

# **WANTED**

## **Carbon Laughingstock**



### **Bill Ford**

#### **Chairman, Ford Motor Co.**

So confused, even the enviros chuckle at him.

Although Ford Motor's profits depend heavily on SUV sales, Bill Ford advocates for policies that would kill SUVs, including global warming policies and higher gas taxes.

Though Ford Motor's stock price has deteriorated by 75 percent since he took over the company in 2001, Bill Ford nonetheless urges public policies that would reduce sales of SUVs, his company's most profitable product. Ford fancies himself as an "environmentalist," yet he still sells environmentalist-hated trucks. Although happy to exploit Bill Ford as a "green CEO," environmentalists famously made fun of him in a full-page newspaper ad in 2006 where they mocked a confused Bill Ford with the caption, "When it comes to global warming, Ford can't have it both ways."