

[This letter is delivered to Dealership owner/staff every time you visit the dealership.]

To the employees, managers, and owners of this Ford dealership,

Today is Friday, April 1st, and for the second year, clean air and clean car advocates from around the world have dubbed today: "Fossil Fools Day." We are here as part of a global campaign to improve the fuel efficiency and curb the greenhouse gas emissions of Ford Motor Company. Please understand that our efforts are not aimed at you or your dealership, but at the actions of Ford, the manufacturer.

According to the U.S. Environmental Protection Agency, Ford has the most fuel inefficient vehicles among the major automakers for the fifth straight year. At the same time, Ford's vehicles have the worst greenhouse gas emissions of all the major automakers, according to the Union of Concerned Scientists. In 2004, Ford canceled both its clean natural gas vehicle program and its zero emission electric vehicle program.

Ford Motor Company also fails to encourage government policies that promote oil independence and climate sanity. Between 1998 and 2003 alone, Ford spent at least \$45 million on lobbying, much of it in opposition to increases in fuel economy. The company has also fought to keep in place loopholes that allow it to avoid compliance with federal standards. And Ford supported the filing of a federal lawsuit to overturn California's popular new vehicle emissions standards, the nation's first-ever rules to reduce greenhouse gas (GHG) emissions linked to global warming.

Although Ford heavily markets its environmental progress, the company's credentials ring hollow without a broader commitment to reducing oil dependence and greenhouse gas emissions. Ford's Escape hybrid SUV is dramatically underproduced, and will comprise six tenths of one percent of Ford's fleet production. Ford's much-promoted Rouge River plant has the world's largest green roof, but produces 280,000 F-150s, contributing millions of tons of carbon to the world's atmosphere over their lifetimes.

We are here today as independent citizens concerned about protecting global security and preserving the environment for our grandchildren. We hope that you will pass this message on to Ford in Dearborn.

Sincerely,

[Below is a letter that you can send to Ford headquarters in Dearborn, MI]

Mr. William Clay Ford, Jr.
Chairman and Chief Executive Officer
Ford Motor Company
The American Road
Dearborn, MI 48120

Dear Mr. Ford,

As a longtime Ford dealer, I care deeply about the vehicles we bring to the showroom. That is why I am writing to ask you to take immediate steps to dramatically increase the fuel economy of our vehicles. I am convinced that the long-term financial success of both my dealership and Ford Motor Company is tied to the company's ability to provide customers with better technology and better products. Committing the company to improving overall fuel economy is the way to reach that goal.

The technology exists today to make all of Ford's vehicles—from sedans to pickups to SUVs—go farther on a gallon of gas. Instead of leading the industry by introducing advanced hybrid and electric vehicles, Ford has missed opportunities to gain market share and is now playing catch up. Offering customers advanced engines, transmissions, and designs that save them money at the gas pump will associate the Ford brand with high quality, high technology vehicles. Unfortunately, today the company is driving in the wrong direction; Ford's overall fuel economy has been the lowest among America top automakers for five years running and for 20 of the last 30 years. It's time for Ford to make a U-turn and start leading the industry toward a clean energy future.

Increasing the fuel economy of Ford vehicles will demonstrate to Americans that the company cares about the future of this country and is willing to do its part to make the nation safer and more secure. With our troops in harm's way, we must recognize the connection between our products and America's dependence on foreign oil.

As we move into Ford's second century, please think carefully about the company's future. Our success tomorrow rests upon the decisions made today. Ford Motor Company was built on a spirit of innovation. It is time to retake that mantle and lead the industry by dramatically improving our fleet average fuel economy and eventually offering customers the next generation of zero emissions vehicles.

Thank you for your attention. I look forward to your response.

Sincerely,