

Connecting People with Iron Machine: Car Club Culture in Taiwan

Abstract

Car clubs as a kind of fan-type organization emerge alongside the needs of social networking among car owners. With the growing amount of cars in Taiwan, car clubs also appear in Taiwan. In the past two decades, car clubs have developed drastically in Taiwan. A variety of car clubs, based on common brand, type, or year of production, were organized. Although car clubs emerged and quickly became a subculture, there have been few researchers who address this cultural phenomenon. This paper aims to explore the evolvement of Taiwan's car club culture, analyzing group activities in relation to the culture, and the meanings of such organizational culture for participants. In my research determination, I divided it into two parts. The first part is that I wanted to find out more possibilities happened in Taiwan's car clubs than we can expect. Second is to find out the car clubs' cultural influences between Western and Taiwan.

In addition, I examined the influence of foreign culture on Taiwan's car club activities. I focused my discussion on two car clubs, the Taiwan Vios Family and the Classic of 90s. I attended their activities respectively, observed the events, and interacted with the participants. Through interviews of club members and participant observation, I collected data that reveal the diverse experience of club members, the social meanings of cars for them, and the multiple functions of car clubs.

Keywords: Car clubs culture, attachment for machines, social meanings of cars