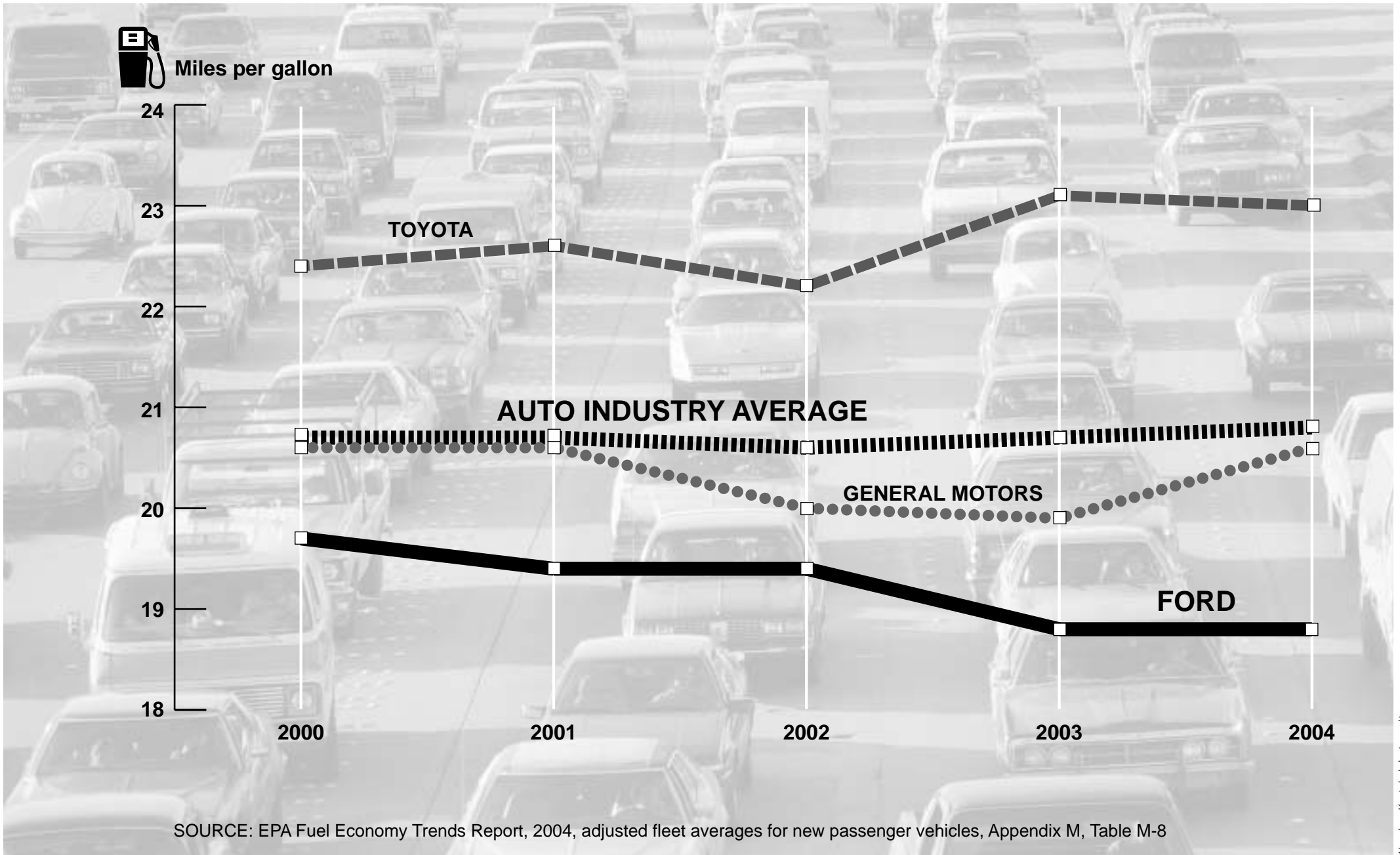


Ford still makes America's worst gas guzzlers.



That's bad news for global warming.

When Bill Ford Jr. took the reins as Ford Motor Company's 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 and reducing global warming pollution.

While Ford hypes its new hybrid Escape SUV, it is also introducing new gas guzzling cars and trucks, negating the benefits of its hybrids. This means that new Ford vehicles, on average, continue to cause more global warming pollution than those made by any other major automaker - even GM, the producer of the behemoth Hummer. And Fords are more gas guzzling, on average, than its own century-old Model T.

Bill Ford: Genuine Environmentalist or Corporate Polluter?

What Bill Ford Said

2000: "Ford Motor Company believes that climate change is a serious environmental issue... appropriate actions should be taken now to address this long-term problem." —BILL FORD

2000: Ford commits to increasing the fuel mileage of its SUV fleet 25% by 2005.

2000: "I want my company to be a leader in driving the transition to [sustainability]." —BILL FORD

What Bill Ford Did

2000-2004: Bill Ford opposes increasing fuel mileage standards which would reduce global warming and other pollution, and lower U.S. dependence on foreign oil.

2003: Ford publicly reneges on his promise and refuses to make any new commitments.

2001-2004: Ford's average new vehicles cause the most global warming pollution of all major U.S. automakers.

The technology is sitting on the shelf to increase Ford's average fuel efficiency to 40 mpg. Converting the fleet to gas-electric hybrids would raise it to 60 mpg. That would be money in the bank for motorists hit by higher gas prices. And we would all benefit from cleaner air, and reduced risk of catastrophic global warming, dependence on foreign oil and related threats to national security.

Bill Ford has been derelict. He has betrayed our children's future. Tell him you won't buy his cars or invest in his company until he fulfills his promises.

Sign the coupon below or visit www.bluewaternetwork.org.



BLUEWATER NETWORK, FRIENDS OF THE EARTH, GREENPEACE, RAINFOREST ACTION NETWORK, GLOBAL EXCHANGE, THE FUND FOR ANIMALS, GREEN CORPS, THE CENTER FOR BIOLOGICAL DIVERSITY, THE DAVID BROWER FUND, THE CENTER FOR SAFE ENERGY, SEA SHEPHERD CONSERVATION SOCIETY, THE TIDES FOUNDATION, RENEWABLE ENERGY ACTION PROJECT

Don't Buy Bill Ford's Environmental Promises. Don't Buy His Cars.

Dear Mr. Ford:

You have repeatedly broken your promises to cut global warming pollution from Ford vehicles, raise SUV fuel efficiency and be a leader in "resolving social and environmental concerns in the 21st century." Indeed, Ford's environmental impacts have gotten worse under your leadership. To protect our children's future, I pledge not to buy your vehicles (including Volvo, Mazda, Jaguar and Land/Range Rover) until your vehicles are climate-friendly and you convince Congress to double the nation's fuel mileage standards.

NAME _____
 ADDRESS _____
 CITY, STATE, ZIP _____
 EMAIL _____

Bluewater Network
 311 California St. Suite 510
 San Francisco, CA 94104

I agree! The planet can't afford a Ford. I'm sending you my pledge not to buy Fords so you can forward it to Bill Ford Jr.
 Please keep me posted on what else I can do to help.
 I want more people to see this and other ads revealing the truth about Ford.
 I'm enclosing my tax-deductible contribution of:
 \$35 \$75 \$150 other _____

NAME _____
 ADDRESS _____
 CITY, STATE, ZIP _____
 EMAIL _____