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## **'New York Times' Ad Blasts Automaker Climate Hypocrisy, Urges Biden Action**

WASHINGTON— The Center for Biological Diversity and GreenLatinos placed a [full-page ad](#) in *The New York Times* today blasting automaker doublespeak on clean vehicles. The ad calls on President Biden to make the manufacturers cut carbon emissions 75% by 2030 and boost electric vehicle, or EV, access and production.

The ad castigates auto companies for naming their gas-guzzling SUVs and pickups after natural landscapes. Those same vehicles cause irreparable harm to the climate and frontline communities through tailpipe emissions. The ad uses examples of the “Toyota Tundra-melter” and “GMC Sierra-burner.” It features an image of a Toyota Tundra nose-down in melting tundra.

“While automakers talk out of both sides of their tailpipes, President Biden can take action to usher out the era of climate-destroying cars and trucks,” said Dan Becker, director of the [Center's Safe Climate Transport Campaign](#). “The president needs to set standards that dramatically boost EV production and require automakers to slash the pollution caused by new gas-burning vehicles in the meantime. Cutting auto pollution by 75% by 2030 is the biggest single step America can take to prevent catastrophic global warming.”

The Environmental Protection Agency is due to propose new rules in the coming weeks that will likely set auto standards through at least 2030.

EVs and other clean technology they've already developed can help carmakers reach the 75% target. Last year California adopted a [regulation](#) to achieve 100% zero-emission new car sales by 2035, and that rule has already been adopted by several other states.

“Our communities need clean air, not more toxic auto pollution,” said Amanda Pantoja, a sustainable communities program consultant with GreenLatinos. “Setting the highest clean car standards is essential to achieving environmental justice for low-income communities of color disproportionately impacted by vehicle emissions. President Biden must deliver on his

commitment to advance zero-emission transportation and ensure that vulnerable populations have access to clean vehicles in their neighborhoods.”

To drive real progress, the ad calls on Biden to direct the EPA to write new rules that:

- Slash auto pollution 75% by 2030 by rapidly increasing EV production and cutting pollution from new gas-powered cars and trucks.
- Close all loopholes that help automakers make more gas guzzlers.
- Ensure frontline communities have full access to affordable EVs.

Today’s ad follows an online [video campaign](#) created by the groups and shared widely on social media in recent weeks. That campaign called on Biden to set strong emissions standards.

“The automakers are promising a revolution in clean vehicles but a look under the hood shows they’re still mostly churning out gas guzzlers,” said Becker. “Environmental groups don’t normally pay for advertising, but the investment is worth it when it comes to the nation’s largest source of carbon emissions. A safe climate depends on clean vehicles that protect the environment and communities. Biden can’t settle for automakers’ empty promises any longer.”

# AUTOMAKERS ARE FUELING THE CLIMATE CRISIS.

**SUVS AND PICKUPS ARE DESTROYING  
THE PLACES THEY'RE NAMED AFTER.**

TOYOTA TUNDRA-MELTER. GMC SIERRA-BURNER.

**Heatwaves. Drought. Deadly smog. Superstorms. Destructive wildfires.**

We face climate breakdown while automakers leave pollution-cutting technologies on the shelf.

President Biden, automakers are stalling, and you need to act:

- Slash auto pollution 75% by 2030 by rapidly increasing EV production and cutting pollution from new gas-powered cars and trucks.
- Close all loopholes that help automakers to make more gas guzzlers.
- Ensure frontline communities have full access to affordable EVs.



**PRESIDENT BIDEN:  
TAKE THE WHEEL. PROTECT OUR  
COMMUNITIES AND CLIMATE.**

[biologicaldiversity.org/cleancars](https://biologicaldiversity.org/cleancars)



Clean car ad from Center for Biological Diversity and Green Latinos in today's New York Times. [Image is available for media use.](#)

*The Center for Biological Diversity is a national, nonprofit conservation organization with more than 1.7 million members and online activists dedicated to the protection of endangered species and wild places.*

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