
Letter to the Editor

O'Brien, T. 2005. Letter to the editor regarding Tukker and Cohen's (Summer 2004) "Industrial Ecology and the Automotive Transport System: Can Ford Shape the Future Again?" *Journal of Industrial Ecology* 8(3): 14–17.

I am writing in response to the commentary of Arnold Tukker and Maurie J. Cohen entitled, Industrial Ecology and the Automotive Transport System: Can Ford Shape the Future Again? This commentary commends the work of Ford Motor Company at the Rouge Center, but challenges the Company in terms of its environmental commitment, particularly with regard to its products.

I think it is important to begin this response by clarifying that the express topic of my address was the revitalization of the Ford Rouge Center, and the extensive commentary of Tukker and Cohen is derived from a few questions and responses related to the environmental performance of our products. Although this is not my area of expertise, I offer the following comments:

Our Company and industry, today, produce cars and trucks which have emission levels which are cleaner than ambient air quality conditions in some major U.S. cities. This performance has been achieved in a period of only 30 years, and simultaneously with similar advances in performance, function, quality and durability.

Over half of the entire research and development budget of Ford Motor Company is allocated to environmental and energy conservation.

As these articles appear, Ford is introducing the Hybrid Escape, the world's cleanest, most fuel efficient, no-compromises, Sport Utility Vehicle.

I respectfully submit that these kinds of facts demonstrate that Ford is neither "passive" nor "reticent". Ford is fully and irrevocably committed to "great products, a strong Company and a better world".

I look forward to an ongoing engagement with the International Society for Industrial Ecology, and its members, as we search, together, for the means to achieve sustainable commerce and community.

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