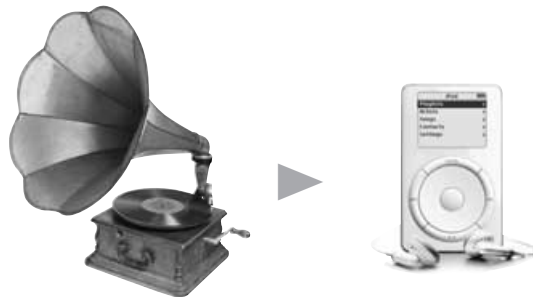


1903-2003 A CENTURY OF INNOVATION...



...EXCEPT AT FORD.



Model T: 25 mpg



Explorer: 16 mpg

Nearly a century ago, Ford's Model T got 25 miles to the gallon. Today, Ford's cars and trucks average 22.6 miles per gallon, and the Explorer gets just 16 miles per gallon. That's not progress.

In fact, Ford has fallen behind. Foreign automakers are leading the way by putting smarter transmissions, better engines, sleeker aerodynamics, and other innovative fuel saving technologies into their vehicles. Japanese automakers are driving the future with hybrid cars that average over 50 mpg. And five years after the introduction of the hybrids, Ford has failed to make and market one of its own.

So for Ford on its 100th birthday — we have a wish: Do better — use existing technology to make cleaner cars that go farther on a gallon of gas, save your customers money and time at the pump, clean up the environment and cut our country's need for oil. **Begin your second century with innovation truly worth celebrating.**

To find out more about fuel economy innovations available to Ford right now, go to: www.sierraclub.org/freedom.



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