

It's the Car, stupid!

Half of all new car buyers fail to obtain the manufacturer's invoice price and negotiate the dealer's markup on vehicle purchases (JDPowers/Assoc. 2000). And few even think to negotiate the mfr's profit, even on excessively profitized SUVs. Making automobiles more efficient and cleaner doesn't have to cost the consumer substantially more.

Stop the CAR!

Fight terrorism & air pollution:

- ☛ Curb the car.
- ☛ Go carless.
- ☛ Revalue & pay less for cars.
- ☛ Drive less.
- ☛ Car & drive share.
- ☛ Buy smaller (greener) & rent larger as needed.
- ☛ Base mode on trip distance.
- ☛ Support auto alternatives for others.
- ☛ Support anti-sprawl growth measures for us all.
- ☛ Demand auto makers be responsible and make more fuel efficient, environmentally cleaner vehicles. Write your government representatives, and your car maker today.



Fight gridlock, air pollution, and auto profit creep: Support auto alternatives for others. Purchase alternative fuel vehicles only if you absolutely need a car, and practice conscious car consumption and use.

Buying a car, especially an SUV? Negotiate a 3-5% or larger "environmental impact deduction" off the auto manufacturer's invoice price to the dealer. And donate this to a front line environmental cause such as Greenpeace or the Sierra Club, etc.

This is freedom? The personal lifetime costs for merely average auto ownership and operation exceeds \$450,000 -- not including the billions in military and indirect costs associated with providing a steady supply of "cheap" oil.

A community-valuing message by:

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"A Crash Arts & Sciences Ph.D. Course in Carlessnesshood 101"