



## PRESS RELEASE

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### **Environmentalists Attack Ford's Latest "Promise"**

"Vague committee goal" to cut auto emissions 80% by 2030 called meaningless

**San Francisco, CA** – Environmentalists attacked Ford's private endorsement of an aggressive goal to reign in auto emissions by 2030. The goal, which reportedly comes out of a Ford Motor Company committee meeting that occurred five days after the environmental group Bluewater Network published a full-page ad in the New York Times criticizing Ford, has no near-term targets or concrete action plan.

The news, broken in Saturday's New York Times that another pledge is in the works "doesn't change a thing," according to Bluewater's Executive Director Russell Long. "When Ford makes measurable progress towards reducing greenhouse gas pollution, we'll applaud them," he continued. "Ford fooled us once, so why should we believe them this time? This sure looks like a media ploy designed to take the spotlight off their dismal environmental performance."

The fact is, for the past five years Ford's vehicles have had the worst average fuel economy of any major automaker. They've also let environmentalists and policy makers down with broken promises to be an industry leader. When Bill Ford Jr. took the reins of Ford Motor Company as CEO, he proudly claimed to be a "lifelong environmentalist." He promised to turn his company into a force for environmental good by improving SUV fuel mileage 25 percent by 2005. As Bluewater's ad campaign points out, since then, the company's record on the most important environmental issue of the day—fuel economy and its impact on global warming—has only gotten worse. The company reneged on its SUV improvement pledge, and made no commitment to new targets.

"Even the introduction of the much-hyped Ford Escape hybrid SUV makes no difference," said Long. "Representing less than one-half of one percent of the company's fleet, it won't pull the company out of its last-place fuel economy ranking." At the same time the company runs a "green" marketing campaign for the Escape hybrid, Ford continues to aggressively promote a huge fleet of gas guzzling trucks and SUV's. They also continue to lobby against improved fuel economy standards and are likely, along with the Auto Alliance, to sue to overturn California's new landmark global warming rules.

Leading public interest organizations including Bluewater Network, Global Exchange, and Rainforest Action Network represent citizens all across the nation who agree that Ford must improve their fuel economy to help solve critical problems like oil dependence and global warming.

"Actions speak louder than words," said Elisa Peters, Bluewater Network's Global Warming Campaign Director. "Talking about what they'll do in a quarter of a century doesn't fix the dire consequences of Ford's current policies. As Henry Ford said, 'You can't build a reputation on what you're going to do.' We're still more interested in what Ford Motor Company does than what they say."

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