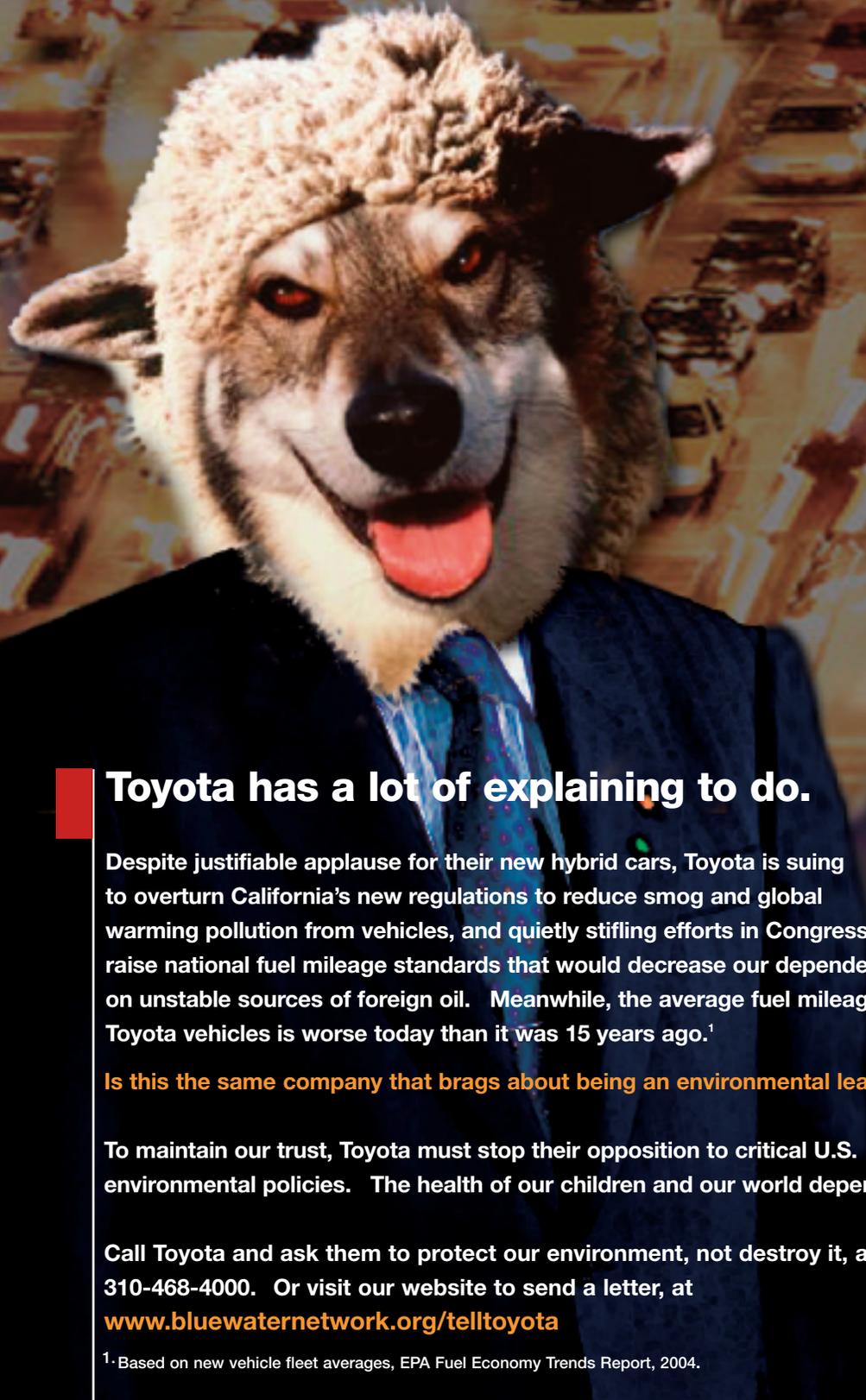


Is Toyota a Wolf in Sheep's Clothing?



Toyota President, Fujio Cho

Toyota has a lot of explaining to do.

Despite justifiable applause for their new hybrid cars, Toyota is suing to overturn California's new regulations to reduce smog and global warming pollution from vehicles, and quietly stifling efforts in Congress to raise national fuel mileage standards that would decrease our dependence on unstable sources of foreign oil. Meanwhile, the average fuel mileage of Toyota vehicles is worse today than it was 15 years ago.¹

Is this the same company that brags about being an environmental leader?

To maintain our trust, Toyota must stop their opposition to critical U.S. environmental policies. The health of our children and our world depend upon it.

Call Toyota and ask them to protect our environment, not destroy it, at 310-468-4000. Or visit our website to send a letter, at www.bluewaternetwork.org/telltoyota

¹ Based on new vehicle fleet averages, EPA Fuel Economy Trends Report, 2004.



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