

Obsessed with YouBike

台北市 YouBike 受全民熱愛



King Liu ,
Giant Group
Feb.27th 2016

YouBike

“Benchmark” of Bike Sharing system?

Bike Sharing 新規格模式?



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Rapid growing trend in bike sharing system globally

公共自行車趨勢快速成長



➤ **Bike sharing system :**
1000 cities
currently in operation.

全球已有近1000城市導入營運





➤ **Due to global warming,**
受到地球暖化影響，

➤ **Reduce use of private vehicles,**
Improve traffic congestions.

希能減少城市中私人車輛流動，
改善交通擁塞





The advantages of cycling have won peoples' heart .

騎自行車零排碳已深植民心





➤ **Most bike sharing system do not reward user with sense of happiness.**

但大多數城市，未能給與市民幸福感

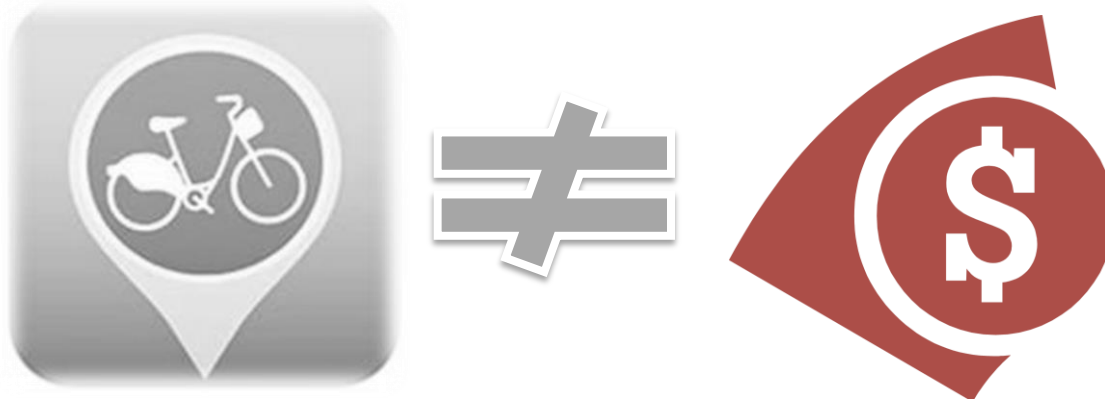


Bicycle companies are reluctant to operate bike sharing system

另外全球自行車業者又不願意投入營運



1



➤ **Public enterprise is difficult to turn profit.**

原因是：公共事業獲利困難





2

Success



➤ **If success, bike sales will be affected.**

如成功，會影響自行車銷路





3

Fail



➤ **If fail, will become target of public criticism.**

如失敗，會成為眾矢之的



**27 years ago, insist to
promote cycling culture**

27年前就堅持推動自行車新文化

The

ONLY ONE



財團法人

自行車新文化基金會

CYCLING LIFE STYLE FOUNDATION

➤ **Establish cycling lifestyle foundation, promote cycling as a cycling missionary.**

成立自行車新文化基金會，如傳教士親自鼓勵騎車





➤ **Integrated industry & government resources to promote cycling culture.**

利用產業基礎資源，與政府合作推動





Turn Taiwan into Cycling Paradise!

建構台灣自行車島，成為自行車聖地



Taipei's Bike sharing project

台北市導入Bike Sharing之政策



Taipei has a huge motorbike population. 台北機車多



➤ **At the beginning, media , city councilor and the public “Disagree” bike sharing policy.**

初期媒體、議員、大眾 “不認同”





➤ **At the end, bike sharing project passed controversially.**

而後，在爭議中通過





➤ **The government is also aware the level of difficulty, and carefully select their partner.**

政府也深知難度高，慎選合作對象





Thanks!



Thanks to government's trust.

感謝政府對Giant的信任





➤ **YouBike, last milestone to turn Taiwan into Cycling Paradise.**
台灣努力多年的Cycling Paradise 最後一哩路，因You Bike導入而完成



**Taipei become
an eco-friendly city.**

台北也成為
綠色友善城市







Reflect society modernization.

浮現了亮麗的社會文明成長



**An example of successful
cooperation between the
public and the private sector**

這是政府與民間合作最成功的範例

1

Complex public policy can be execute by private sectors.

複雜的公共政策，可委由民間營運

2

To commercialize public policy & provide a family-like service. Named 「You Bike」.

公共政策 商業化親情服務：原刻板的公共自行車，改名為「You Bike」。

3

24 /7 Service , Rental from point A & return at point B.

24小時不打烊 , 甲地租車乙地還

4

**Harness free registration,
No deposit required. A new
way to commute.**

加入會員免押金 , 交通移動新選擇



World No. 1.

2015 average turn over rate: 8.57

週轉率冠全球





5

Youbike has become a public property loved by the public and it is also government's political achievements.

今已成為市民熱愛之共同財產，
也是政府政績



6

Under construction



After 2012,
2012迄今後續導入城市

The Success Factors

成功的要素大家想了解



➤ **Clear government policy:
Bike sharing system should be
part of public transportation
systems.**

政府要有明確政策，將公共自行車
定位為大眾運輸子系統
由交通部門推動





➤ **Partnering companies with passion & dedicate in public service. Profit is NOT priority.**

要與有使命感、服務熱忱的企業合作，
利潤不能列為優先





➤ **User friendly.**

借用要方便

➤ **Service beyond expectations.**

市民驚喜、尖叫、期待





➤ 24 / 7 warm , attentive service

全年無休，熱情服務、細心維修



- ✓ 24H Call center
- ✓ 24H Roadside Assistance
- ✓ 3 Shifts/24H Rebalancing crew



Comments:

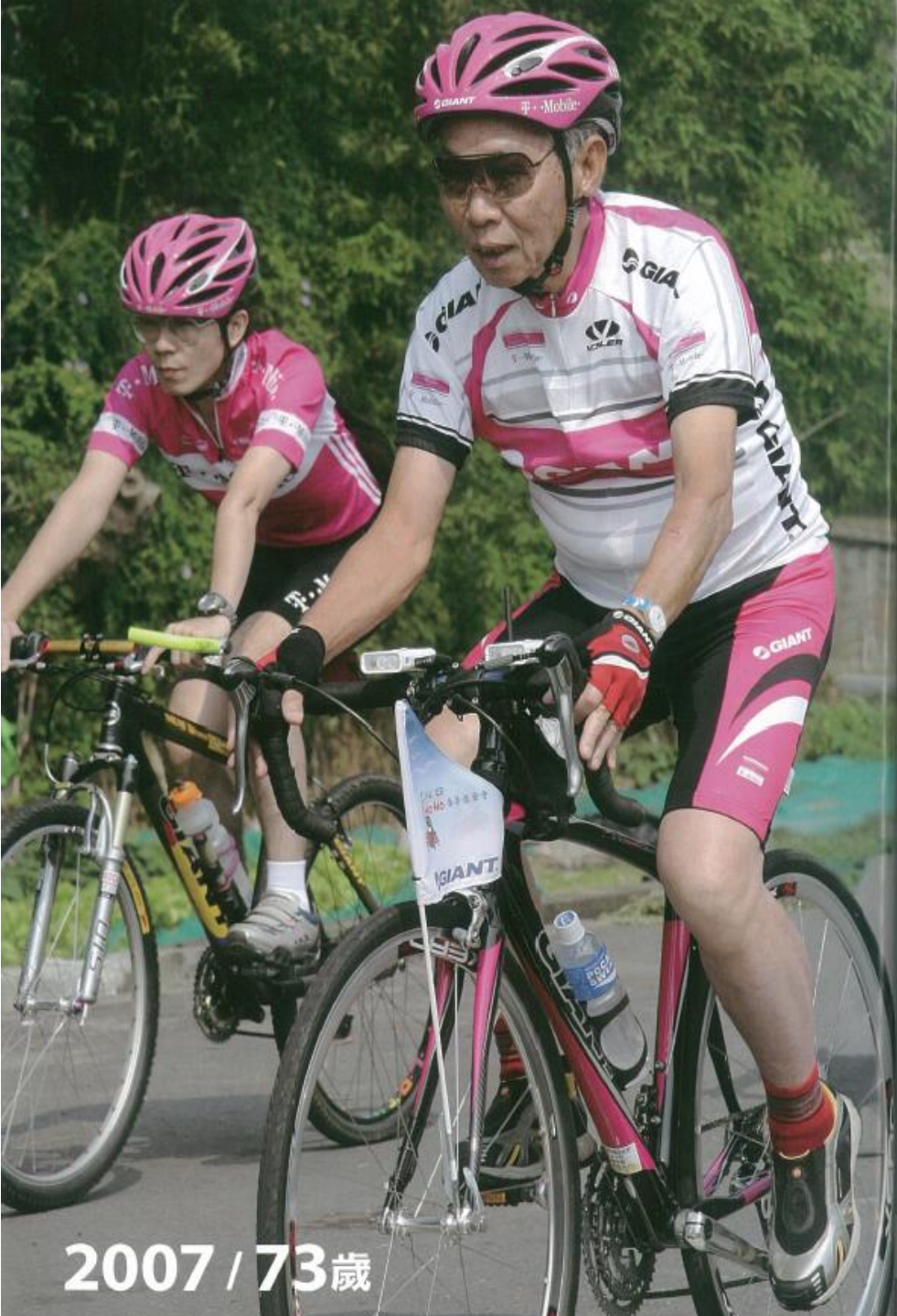
感言:

**Cycling is great for
personal health.**

騎車有益個人身心健康，超乎想像



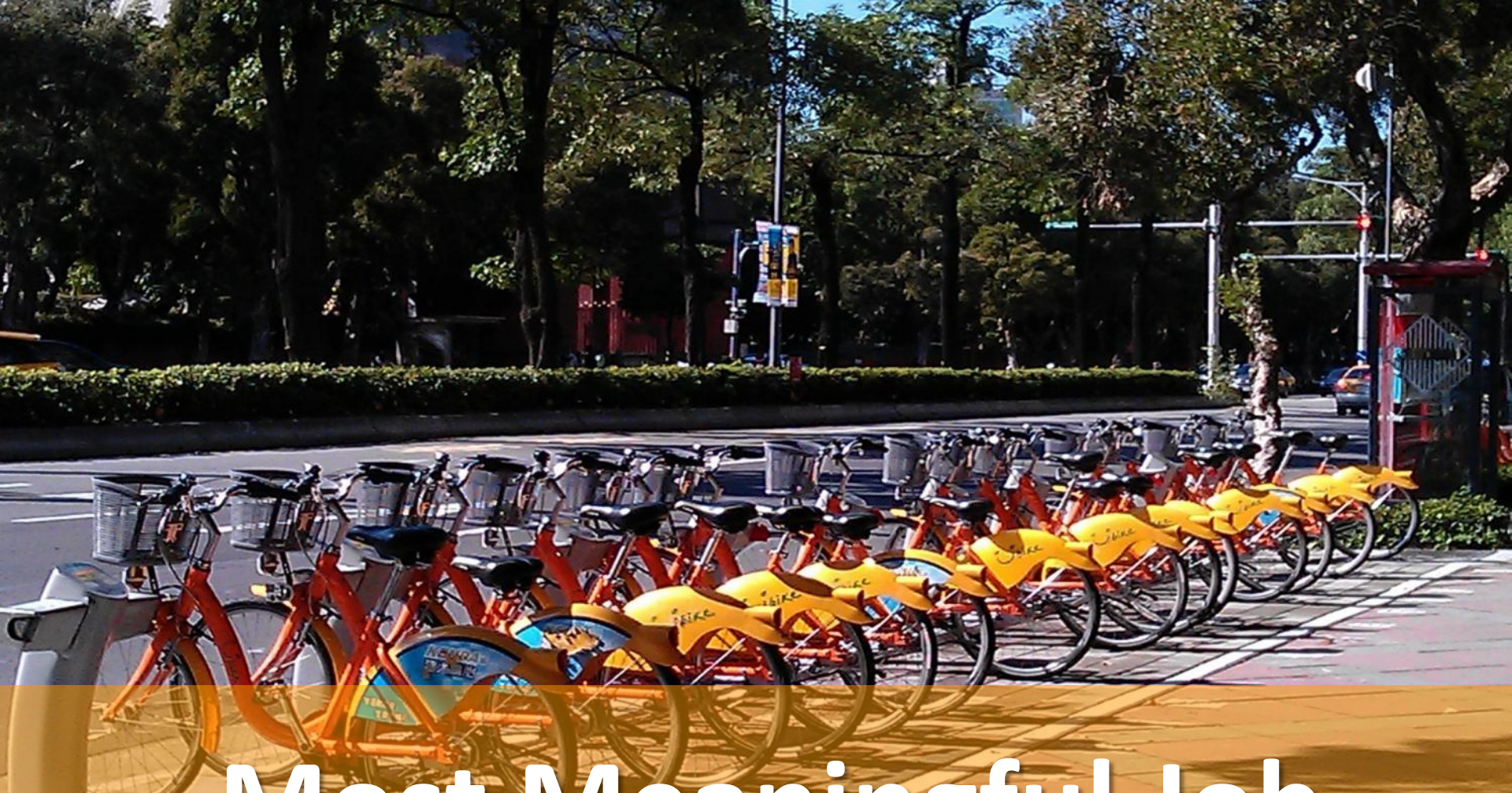




2007 / 73歲



2014 / 80歲



**Most Meaningful Job
in my life at age 82.**

這我一生最有意義的工作



From Taiwan to Global Service

將跨出台灣 服務全球



Thank you!!

謝謝聆聽
敬請指教

