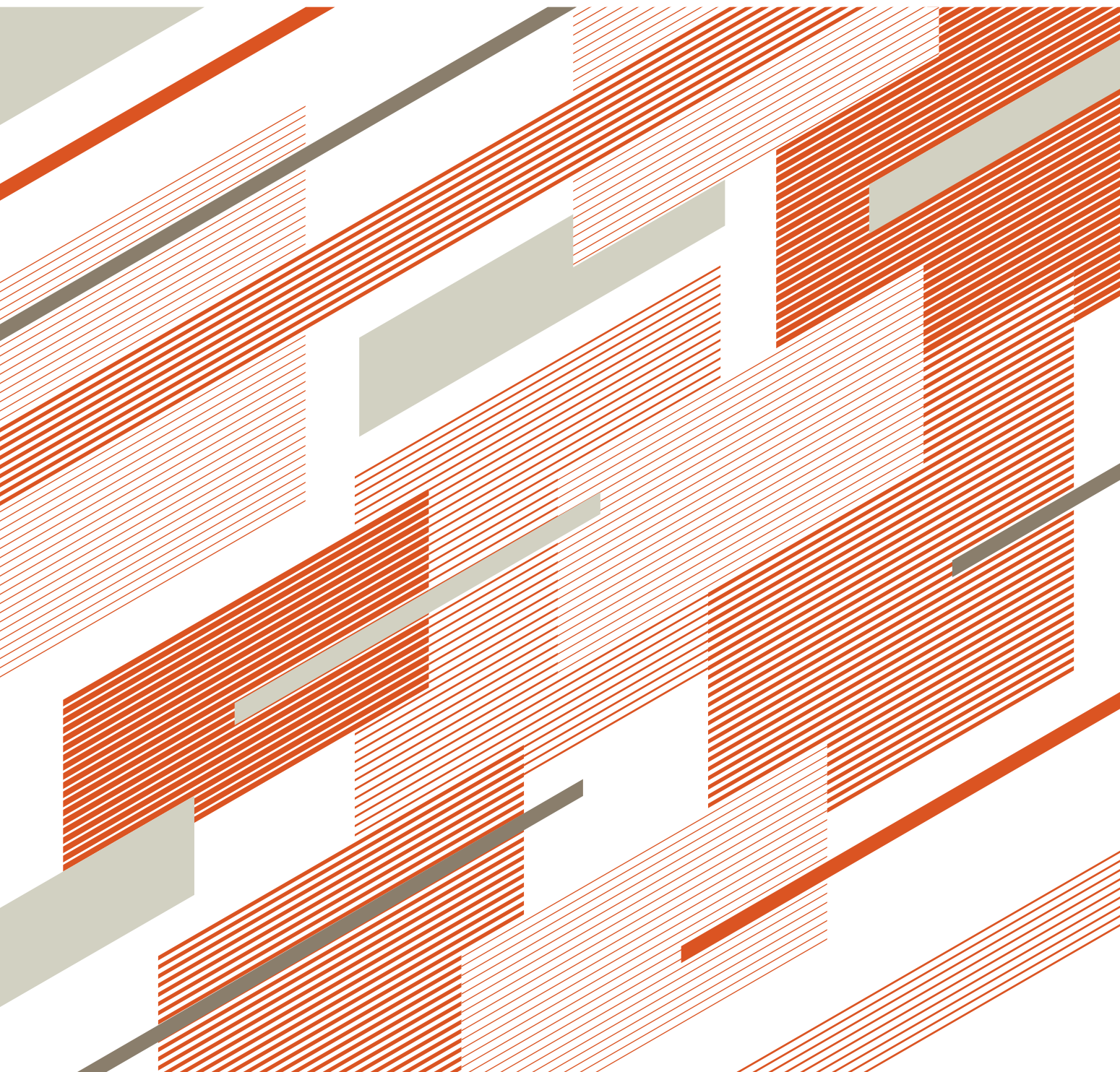


成為引領進步、創造美好的生活平台

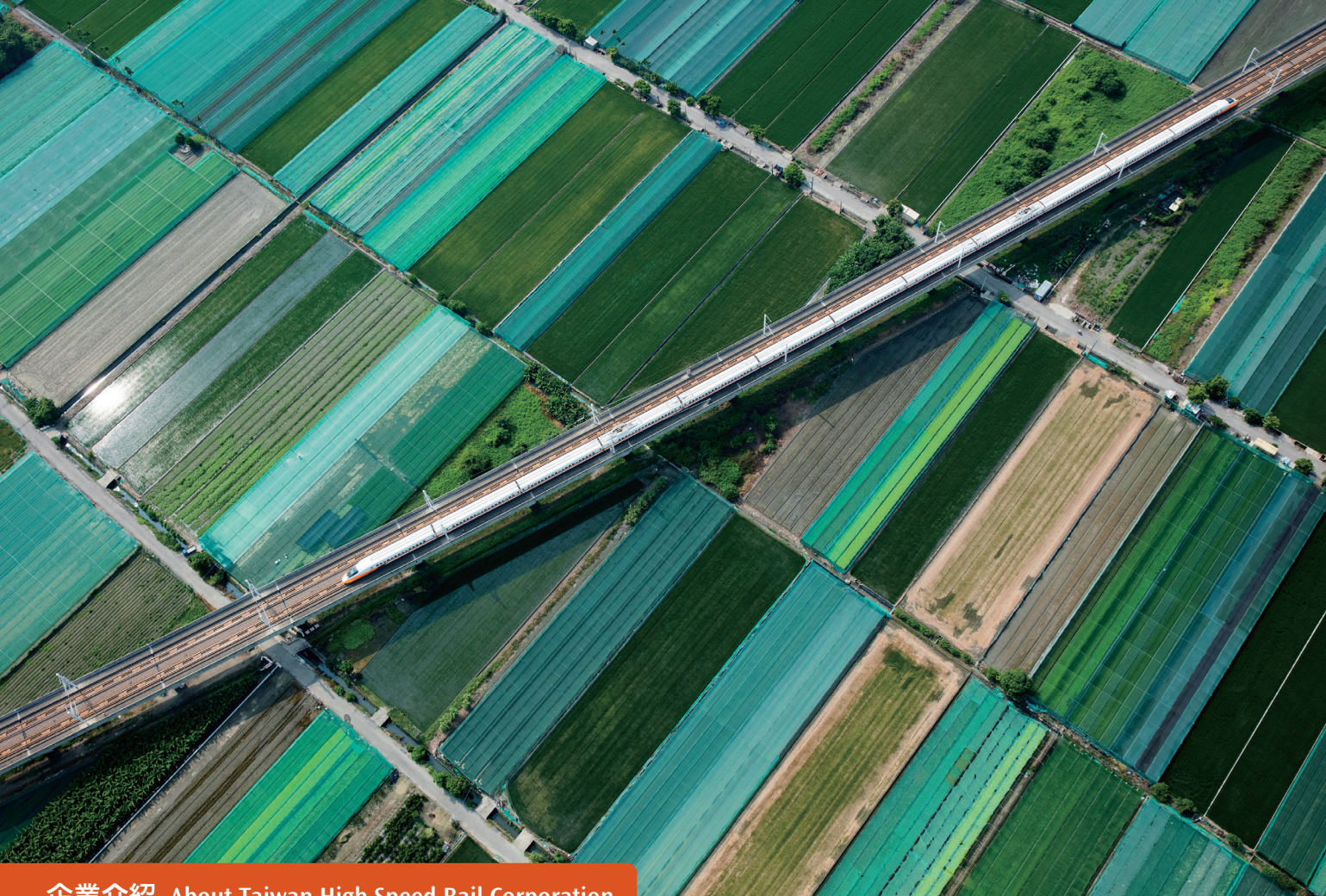
# 台灣高鐵企業形象簡介

To be the platform for advancement and enjoyment

An Introduction to Taiwan High Speed Rail Corporation







## 企業介紹 About Taiwan High Speed Rail Corporation

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，累積多年的深耕努力，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，旅運量已突破八億大關。

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 作為發展主軸，創造美好價值。

Since commencing operations, Taiwan High Speed Rail (THSR) has set passenger safety and speedy transportation services as its highest principles. Following multiple years of solid effort, THSR has now become the transportation mainstay of Taiwan's western corridor, linking cities through 12 stations (Nangang, Taipei, Banqiao, Taoyuan, Hsinchu, Miaoli, Taichung, Changhua, Yunlin, Chiayi, Tainan, and Zuoying) and delivering happiness to every passenger. THSR passenger volumes have now exceeded 800 million.

We set “To be the platform for advancement and enjoyment” as our corporate vision and the 4Ts (Transportation, Technology, Taiwan, and Touch) as our development axes as we work to create beauty and value.

## 里程碑 Milestones







## TRANSPORTATION

Professional transportation  
and safe travel

運輸

專業運輸，安全乘車

推動全方位安全與緊急應變措施

Promote comprehensive safety and emergency response measures

強化車站營運設施，建構友善乘車環境

Strengthen station operation facilities and  
build friendly travel environments

精進作業流程，確保列車最大運輸能力

Improve operational processes to maximize  
train transportation capacities

強化設備維修，建立自主維修能量

Strengthen equipment maintenance and  
build independent maintenance capabilities

精進營收管理效能，提供多樣產品與增加離峰班次產值

Improve revenue management efficiency,  
provide diversified products, and increase values of off-peak trains

99%

準點率&發車率皆達99%以上

Punctuality rates and departure rates both exceeded 99%

12<sub>sec</sub>

平均延誤時間僅約12秒

Average delay time was only 12 seconds

0

行車事故造成旅客之傷亡人數為0

The number of passenger casualties caused by  
railway accidents was zero

300<sub>km/h</sub>

最高速度300公里/小時

Maximum speed of 300 km/hour

95%

旅客滿意度達95%

Passenger satisfaction rate reached 95%

210,000

每日平均運量逾21萬人次

Average daily ridership  
exceeded 210,000

800,000,000

旅運人次逾8億人

Passenger volumes  
exceeded 800 million



## TECHNOLOGY

Innovative, low-carbon,  
and thoughtful technology

科技

創新科技，低碳貼心



智慧化旅客服務

Smart passenger services



智慧化訂位購票服務

Smart booking and  
ticketing services



智慧化列車運行管理

Smart management of  
train operations



智慧化旅遊資訊服務

Smart travel  
information services



智慧化安全與應變管理

Smart safety and  
contingency management

持續透過數位化轉型，優化「台灣高鐵智慧運輸服務系統」，提供旅客良好的搭乘體驗，包含以數位客服提供旅客常用問題諮詢及個人化查詢、全車提供WiFi服務，同時發展自有地震早期預警系統等；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」所帶來的優質服務。

We continue to improve the “THSRC smart transportation service system” through digital transformations to provide passengers with optimal travel experiences by using a digital customer service that offers answers to frequently asked questions and responds to personalized inquiries, offering full Wi-Fi services on all trains, and developing a proprietary earthquake early warning system so our passengers can enjoy outstanding “smart transportation” services during the entire travel process encompassing bookings, ticket purchases, transportation services, operational safety, and subsequent transfers.



## 多樣化票務服務 Diversified ticketing services

各車站 | 自動售票機與人工售票窗口。

All stations | Automatic ticket vending machines (TVMs) and manual ticket counters.

智慧型手機 | 智慧型手機購票系統 (T-EX 行動購票 App) 於 2018 年榮獲德國紅點「傳達設計獎」，便捷容易使用，支援 Apple Pay、Google Pay 付款，並提供智慧型手錶感應條碼過閘乘車、自由座購票、結合 chatbot 智慧語音訂票、旅客行程碳排放資訊等功能。

Smartphones | Our smartphone ticketing system (the T-EX mobile ticketing app) received the Red Dot Communication Design Award in 2018 due to its convenience and ease of use. The app supports Apple Pay and Google Pay, generates smartwatch ticketing gate barcode passes, enables purchases of tickets for non-reserved seats, integrates with a chatbot/smart voice ticketing system, and provides carbon emissions information on passenger itineraries.

網站 | 網路訂位系統。

Website | Online reservation system.

閘門 | 多卡通電子票證整合平台，如悠遊聯名卡&一卡通聯名卡。

Multi-card gate entry | Integrated platform for multiple electronic passes such as co-branded EasyCards and iPASS cards.

便利商店 | 全球首創可於便利商店 24 小時全年無休的購/取票服務。

Convenience stores | World-first 24-hour ticket purchase/pick-up services at convenience stores.

其他 | 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、線上旅遊平台

Others | Group ticketing channel, airline and hotel booking system, contracted travel agency ticketing management system, online travel management platform.

## 旅客搭乘體驗 Passenger experiences



高鐵會員 TGo  
HSR TGo membership

個人會員機制，購票可累積點數以折抵票價或兌換/折抵商品，並享有會員專屬優惠。

Personalized member system that enables members to accumulate points through ticket purchases; points can be used toward ticket purchases or products, and members can enjoy exclusive perks.



台灣高鐵 APP  
THSR App

針對消費者打造即時溝通系統，將會員資訊、行程安排及優惠，即時提供給顧客更全面的數位服務。

An instant consumer communication system that provides comprehensive digital services (such as member information, itinerary arrangements, and discounts) in real time.



旅遊資源共享  
Joint travel resources

於各營運據點提供高鐵快捷公車、臺鐵、捷運、公車/客運、排班計程車、停車場、小客車租賃和無障礙接送等轉運或接駁管道外，並建置轉乘資訊系統供旅客查詢，提供無縫接駁的旅遊服務。

In order to provide passengers with seamless connections to other travel services, we offer integration with THSR shuttle buses, railway systems, metro systems, buses, scheduled taxis, parking lots, car rentals, and accessible pick-up and drop-off transfer channels at all stations, and established a transfer information system for passenger inquiries.

## 智慧化列車運行管理

透過「列車運行管理系統」(TOMIS)——整合列車編號、行駛位置、時刻表等旅運資訊，協助車組組員妥善進行運務管理。

## Smart management of train operations

We integrate travel information such as train numbers, current locations, and timetables to help train crews with operations management by using the "Train Operation Management Information System (TOMIS)."

## 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)——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 and contingency management

A "Disaster Warning System (DWS)" has been established along the HSR line with facilities for detecting strong wind, heavy rain, floods, earthquakes, foreign object intrusions, slope collapses, or rockslides. Upon detection of relevant signals, our automatic train control (ATC) system activates a command to halt trains and ensure operational 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；推廣電子票證與行動支付以減少紙張消耗，非紙票乘車已達 40% 之使用比例；同時導入綠建築車站設計，配合政府推動再生能源政策，於基地及車站建置太陽能發電設施，總發電量度數約 9 千萬度。

## Low-carbon and high-performance practices

THSR is a low-carbon public transportation vehicle. We continue to improve and manage operational efficiency through energy-saving driving and equipment settings. We promote electronic tickets and mobile payments to reduce paper consumption, and more than 40% of our tickets are used in non-paper form. We incorporate green station designs, cooperate with the government to promote renewable energy policies, and have established solar power generation facilities in our maintenance depots and stations, with a total generation capacity of 90 million kWh.





## TAIWAN

Localized developments  
and travels around Taiwan

### 在地

深耕在地，暢遊台灣



### 盡遊台灣與連接國際

推動「搭高鐵・遊台灣」，與國內觀光業者合作推出可訂、付、取全面電子化的旅遊套裝產品，促進旅遊業活絡；另販售周遊券產品，提供外籍旅客暢遊台灣。

### 技術交流與參訪

持續與國內外運輸軌道同業維持密切合作，攜手產、官、學界共同推動台灣軌道產業發展，並於2023年與「JR東海」簽署合作備忘錄，深化鐵道業務經驗交流，提升台灣運輸國際能見度與影響力。

### 在地化的供應鏈

積極推行在地化供應，提升在地廠商能力，導入永續供應鏈管理，更新供應鏈管理政策、行為準則並進行供應鏈分級管理；同時協助在地軌道運輸業供應商獲得國際鐵道產業標準品質認證，提升國內軌道運輸業供應商的形象與知名度。

### See Taiwan and connect with the world

We promote the “Journey with THSR, Discover Taiwan” program and work with local tourism operators to launch travel packages with electronic booking, payment, and pick-up services to revitalize the travel industry. We also sell travel passes to foreign tourists for travelling around Taiwan.

### Technical exchanges and visits

We continue to cooperate closely with domestic and international transportation and railway peers, and also collaborate with industrial, government, and academic institutes to promote railway industry developments in Taiwan. In 2023, we signed a memorandum of cooperation with Central Japan Railway Company to strengthen railway experience exchanges, thereby enhancing the international visibility and influence of Taiwan's transportation industry.

### Localized supply chains

We have actively promoted localized supply and enhanced the capabilities of local vendors by introducing sustainable supply chain management, upgrading supply chain management policies and codes of conduct, and implementing graded supply chain management while helping local railway and transportation suppliers obtain international railway industry standard quality certifications to improve the image and reputation of domestic railway suppliers.





## TOUCH

Sustainable care and value creation

關懷  
永續關懷，創造價值

### 建立產學動能並培育未來人才

積極與國內大專院校進行專案合作及研討會，強化本土軌道產業技術實力；同時亦推動多項產學合作措施，為青年學子打造探索鐵道運輸業的機會。

### 乘載社會的文化創意推動平台

「高鐵探索館」2017開幕迄今，持續對各界開放參觀，「花魁車地景公園」2023年揭幕啟用，展現台灣高鐵致力鐵道文化傳承之具體作為；同時持續推廣「藝起來高鐵」專案，邀請優質藝術團體於車站演出，各項成果三度榮獲「文馨獎」之肯定。

### 善盡企業社會責任的人文關懷

每年歲末年終舉辦「寒冬送暖 捐血傳愛」，邀請旅客加入愛心捐血人的行列，累計募得超過一萬袋之熱血，為存量不足的血庫於寒冬注入能量；同時於每年寒暑假辦理「高鐵營隊」，提供年輕學子深入獲得專業知識的機會，獲得學員熱烈迴響。



### Build industry-academia momentum and cultivate future talent

We actively cooperate with domestic colleges and universities on projects and seminars to strengthen the technical capabilities of local rail industries, and promote multiple industry-academia collaboration measures to create opportunities that help young students better understand the rail industry.

### A promotion platform for social culture and creativity

The "THSR Museum" was opened in 2007 and continues to offer tours to the public. The "Oiran Train scenic park" was opened in 2023 to showcase THSR's specific contributions to railway culture preservation. We also continue to promote the "THSR ART Together" program and invite outstanding art groups to perform at HSR stations. We received three Arts and Business Awards in recognition of our multiple achievements.

### Human-oriented care to fulfill corporate social responsibilities

We organize "Winter Outreach Blood Drives" at the end of each year and invite our passengers to join us in donating blood. We have collected more than 10,000 bags of blood to supplement blood banks in need during cold winter times. We also organize "HSR Camps" every year during summer and winter vacations to give young students a chance to gain professional knowledge; these camps were received enthusiastically by students.



### 高速傳愛 助學計畫 High-Speed Educational Endowment Program

自2010年起辦理「高速傳愛 助學計畫」公益活動，邀請民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，累計募得善款超過新臺幣1.76億元，成功扶助超過3萬3千個弱勢家庭兒童，透過學習計畫走向美好未來。

Since its initiation in 2010, the High-Speed Educational Endowment Program has invited passengers to make donations through envelopes in HSR seat backs or by scanning a QR code. We have accumulated NT\$176 million and helped more than 33,000 disadvantaged children achieve their dreams of learning and make strides toward better futures.

## 營運據點 Operational sites

營運路線全長  
Length of  
operating route

350km

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

服務車站數  
Stations

12

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

維修基地數  
Maintenance  
depots

5

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  
Kaohsiung Yanchao (Main Workshop)



台灣高鐵探索館  
THSR Museum



「台灣高鐵探索館」於2017年正式開幕，為台灣首座高速鐵路企業形象博物館，館內蒐集各種珍貴鐵道文化資產，讓參觀者能邏輯性的瞭解台灣高鐵誕生的歷程；2023年更推出「數位探索館」網站，提供VR導覽主題區，能不受地域限制探索高鐵故事。

The THSR Museum officially opened in 2017 and is the first HSR corporate image museum in Taiwan. The museum's collection of precious railway cultural assets helps visitors understand the founding of THSR from a logical perspective. In 2023, we launched a Digital Museum website which provides themed VR tours, allowing visitors to explore stories of THSR without geographical restrictions.

## 服務項目 Service Items



鐵路運輸  
Railway  
transportation

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  
Fast, convenient, and comfortable railway services with direct, semi-direct, and all-station train stopping patterns



販售  
Sales

零售事業與推車販售等  
Retail business and trolley sales



租金等其他  
Rent and  
other

商業空間租賃、車站附設停車場、媒體銷售  
Commercial space rentals, station parking lots, and media sales



台灣高鐵企業網站  
Corporate Website  
[www.thsrc.com.tw](http://www.thsrc.com.tw)



台灣高鐵FB粉絲專頁  
Facebook  
[www.facebook.com/thsrc](https://www.facebook.com/thsrc)

付費客服專線  
Customer Service  
4066-3000

