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## **New Ad Campaign Blasts GM, Ford’s Hypocrisy on Climate Action**

### ***Ads Show Need for Strong Auto Emissions Rules From Biden Administration***

WASHINGTON— The Center for Biological Diversity and The YEARS Project launched a new video ad campaign today. The social media video ads push General Motors and Ford to accelerate progress on electric vehicles as they have promised and stop funding the Alliance for Automotive Innovation’s anti-EV lobbying.

The ads, which feature satirical conversations among auto executives about EVs, are available [here](#) and [here](#).

GM has pledged to offer electric vehicles [exclusively](#) by 2035, and Ford set a public goal for 40%-50% of its global vehicle volume to be [fully electric by 2030](#). Yet GM and Ford are already backsliding on some of those commitments: [GM is undoing](#) next year’s EV targets and [abandoning plans](#) to make affordable EVs, and Ford is [scaling back](#) some EV plants.

“GM and Ford are renegeing on their EV commitments, banking their fat profits and doubling down on gas guzzlers while lobbying for weak EPA auto pollution standards,” said Dan Becker, director of the Center for Biological Diversity’s Safe Climate Transport Campaign. “Since we can’t trust automakers’ grandiose promises, it’s up to the Biden administration to strengthen its draft rules to ensure GM and Ford make the clean EVs we need to protect our health and climate.”

In the third quarter of 2023, GM [held](#) only 6.1% of the nation’s EV market while Ford [controlled](#) 6.7%. Both are represented by the AAI, which in June came out in [opposition](#) to the Environmental Protection Agency’s [proposed multi-pollutant light duty vehicle rule](#). That rule would set stronger emission standards and move the United States toward a cleaner, competitive all-electric future.

“GM and Ford have joined the ranks of other auto manufacturers claiming to go all-in on electric vehicle production and then doing the opposite,” said Joel Bach, executive director of The YEARS Project. “We must hold these companies accountable for their promises and ensure they stop engaging in greenwashing that confuses the public and leads to greater climate devastation.”

The campaign runs from December through February, featuring the two video ads on Facebook, Instagram and LinkedIn, and targeting GM, Ford and AAI executives, as well as members of the

Biden administration. The ads feature a link and encourage viewers to send a message to the companies and President Biden to act on EVs and protect our climate.

To support continued progress on an all-electric future, the Center is encouraging supporters to sign its petition calling on the United States to adopt strong clean car standards and tell Ford and GM to keep their word: [biodiv.us/cleancarsnow](https://biodiv.us/cleancarsnow).



Still from a video ad campaign launched by the Center for Biological Diversity and The YEARS Project. The ads aim to push General Motors and Ford to accelerate progress on electric vehicles.

Credit: The YEARS Project. [Image is available for media use.](#)

### Related Information:

[GM commercial](#)  
[Ford commercial](#)

*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.*

*The YEARS Project is the leading strategic digital communications organization for the climate movement. Our mission is to compel measurable and effective action on climate change across all media. We envision a world in which addressing the climate emergency is the top political, social and economic issue.*

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