

# University Marketing - Project Chimera

“Launch of Project Chimera- Hybrid vehicle by Mr.Pickhard Friedhelm (RBEI/P)@ RV College of Engineering, Bangalore”

**Date** : 09<sup>th</sup> June 2008 – 1600 hrs to 1730 hrs

**Occasion** : Launch of Project Chimera

## Highlights:

- Project Chimera- India’s first hybrid car with combination of IC Engine and electrical system
- The vehicle was designed by bright students of RV college of engineering with technical support from RBEI
- Project was launched on 09<sup>th</sup> June,08 in the presence of Mr.Pickhard Friedhelm (RBEI/P) as chief guest
- The other guests present were Mr.Mohandas Pai , Infosys and Mr. Chetan Maini,REVA

## Snapshots

- Mr. Pickhard Friedhelm (RBEI/P) seen sharing the dais with Mr. Mohandas Pai, Infosys and Mr. Chetan Maini, REVA
- RBEI/P congratulated team members of Project Chimera by quoting ““Success stories don’t just happen. They are made”.
- RBEI/P during his guest speech : “ Be an **Expert** in your field, with a **Passion** for your subject, and follow a **values-based life**”



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Project Chimera vehicle after the launch



Bright team members Project Chimera enjoying the moment of delight