

August 25, 2004

William Clay Ford Jr.
Chief Executive Officer
Ford Motor Company
One American Road
Dearborn, MI 48126-2798

Dear Mr. Ford:

As you are no doubt aware from press reports, Ford Europe has met with Greenpeace in Norway to discuss the future of Ford's Th!nk City electric vehicles (EVs) and Ford's expressed intent to dismantle and scrap the U.S. fleet of Th!nk EVs, until this year, Ford's most efficient car. Ford Europe agreed in the meeting to reconsider the Th!nk issue; the responsibility for the future of these zero emission vehicles now lies with your office.

Electric vehicles are part of the long-term viable solution to ending our dependence on oil and halting automakers' contributions to greenhouse gas emissions that are destroying our climate.

You must understand how the world views your company and our country because of actions like this. You are the producer of America's least fuel-efficient fleet of vehicles, and America is the world's largest consumer of oil and the contributor to greenhouse gas emissions. According to a Pentagon report this year, catastrophic climate change poses a more serious threat to our country than terrorism. You, as an avowed environmentalist, have a perfect opportunity to show that despite lobbying against hybrid incentives in California, Ford Motor Company can support the people of Norway, a nation powered almost entirely by renewable energy, in their successful efforts to pioneer a zero emissions future.

As oil prices hit at an all time high and the effects of climate change are being felt and verified worldwide, Rainforest Action Network, Global Exchange and a growing global movement have demonstrated our concern with Ford's poor performance on fuel efficiency. We have repeatedly drawn attention to your company's position as having the worst EPA fuel economy ranking among automakers in America for many years running. Yet even as we have met with representatives of your company and discussed Ford's commitment to reducing its dependence on oil and emissions of greenhouse gases, Ford has dismantled its zero emission electric vehicle program.

Mr. Ford, your previous stated commitments to the environment appear quite meaningless as Ford abandons EVs for the sake of hybrid electric vehicles, which still consume a great deal of oil, and hydrogen fuel cells, which will take years to gain commercial viability. Worse yet, Ford's attempts to gain a reputation as an environmental leader are invalidated by Ford's unwillingness to maintain its EV program without being required by the California ZEV mandate. Finally, it seems that Ford intends to add insult to injury by scrapping and crushing the Th!nk cars.

Why are you now letting us down and leading our nation in the wrong direction? Please, accept Elbil Norge's offer to repatriate these cars to Norway. And after you have taken that first step, please remember that Ford has long been a symbol of American innovation. Your great grandfather Henry Ford pioneered the assembly line, and you can do the same for fossil-fuel free vehicles. When John F. Kennedy said in 1961 that we would put a man on the moon by the end of the decade, no one knew how. It is time for America's flagship automaker to recapture its innovative spirit and chart a new course to a zero emissions future.

Again, we urge you to accept Elbil Norge's offer as a first step. Our coalition of concerned citizens expect to meet with you this week to develop a plan together for the Th!nks in Norway. As expressed by Ford Europe, we expect that this issue will be resolved no later than September 15th. After that, we would like to work together to begin to map out Ford's overall environmental recovery. From Bank of America, to Swiss Re, to Toyota Motors, companies just like yours are taking immediate action to map their long term performance along the triple bottom line of sustainability.

We look forward to your response.

Thank you,

Jennifer Krill
Rainforest Action Network

Jason Mark
Global Exchange

Kristin Casper
Greenpeace

cc: Tim O'Brien, Ford Motor Company