

# 作品簡介

## AI與電動車的結合

### 探討民眾對於特斯拉自動輔助駕駛之接受度

近年來AI盛行，消費者對電動車**接受度與購買力逐漸上升**。

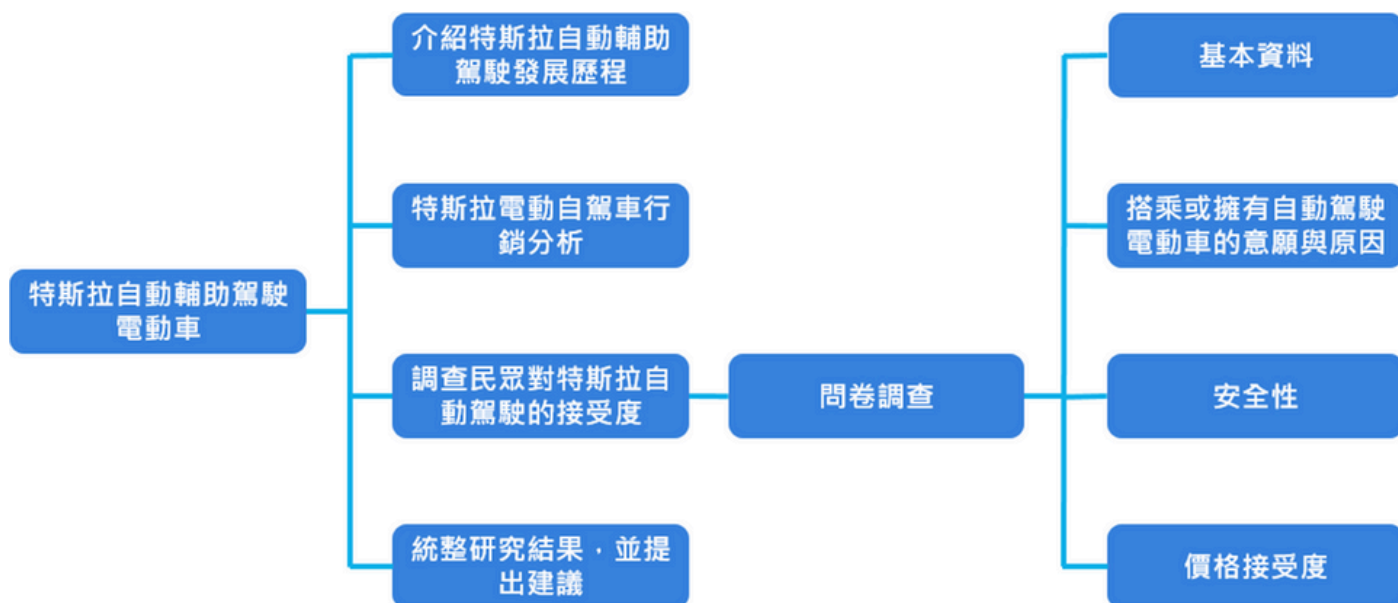
根據台灣工研院的預估，全球電動車自動駕駛市場規

模預計到2030年後，會有**8,000億美元的商機**，

若特斯拉將電動車與完全自動駕駛結合後會霸占整個汽車業市場。

本研究想瞭解**民眾對於特斯拉自動輔助駕駛的接受度**。

#### 特斯拉自動輔助駕駛研究架構



#### 根據實際調查探討出以下建議

- (一) 將自動駕駛電動車款的**價格調整**
- (二) 將自動駕駛系統**技術改良**以降低事故率

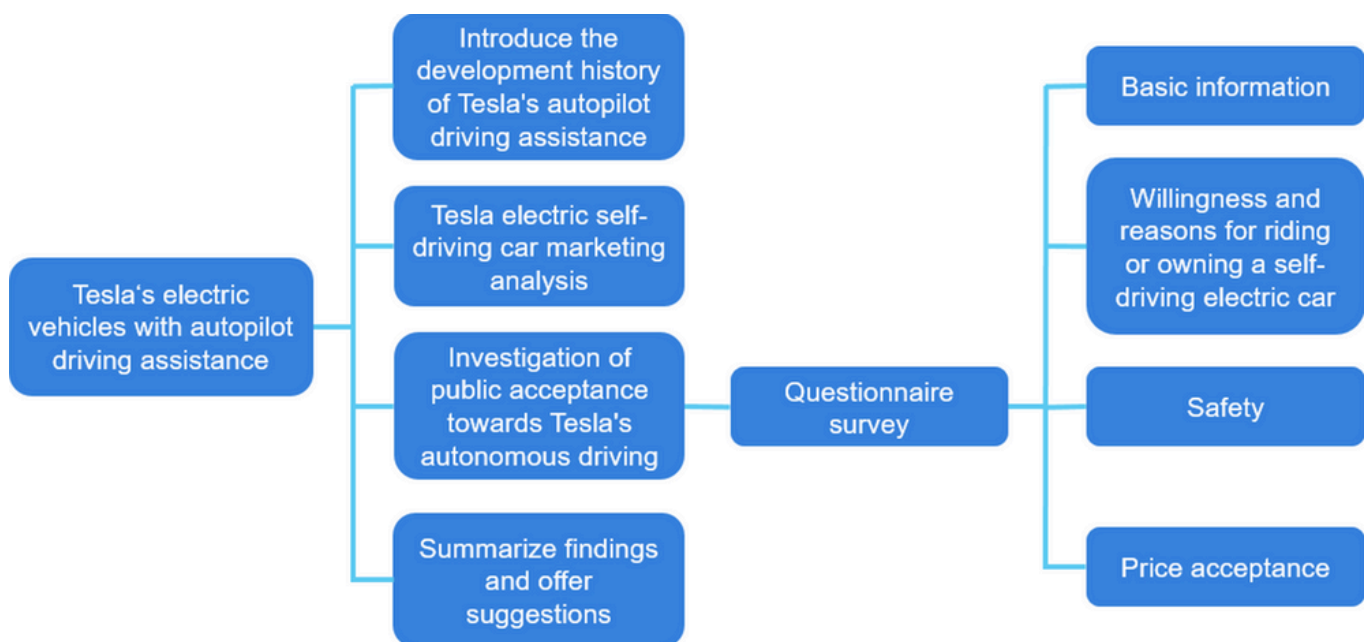
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In recent years, AI has become increasingly popular, leading to **growing acceptance and purchasing power for electric cars**. According to Taiwan's Industrial Technology Research Institute, the global market for electric vehicles with autonomous driving capabilities is expected to **reach \$800 billion** by 2030. If Tesla combines electric cars with fully autonomous driving, it could dominate the entire automotive market. This study aims to understand public acceptance of **Tesla's autopilot driving assistance**.

#### Tesla's Autonomous Driving Research Framework



Based on the actual survey, the following suggestions are made:

- (1) **Adjust the pricing** of self-driving electric car models.
- (2) **Improve autonomous driving system technology** to reduce accident rates.