The Center for Biological Diversity says it is spending about $100,000 on the ad buy, with placements in the Financial Times, The Wall Street Journal and Bloomberg, according to The Detroit News. Dan Becker of the group's Safe Climate Transport campaign told reporters, "We need to put the blame for this unaffordable economy where it belongs," arguing that automakers have the technology to cut U.S. oil dependence but are not building affordable EVs for everyday drivers. The Detroit News also reports that the ads prominently feature the three automakers' logos and that the companies did not immediately offer comment.

Green Group Torches Detroit's Big Three Over EV U-Turn And Pain At The Pump

By Javier Rodriguez
10 July 2026

An environmental group is taking a public swing at Detroit's automakers, rolling out a new national ad blitz that accuses them of backing off from electric vehicles and sticking drivers with higher gas bills. The campaign splashes the logos of Ford, General Motors and Toyota across its creative and links recent pump-price spikes to the industry's policy choices. For Michigan, where EV plants and suppliers are already rethinking production, that connection lands close to home.

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What the ads say

The messaging pulls no punches. Laws required electric vehicles. Car companies promised to make them. Then they lobbied to scrap the laws, the ads declare, calling the pullback a corporate betrayal, as reported by The Detroit News. The copy also ties drivers' pain at the pump to industry lobbying and policy rollbacks, instead of laying the blame on geopolitical turmoil or other external oil shocks.

Why Detroit cares

The critique hits Detroit at a tense moment. Automakers have already scaled back some EV plans and paused certain plants, pushing local suppliers and workers to adjust on the fly. GM halted production at its Factory Zero campus earlier this year and temporarily idled about 1,300 workers, a very visible sign of that shift for the region. The new ad campaign appears built to argue that these production changes stem from deliberate corporate choices rather than from some unavoidable force of the market.

Industry backdrop

The push comes as part of a bigger industry recalculation. U.S. automakers have softened some EV timelines and doubled down on hybrids as sales trends and policy incentives shift, a pattern examined by the Los Angeles Times. Rising gasoline prices tied to disruptions in the Middle East have nudged many buyers toward hybrids and complicated the math on pure EVs, The Associated Press notes, giving environmental groups fresh ammunition. At the same time, federal pullbacks on stricter vehicle rules have loosened regulatory pressure, leaving EV strategy to be hammered out by automakers and state-level policies.

The Center for Biological Diversity says the ads are aimed at pushing both automakers and lawmakers to keep EV requirements intact while speeding up the rollout of more affordable electric models. Automakers counter that they are trying to juggle profitability, consumer demand and a murkier policy landscape. Whether a six-figure ad buy can move public opinion or political will in Michigan is an

open question. What is clear is that the fight over EVs is no longer theoretical here. It shows up in plant schedules, paychecks and the long-term playbook for some of the region's biggest employers.

https://hoodline.com/2026/07/green-group-torches-detroit-s-big-three-over-ev-u-turn-and-pain-at-the-pump/