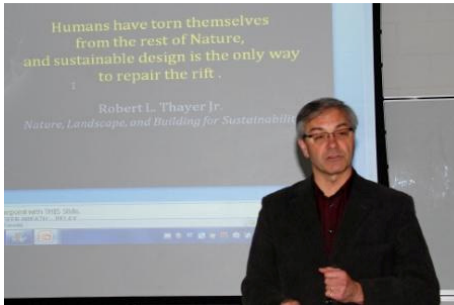




## "Urbee --- Engineering the Eco-friendly Vehicle of Tomorrow"

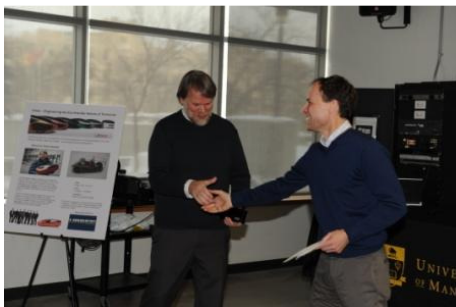
Christine Q. Wu, University of Manitoba



On January 18, 2013, Mr. Jim Kor, founder of KOR Product Design and KOR Ecologic, gave a talk **Urbee --- Engineering the Eco-friendly Vehicle of Tomorrow**. Mr. Kor is a mechanical engineering graduate from the University of Manitoba (Class of '74) and is embarking on the developed and commercialization of an Eco-friendly hybrid car called the Urbee, an emerging global phenomena. Mr. Kor shared the challenges and successes he has experienced as an engineer along his journey with the Urbee. His story is truly inspiring and informative to both seasoned and aspiring engineers.



The talk was organized by the Faculty of Engineering. Approximately 140 undergraduate, graduate students, faculty members and staffs attended the talk. Dr. Christine Wu chaired the event. Dr. Jonathan Beddoes introduced Mr. Kor to the audience, and Dr. David Kuhn thanked Mr. Kor for the inspiring talk and closed the event. Pizza and refreshments were served following the talk. Mr. Kor's talk was received exceptional well. Many students, faculty members and staffs continued discussions with Mr. Kor after the talk.



The event was co-sponsored by NSERC/UM Design Engineering Chair, SAE-Manitoba Section and Canadian Society for Mechanical Engineering (CSME).

Pictures form the top: Dr. Christine Wu chairing the event; Mr. Kor giving the talk and some audience attending the talk; Pictures on the left: Dr. Beddoes introducing the speaker, Mr. Kor talking about Urbee, Dr. Kuhn thanking the speaker, and pictures at the bottom: Mr. Kor taking a photo and talking to students after the event.

