxi-scooter, SYM has continuously launched three big-displacement PTW models in Taiwan in less than six months.



SYM, No. 3 PTW vendor in Taiwan, launches its Maxsym 600i maxi-scooter in Taiwan coupled with many incentives to show determination to win solid foothold in domestic big-displacement scooter market. (photo from SYM).



KYMCO Myroad 700i is currently the biggest-displacement scooter by local PTW vendors.
(photo from KYMCO)

Expanding Segment

With the authorities having opened more expressways to yellow- and red-plated PTWs in Taiwan, rising spending power and increasingly popular recreational riding and tour cruising on the island, sales of big-displacement PTWs have increased in recent years. Statistics compiled by the Ministry of Transportation and Communications (MOTC) show that annual sales of 250cc-plus PTWs in the domestic market has risen clearly, from less than 2,000 units in 2009 to more than 19,000 by 2014, up some nine folds in annual growth.

In the first half of 2015, more than 10,000 250cc-plus PTWs were sold in Taiwan, representing a 3 percent share of the overall market. Judging from the first-half volume,

vendors forecast the annual sales to top 20,000 units this year.

Not to be left out the segment showing high growth potential and margin that has also drawn increasing number of international nameplates, KYMCO, recognized as the No.1 PTW vendor on the island for 15 straight years, is also an active player. KYMCO has announced a series of big-displacement PTWs with engine displacements ranging 250cc to 700cc, which has helped to broaden its product range to consolidate its lead on the island where KYMCO commands 40-percent-plus share in the domestic market. In addition, KYMCO recently also tied up with its Japanese partner Kawasaki to jointly unveil the twin models KYMCO Downtown 350i and Kawasaki J300 maxi-scooter on the island.

Sales of 250cc-plus PTWs in Taiwan (2010-H1, 2015)						
	2010	2011	2012	2013	2014	H1 2015
Sales Volume of 250cc+ PTWs	270	2572	5512	14,199	19,099	10,255
Source: MOTC						

As observed by some local PTW vendors, most local buyers of big-displacement scooters in Taiwan tend toward a yellow-plate model with sub-300cc engine displacement and prices between NT\$200,000 and NT\$250,000 (US\$6,666 and US\$8,333), with only a minor percentage purchasing red-plated, 550cc-plus high-end scooters. Among the red-plated maxi-scooter models currently available in Taiwan, KYMCO Myroad 700i, Honda NC750D and Suzuki Burgman 650 are the most popular. Of the red-plated maxi-scooter models priced NT\$350,000 (US\$11,666 for the locally produced Myroad 700i) to over NT\$500,000 (US\$16,666 for the NC750D and Burgman 650), monthly sales volume of such models remains quite stable at about 100 units.

Industry sources said that SYM had just launched its Maxsym 600i at the 2014 EICMA (International Bicycle and Motorcycle Exhibition) in Milan, Italy, having also introduced the flagship scooter in Taiwan by offering very competitive pricing, 30-month zero-interest loan, free upscale accessories such as the imported GIVI cargo box etc., which shows the company's determination in gaining a solid foothold in the big-displacement scooter segment. [CENS](#)



The Honda NC750D is a popular model in the red-plate (over-550cc) high-end scooter segment in Taiwanese PTW market. (photo from Honda)



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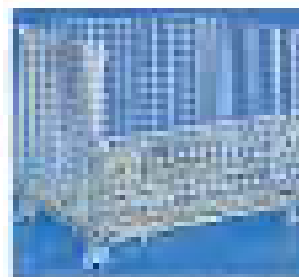


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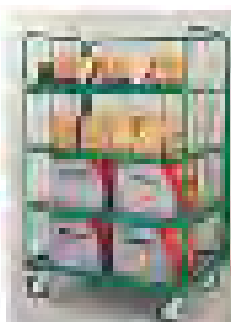
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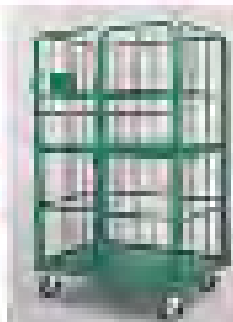


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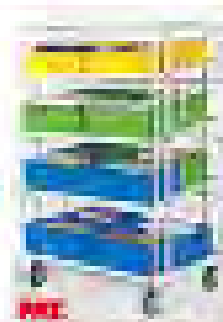
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