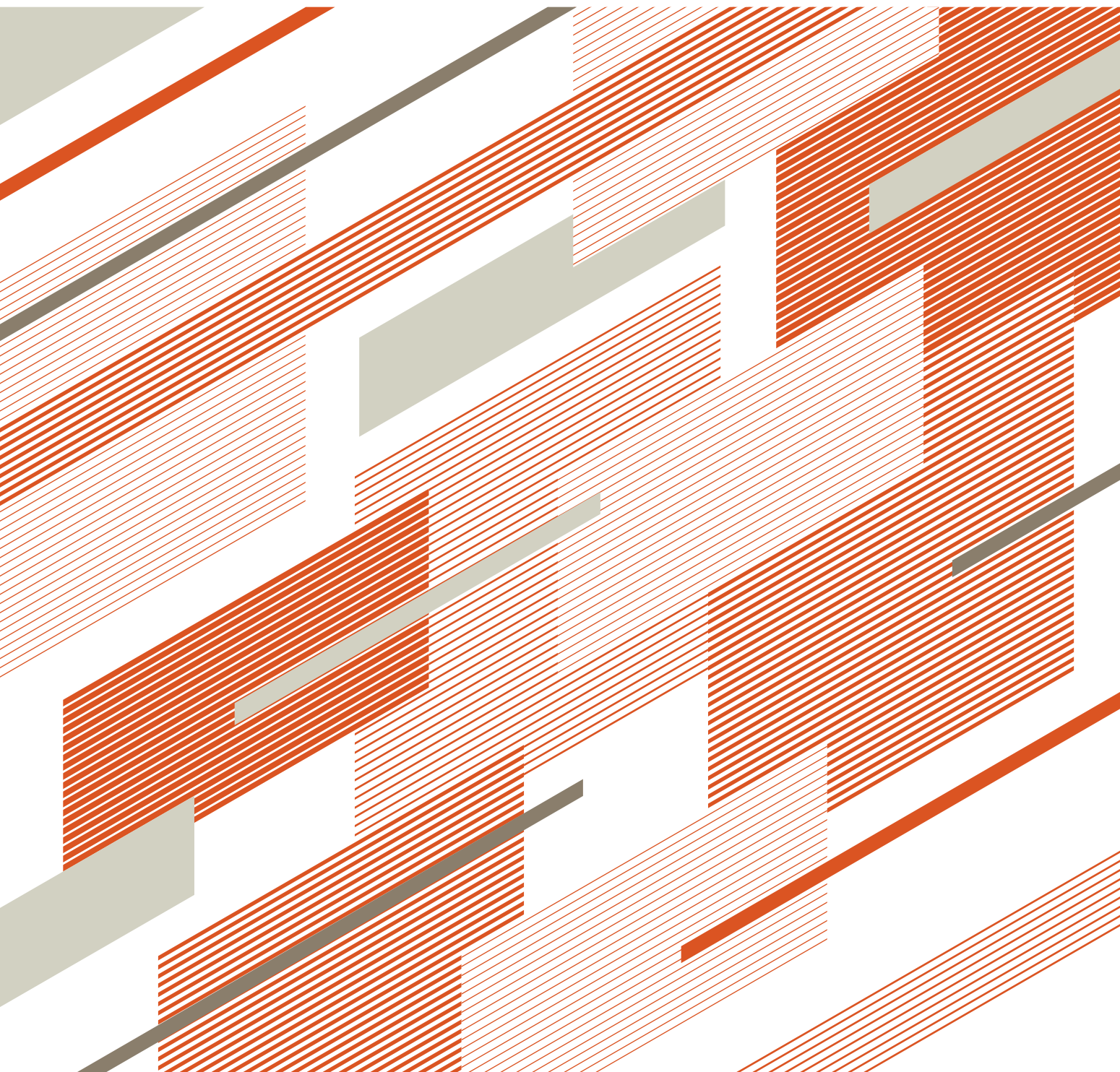


台灣高鐵簡介

Introduction to
Taiwan High Speed Rail





企業介紹 Introduction

台灣高鐵自通車營運以來，秉持提供旅客安全、快速的運輸服務為最高原則，超過13年的深耕努力，已為台灣西部走廊的主要交通骨幹，南港、台北、板橋、桃園、新竹、苗栗、台中、彰化、雲林、嘉義、台南及左營共12個車站，連接城市間的美好生活，傳遞幸福給每一位乘客，旅運量已突破六億大關。

我們以「成為引領進步、創造美好的生活平台」為願景，以專業運輸 (Transportation)、創新科技 (Technology)、深耕在地 (Taiwan) 以及永續關懷 (Touch) 之4T作為策略主軸，創造美好價值。

Since 2007, Taiwan High Speed Rail (THSR) has been providing safe and fast transportation services for Taiwan's island-wide commuters. For more than 13 years, THSR has been the main transportation pillar of Taiwan's western corridor. THSR trains can reach top speeds of 300 km/h from Nangang to Taipei, Banqiao, Taoyuan, Hsinchu, Miaoli, Taichung, Changhua, Yunlin, Chiayi, Tainan, and Zuoying. These destinations reflect the innate hospitality and efficient systems of Taiwan. Total passenger volume has exceeded 600 million.

Our vision is "To be the Platform for Advancement and Enjoyment." We seek to create great value based on the 4Ts of Transportation, Technology, Taiwan, and Touch.

里程碑 Milestones

5月：
台灣高鐵公司成立

1998

May: Incorporation of the Taiwan High Speed Railway Corporation

1月：板橋-左營開始試營運
3月：台北-左營全線通車

2007

January: Test runs were conducted between Banqiao and Zuoying Stations
March: THSR Taipei - Zuoying service began

12月：苗栗、彰化、
雲林站通車

2015

December: Miaoli, Changhua and Yunlin Stations opened

7月：南港站通車
10月：股票(2633)正式掛牌上市

2016

July: Nangang Station opened
October: THSRC stock no. 2633 was listed on the Taiwan Stock Exchange

1月：旅運量
突破六億人次

2020

Jan: Passenger volume exceeded 600 million



TRANSPORTATION

Highly Professional Staff,
Safety First Policy

運輸
專業運輸，安全乘車

推動全方位安全與緊急應變措施
Promoting comprehensive safety and fast emergency response

強化車站營運設施，建構友善乘車環境
Improvement of station facilities to create a
passenger-friendly environment

精進作業流程，確保列車最大運輸能力
Fine-tuning operational systems to maximize rail-transit capacity

強化設備維修，建立自主維修能量
Improving equipment and upgrading maintenance capability

精進營收管理效能，提供多樣產品與增加離峰班次產值
Enhancing revenue management, providing a wide variety of products
and increasing the production value for off-peak services.

99.8%

準點率達99.8%
99.8% Punctuality Rate

4.2^{sec}

平均延誤時間僅約4.2秒
Average delay time: only about 4.2 seconds

0

行車事故造成旅客之傷亡人數為0
Casualties caused by accidents: 0

300^{km/h}

最高速度300公里 / 小時
Maximum speed: 300 km/h

96%

旅客滿意度達96%
Passengers' Satisfaction Rate: 96%

184,689

每日平均運量約18萬4千人次
Average daily passenger volume:
about 184,689

600,000,000

旅運人次達6億人
Cumulative ridership:
600 million



TECHNOLOGY

Innovative Technology, Low-carbon
Systems, and Attentive Service

科技
創新科技，低碳貼心



智慧化旅客服務
Smart Passenger Service



智慧化訂位購票服務
Smart Ticketing
System



智慧化列車運行管理
Smart Train Operation



智慧化旅遊資訊服務
Integrated i-Travel
Information



智慧化安全與應變管理
Smart Safety &
Emergency Management

台灣高鐵透過智慧運輸科技，讓旅客從訂位、購票開始，銜接乘車服務、營運安全以及後續轉乘接駁，全程享受「智慧運輸」所帶來便捷、舒適及安全的優質服務。近年更協助行動寬頻業者優化高鐵全線4G行動通訊涵蓋訊號，建置 iTaiwan Wi-Fi 無線上網服務。

Through smart technology, Taiwan High Speed Rail Corporation (THSRC) allows passengers to enjoy convenience, comfort, and safety. Booking, ticket purchases, rail services, and bus transfer services can be done online. We have also supported telecommunication companies to improved 4G mobile coverage on board with free iTaiwan Wi-Fi .



多樣化票務服務 Diverse Ticketing Services

各車站 Stations	自動售票機與人工售票窗口 Ticket Vending Machines (TVM) and Ticket Counters.	網站 Website	網路訂位系統 Internet Reservation System (IRS).
智慧型 手機 Smart Phones	智慧型手機購票系統 (T-EX 行動購票 App)，便捷易用，支援 Apple Pay、Google pay 付款，榮獲 2018 德國紅點傳達設計獎 T-EX Mobile APP, winner of the 2018 Red Dot Award for Communication Design is a mobile ticketing app for smartphones. It is user friendly and supports Apple Pay and Google Pay.	閘門 Multi-card Entry	多卡通電子票證整合平台，如悠遊聯名卡 & 一卡通聯名卡 Use EasyCard or iPass co-branded cards to pass through the barrier gates.
其他 Others	顧客服務中心、團體訂位通路、航空與飯店訂位系統、特約旅行社票務管理系統 Customer Service Center, Reservation for group tickets, THSR+Airline/Hotel Combo Ticket Booking System, and Agent Ticketing Management System.	便利商店 Convenience Stores	全球首創可於便利商店 24 小時、全年無休銷售車票 The world's first railway operator to provide 24/7 convenience store ticketing service.

旅客搭乘體驗 Passenger Convenience



高鐵會員 TGo TGo members

個人會員機制，消費可累積點數以兌換高鐵車票或折抵票價，並享有會員專屬優惠

Accumulate Membership Rewards points to redeem or offset THSR tickets, and enjoy exclusive membership benefits.



台灣高鐵 APP THSR Mobile App

隨時查詢車次、轉乘路線、購票及購物引導、高鐵假期旅遊行程及飯店推薦

Train timetables, transfer routes, ticket purchases/shopping guides, T Holiday itineraries, and hotel recommendations for inquires at any time.



轉乘服務 Shuttle Services

免費搭乘高鐵快捷公車，並於部分高鐵車站轉乘捷運、地區鐵路、地區公車與計程車

Enjoy free rides on THSR shuttle buses and seamless transfer to the MRT, regional trains/buses, and taxi.

智慧化列車運行管理

列車運行管理系統 (TOMIS) 一整合列車編號、行駛位置、時刻表、車組運用資訊、高鐵路線資訊、列車組員勤務資料等，圖像化資料並可交叉查詢，提高列車管理效率。

Train Operation Management Information System

Train Operation Management Information System (TOMIS) Integrates train numbers, vehicle tracking system, timetable, vehicle unit utilization, THSR route, and crew scheduling into visual data for crosschecking and improving the efficiency of railway management.

智慧化安全與應變管理

列車營運沿線設置「天然災害告警系統」(DWS) 一包括強風、豪雨、洪水、地震、異物入侵、邊坡滑動、落石等偵測設施，如偵測到相關信號，將觸發列車自動控制系統 (ATC) 發送停車指令，確保行車安全。

Smart Safety & Emergency Management

Disaster Warning System (DWS) installed along the route-detect unexpected events including strong winds, heavy rain, floods, earthquakes, intrusions of foreign objects, landslides, and falling rocks. If any signal is detected, the DWS will trigger the Automatic Control System (ATC) to send an alarm to stop trains and ensure passenger safety.

低碳高效能實踐

台灣高鐵為低碳運輸公共運具，透過節能駕駛與設備設定，持續提升並管理運行效能；並為減少紙張消耗，推廣電子票證與行動支付。同時，導入綠建築車站設計，配合政府和推動再生能源政策，提供廠房屋頂給電力業者承租設置太陽能發電設備，並於車站架設太陽能板發電裝置。

Low Carbon and High Efficiency

THSR is a low-carbon public transportation vehicle that maximizes operational efficiency through energy-saving driving and equipment settings. E-tickets and mobile payments are promoted to reduce paper use. Meanwhile, the designs of eco-friendly stations support the government's renewable energy policies and use solar panels rented from private power companies.



TAIWAN
Know its Heart,
Glide through its Fields

在地
深耕在地，暢遊台灣



盡遊台灣與連接國際

結合旅遊產業推動「搭高鐵·遊台灣」，與國內觀光業者合作推出可訂、付、取、退全面電子化的旅遊套裝產品，除提升業務量外，也促進當地經濟發展以及旅遊業活絡。

技術交流與參訪

台灣高鐵與國內外軌道運輸同業及產、官、學界維持良好互動，頻繁進行技術經驗交流。2006年起開放參訪活動，專業導覽行程包含參觀台灣高鐵探索館、沿線各車站、維修基地與運務大樓，參訪團體有JR(西日本、東日本、北海道)公司、泰國鐵道局、新加坡地鐵公司等。

推動軌道產業本土化

提升本土化開發能力與設備及物料供應比例，並持續開發潛在優良廠商及替代性物料。同時整合軌道技術資源，進行轉投資或技術輸出評估，並結盟軌道業者共同合作。

Explore Taiwan and Connect to the World

In collaboration with the tourism industry to promote the “Journey with THSR, Discover Taiwan” program, THSRC works with domestic tour operators to launch e-tour packages that include bookings, payments, ticket collecting, and refunds. In addition to driving business growth, this also spurs local economic development and tourism.

Technical Exchanges and Visitations

THSRC facilitates interactions with domestic and international railway transportation industry members, other industries, the government, and academics. Since 2006, THSRC have organized professional tours at the THSR Museum, all HSR Stations, Maintenance Depots and Operations Building. Visitors have included JR members (West Japan, East Japan, Hokkaido), The State Railway of Thailand, Singapore Mass Rapid Transit and so on.

Enhance Development of Taiwan Railway Industry Localization

To enhance local development capabilities and increase the percentage of local equipment and materials, and explore potential suppliers and alternative materials. At the same time, to integrate technical railway resources, evaluate possibilities for re-investment or technical exportation, and form strategic alliances with transportation operators.



TOUCH

Constant Care, Building Values

關懷
永續關懷，創造價值

建立產學動能並培育未來人才

與國內多所學校簽訂合作備忘錄，透過交流、專案合作和研討會等方式厚植技術能量；並為鐵道產業培育人才，推動大學生暑期體驗實習計畫、學年實習專案，提供豐富多樣的知識與實務課程。

乘載社會的文化創意推動平台

自2015年起推出「藝起來高鐵」專案，邀請具演出經驗之團體或個人至車站進行歌唱、舞蹈或音樂展演，榮獲文化部「第十三屆文馨獎——藝文人才培育獎」的肯定；也為強化各站點與地方連結，配合地方政府政策宣導，於站點內提供文宣品放置與宣傳。2018年起透過「台灣高鐵藝術元年」系列活動，以「藝術不期而遇」為主軸，藉由「滲透、擴散、內化」三個階段，規劃多元藝術形式，深化與在地的連結關係，更帶動地方文化內涵的傳行，並帶給旅客與高鐵員工深度的藝文感動。

善盡企業社會責任的人文關懷

透過高鐵串聯11個縣市、76個鄉鎮市區，促進城鄉間的互動、帶動地方產業發展，透過「微笑列車」計畫，善用資源扶助弱勢團體，搭乘高鐵體驗全新的旅程；亦於歲末年終舉辦「寒冬送暖捐血傳愛」，邀請旅客及民眾捐血助人；另有「探索美好台灣」環境教育計畫、員工淨灘等環保公益活動，打造永續家園。



Industry-University Cooperation to Nurture Top Talent

THSRC signed MOUs with a number of schools in Taiwan, strengthening technical capabilities through exchanges, project cooperation and seminars. We nurture talent for the rail industry through summer internship programs and academic year internships for college students, and offer a wide variety of specialized and practical courses.

A Platform for Promoting Culture & Creativity in Society

In 2015, THSRC launched the "Art For All, Station Art Performance," we invited individual or group performers to give passengers a pleasant time through entertainment and won the Ministry of Culture's 13th Arts & Business Award. We show support for the policy advocacy of local governments by giving out promotional leaflets for local events at each station. Starting in 2018, THSRC launched the "Taiwan High Speed Rail Opening Year of Arts," with a series of activities, based on the theme title of "Encounter with Arts," to deepen the connection with local areas. Through three stages of "Infiltration, Dissemination, and Internalization," we further strengthen the local cultural connotation, as well as bring a touch of art with depth to passengers and employees.

Fulfilling Corporate Social Responsibility with a Humanistic Spirit

THSRC connects 11 cities/counties and 76 townships to promote interaction between urban and rural areas, and local industrial development. Our "THSRC Smile Train Charity Program" program maximizes the use of resources to enable disadvantaged groups embark on a new journey by THSR and relish the beauty of Taiwan. At the end of each year, we organize the "Donate Blood and Give Warmth and Love in the Cold Winter" event where passengers and the general public are invited to donate blood. In addition, THSRC promotes "Explore the Beauty of Taiwan, Environmental Education Program" with local schools and beach clean-ups for employees.



高速傳愛 助學計畫 THE HIGH-SPEED EDUCATIONAL ENDOWMENT PROGRAM

2010年開始陸續與台灣世界展望會、伊甸基金會、兒童福利聯盟文教基金會、為台灣而教教育基金會及中華民國快樂學習協會合作，辦理「高速傳愛 助學計畫」活動，提供平台進行募款，邀請社會大眾透過高鐵列車座位前捐款信封或掃描QR Code方式慷慨解囊；本計畫活動執行11年來募得之善款，總金額約1億3仟8佰萬元，近2萬5千名的孩子因此獲得幫助。

Since 2010, THSRC has worked with World Vision Taiwan, Eden Social Welfare Foundation, Child Welfare League Foundation, Teach for Taiwan, and After School Association of Taiwan to organize the "The High-Speed Educational Endowment Program." We invite the public to generously donate through donation envelopes before the seats in high-speed rail cars or QR Code scanning. Over the past 11 years, the Program has raised about NT\$138 million and helped over 25,000 children.

營運據點 Connecting Cities and Townships

營運路線全長
Length of
Operating Routes

350km

服務車站數
Stations

12

維修基地數
Maintenance
Depots

5

沿線經過11 縣市、76 個鄉鎮市區
11 cities/counties and 76 townships

南港、台北、板橋、桃園、
新竹、苗栗、台中、彰化、
雲林、嘉義、台南、左營
Nangang, Taipei, Banqiao, Taoyuan,
Hsinchu, Miaoli, Taichung, Changhua,
Yunlin, Chiayi, Tainan, and Zuoying

新竹六家、台中烏日、嘉義太保、
高雄左營、高雄燕巢(總機廠)
Liujia (Hsinchu), Wuri (Taichung), Taibao
(Chiayi), Zuoying (Kaohsiung), and
Yanchao Main Workshop (Kaohsiung)



台灣高鐵探索館
Taiwan
High Speed Rail
Museum

「台灣高鐵探索館」於2017年正式開幕，為台灣首座也是唯一的高速鐵路企業形象博物館，館內以台灣高鐵自興建期起，多方蒐集的珍貴鐵道文化資產為基礎，依序以「興建、營運、維修、文物典藏」為脈絡完整展出，詳細呈現鐵道文化的核心價值，讓參觀者能藉由輕鬆且趣味的方式，邏輯性的瞭解台灣高鐵誕生的歷程；本館同時也是台灣高鐵與各界重要的溝通平台，藉由展覽主題、文化講座以及互動裝置，讓參訪者獲得豐富的鐵道知識。

Opening in 2017, Taiwan High Speed Rail Museum is the first and only THSR corporate museum in Taiwan. The museum houses precious railway-themed cultural assets collected by THSRC since the construction period of THSR. Its exhibits are showcased in order of "Construction, Operation, Maintenance, and Artifacts Collection." They symbolize the core values of the railway culture and allow visitors to understand the history of the THSR in a relaxed and interesting way. The Museum is also an important communication platform between THSRC and people from all walks of life. Through exhibition themes, cultural lectures and interactive installations, visitors can gain a wealth of knowledge about the railway.

服務項目 Service Items



鐵路運輸
Rail Transport

快捷、便利又舒適的鐵路運輸服務，提供直達、半直達及站站停之列車停站模式
Provide fast, convenient, and comfortable rail transport service, including direct trains, semi-direct trains, and stopping trains.



販售
Sales

零售事業與推車販售等
Retail business, food, and beverage cart on board.



租金等其他
Others

商業空間租賃、車站附設停車場、媒體銷售
Commercial space rental, parking lots at stations, and media sales.



台灣高鐵企業網站
Corporate Website
www.thsrc.com.tw



台灣高鐵FB粉絲專頁
Facebook
www.facebook.com/thsrc

付費客服專線
Customer Service
4066-3000

2020年4月製作

