



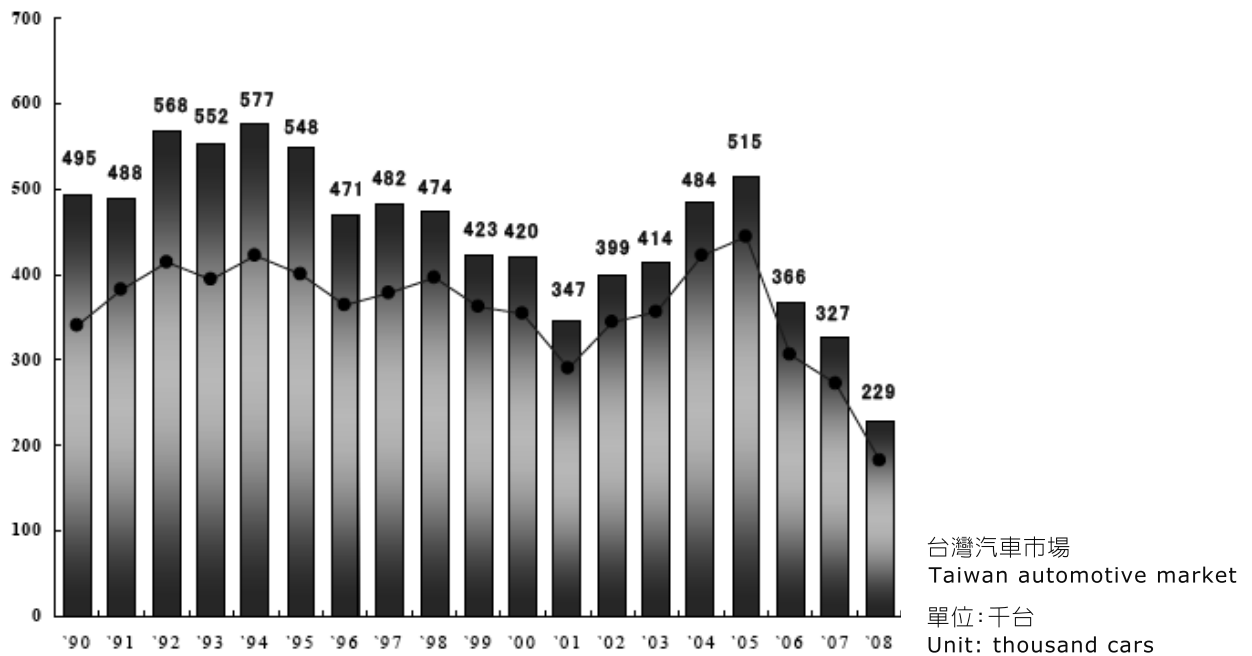
1.2 臺灣汽車市場狀況說明

1.2 Description of motor market status in Taiwan

1. 台灣汽車市場已經為成熟之汽車市場，目前約每年250 千台~350 千台的水準。
2. 自2005 年開始因石油價格上漲及原物料成本增加、經濟環境惡化導致汽車市場開始下滑。
3. 國產車市佔率目前已高達80%以上。

1. Motor market in Taiwan has become a matured motor market, currently reaching a level from 0.25 million cars to 0.35 million cars per year.
2. Since the rise of petroleum price and increment of raw material cost in 2005, plus worsening of economic environment, motor market has begun downside.
3. Market share of domestic vehicles currently reaches as high as 80% above.

圖一：歷年臺灣車輛市場總台數 Figure 1: Total vehicles in Taiwan motor market in previous years



圖二：各大汽車製造品牌在臺灣之佔有率 Figure 2: Occupancy of each motor product brand in Taiwan

