



May 21, 2003

Mr. William Clay Ford, Jr.
Chairman and Chief Executive Officer
Ford Motor Company
One American Road
Detroit, Michigan 48126

Dear Mr. Ford,

Ever since you pledged to position Ford Motor Company as the environmental leader among automobile manufacturers, Bluewater Network and the environmental community have monitored developments in your company with great anticipation. The fact that one of the world's leading automobile manufacturer professed that it would make driving more sustainable for the planet has provided cause for optimism, especially given the enormous global pollution burden generated by your industry.

Unfortunately, in the past few months, it has become clear that Ford Motor Company's actions have fallen far short of your professed vision and promises.

In response, this month Bluewater Network will launch a national campaign urging consumers not to purchase Ford vehicles until such time as you take action to protect the planet. This can be accomplished by developing the cleanest possible vehicles, and working to enact mandatory standards for reducing emissions of all types in the United States and globally.

Your recently-broken pledge to improve SUV fuel mileage, and your personal lobbying of Congress *not* to increase fuel mileage (CAFE) standards come while the United States is battling the escalating consequences of air pollution and greenhouse gas emissions on many fronts. Hospitalizations and deaths from pollution-related cardiovascular and respiratory illness strike tens of thousands of Americans annually. The world's climate authorities have prescribed a massive reduction, if not a total elimination, of greenhouse gas emissions to avert catastrophic climate change impacts during this century. Furthermore, America's dependence on imported oil jeopardizes our political and economic security more than ever.

Over the last two years, Bluewater Network sponsored Assembly Bill 1493 (formerly AB 1058) to reduce greenhouse gas emissions from the passenger vehicles operating in California. The landmark bill was signed into law by Governor Gray Davis in July of 2002. I wrote you on two occasions attempting to enlist your participation in working with us on this legislation, but you did not respond. Instead, Ford Motor Company, through the Alliance of Automobile Manufacturers, actively opposed our historic greenhouse gas legislation.

With real commitment, Ford Motor Company could lead the automobile industry to protect America's children and future generations. So far, it appears to be the *commitment*, and not the technology, that Ford lacks. Technology is readily available to more than double the fuel efficiency of the Ford vehicle fleet.



Laudably, Ford Motor Company has already done the hard work of developing a prototype hydrogen-powered internal combustion vehicle with zero tailpipe carbon dioxide emissions and virtually no smog-forming emissions. If the hydrogen for such a vehicle were produced from renewable sources, hydrogen-powered internal combustion vehicles could essentially eliminate greenhouse gas emissions from passenger vehicles over the full well-to-wheel fuel cycle. Ironically, it now appears that BMW, rather than Ford, will be the first to market such vehicles nationally, while Ford's efforts appear to have ended.

Bluewater Network anticipates working with other environmental organizations to seek the public's support to move Ford Motor Company to the next level of environmental commitment. Bluewater's national campaign will urge consumers *not* to purchase Ford vehicles until Ford Motor Company:

- ◆ Commits to produce all Ford vehicles with zero tailpipe greenhouse gas emissions by 2017, starting by offering a cost-competitive hydrogen-powered internal combustion engine vehicle by 2007;
- ◆ Immediately agrees to honor its pledge to increase SUV fuel economy by 25 percent;
- ◆ Vigorously lobbies Congress and the Alliance of Automobile Manufacturers (AAM) to double CAFE standards;
- ◆ Actively supports California's new greenhouse gas legislation—AB 1493—by filing an amicus brief supporting the state in any legal challenge by the auto or oil industry, and refusing to participate in any legal challenge by the AAM;
- ◆ Supports an international policy initiative to double passenger vehicle fuel efficiency and eliminate tailpipe greenhouse gases.

I would be happy to fly to Michigan to discuss these goals, which we believe are reasonable, and legislatively and technologically feasible. If we could agree on such goals, it would give me great satisfaction to honor the Ford Motor Company with an environmental leadership award.

We hope to work with you to face the historic challenge of leading the automobile industry to a new generation of clean vehicles. I hope that we can look forward to productive discussions with you and your team.

Sincerely,

Russell Long, Ph.D.
Executive Director