



## **Will the real Ford Motor Company please stand up?**

**Ford is backtracking on promises for environmentalism  
and good corporate citizenship**

### **Ford admits they are not a leader in fuel economy, which does matter to consumers:**

In May of 2000, Ford Motor Company released a Corporate Citizenship report, "Connecting With Society," which admitted that:

*with a few exceptions, [Ford's] products are not industry leading in fuel economy. In addition, although consumer research shows that fuel economy is not a significant buying criterion in most segments of the North American market, it also shows that customers in Europe and North America alike would prefer the fuel economy of their vehicles improved.*

Ford made headlines in July of 2000 with promises to raise the fuel economy of its sport utility vehicles by 25 percent in 5 years, leading General Motors and DaimlerChrysler to follow suit with similar promises.

### **Ford admits that its sports utility vehicles (SUVs) are socially irresponsible:**

As reported by Keith Bradsher of *The New York Times*, Ford's report admits that SUVs have "contributed more than cars to global warming, emitted more smog-causing pollution and endangered other motorists." Bradsher noted that the company faced an "awkward situation" because "its most profitable products do not meet its goals for social responsibility."

Ford's report also quoted a Sierra Club document stating that "**the gas-guzzling SUV is a rolling monument to environmental destruction.**"

### **Ford agrees climate change is real and the time for action is now:**

In Ford's Corporate Citizenship report of 2001, the present CEO Bill Ford wrote, "the global temperature is rising and the evidence suggests that the shift is being affected by human activity, including emissions related to fossil fuels used for transportation... **We believe it is time to take appropriate action.**"

### **Now that the truth is out, will Ford stick to it?**

Congress is preparing to upgrade Corporate Average Fuel Economy (CAFE) standards and **Ford has turned on lawmakers to oppose higher standards.** At the Chicago Auto Show, Nick Scheele, Ford's Chief Operating Officer, told reporters that "**CAFE is an appalling piece of legislation.**"

**If Ford is serious about becoming a good corporate citizen, it should stop opposing a necessary fix — improved CAFE standards, which have stagnated since 1985. Ford should jump at this chance to make good on its promises to build a better vehicle and better world.**