

## Freedom From Oil Campaign

Rainforest Action Network's Freedom From Oil Campaign is working to end America's oil dependence, stop oil related conflicts, and curb global warming by convincing the auto industry to dramatically improve fuel efficiency and eliminate vehicle greenhouse gas emissions.

Currently, transportation accounts for 70 percent of America's oil consumption and 40 percent of greenhouse gas emissions. Every year, thousands of auto workers are laid off and asthma rates climb, yet automakers continue to produce cars and trucks with an average fuel economy lower than it was 10 years ago.

Since 2003, the Freedom from Oil campaign (previously Jumpstart Ford) has used creative actions and grassroots pressure to pressure automakers to become environmental leaders. In 2004, RAN helped save zero emission electric vehicles that car companies wanted to destroy. Unlikely allies such as auto dealers and industry labor groups have joined the campaign, urging automakers to fill their lots with fuel efficient cars rather than gas-guzzling SUVs.

### **Plug-ins as a pathway to a better future**

Instead of fighting fuel efficiency standards in Washington and greenhouse gas regulations in California and other states, automakers could be building low emissions, plug-in hybrid electric vehicles (PHEVs) capable of up to 100 miles per gallon.

In order to demonstrate consumer excitement and demand for plug-ins, the Freedom from Oil campaign helped found *Plug-In Bay Area*, an initiative aimed at putting more of these ultra-fuel-efficient vehicles on our roads.

Mass-producing plug-ins will also help create thousands of new jobs. A Union of Concerned Scientist study concluded that investing in existing technologies to reach a national average of 40 mpg by 2015 would create 161,000 new jobs.

The race to get plug-ins in the hands of consumers is on. In summer 2007, Toyota, Ford and GM all committed to getting plug-ins on the road. The Freedom From Oil Campaign will work to ensure that automakers make good on these commitments, and it will push the industry to give all consumers the option to buy an affordable, union-made, plug-in hybrid electric vehicle in the near future.