



FUEL FREEDOM[®]
FOUNDATION
CHEAPER. CLEANER. AMERICAN-MADE.

IMAGINE A WORLD WITH...

MILLIONS OF NEW JOBS

**SIGNIFICANTLY LOWER
GAS PRICES**

**CLEANER FUELS FOR
A SAFER ENVIRONMENT**

**SUSTAINABLE ECONOMIC
GROWTH AND INVESTMENT
OPPORTUNITIES**

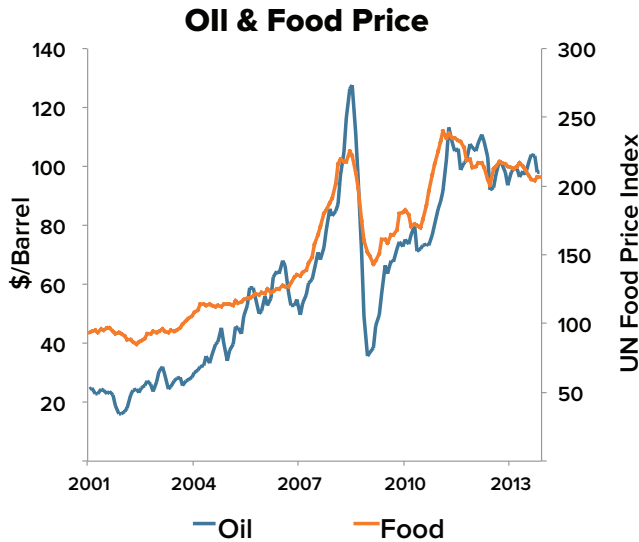
**TOGETHER, LET'S TURN THIS
DREAM INTO A REALITY!**

The Fuel Freedom Foundation¹

works to break America's crippling oil addiction by opening the vehicle fuel market to competition and allowing cars and trucks to run on cheaper, cleaner, healthier, American-made fuels. Our goal is to transform the American vehicle fuels system within a decade, reducing costs for families and businesses alike and helping to jumpstart economic growth.

¹Fuel Freedom Foundation is a non-profit, non-partisan organization based in Irvine, California.

OUR ADDICTION TO OIL HAS REACHED A CRIPPLING LEVEL. THIS CRISIS IS FELT IN MANY ASPECTS OF OUR LIVES:



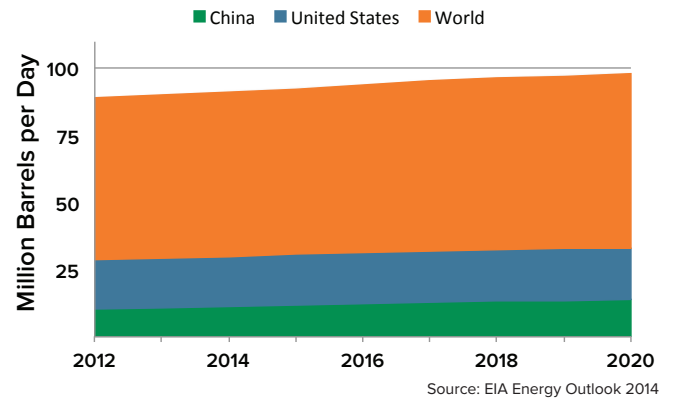
The Economic Burden

In 2013, the U.S. spent over \$700 billion on oil products, half of which was sent to foreign countries, costing us millions of jobs. At the same time, high oil prices have added to the cost of virtually everything at home, from transportation to food. The cost of oil operates much like a steep tax that siphons away our wealth, stunts economic growth and hits the middle class hardest.

Global Demand Driving Prices

China has become the largest car market in the world, consuming ever more oil and driving up prices even as the global oil supply has increased. While American oil production is booming, it does not come close to meeting global demand. Our oil is expensive and does not bring price relief to consumers at the pump.

Global Oil Demand



Impact on American Families

High fuel prices constitute a crushing tax that disproportionately hurts working families. The cost of transportation, of which petroleum is a major input, has soared over the past decade, compelling the average American family to spend more on transportation than on food, clothes, and entertainment combined.

High gas prices lead to rising unemployment and increased welfare spending, with ripple effects on our fiscal policy in the form of more government spending and larger deficits.



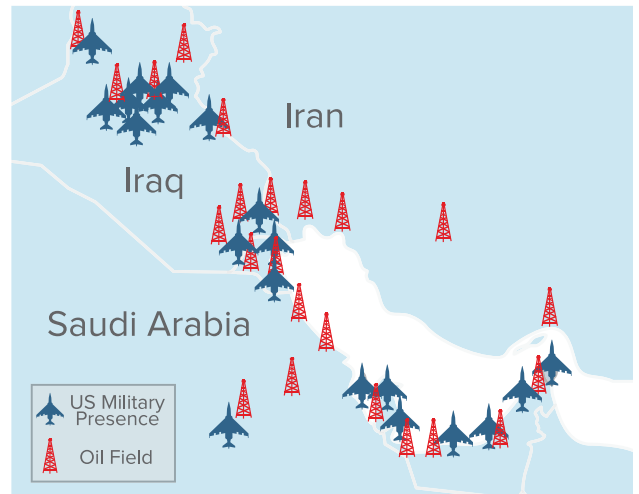
Environment

Oil is the largest contributor to greenhouse gases, urban air pollution and water pollution. The soaring price of oil has encouraged the spread of environmentally destructive oil-extraction technologies, leading to even more environmental degradation.

National Security & Foreign Policy

Because of the critical role that oil plays in the global economy, the U.S. protects oil production and oil routes around the world, guarding against any interruption that might cause a price spike. The American taxpayer foots the bill for this military activity while America's sons and daughters risk their lives in faraway lands.

Some of our petrodollars flow from Middle Eastern oil exporters into the hands of terrorist groups and extremists, destabilizing the region, distorting our foreign policy and posing a direct threat to our security and that of our allies.



Health

Urban air pollution, caused principally by cars and trucks, is the number one source of respiratory diseases in the United States. Fuel additives and tailpipe emissions have been linked to a wide range of health problems, including cancer.

The Fuel Freedom Foundation seeks to create market conditions that will allow ALL fuel alternatives to compete on a level playing field. We are not picking favorites among fuels. There are many pathways forward, including electric cars, hydrogen cars, increased fuel economy, improved public transportation and revolutionary new technologies. In the long term, electric-powered vehicles may be very important but we need to attack the economic crisis caused by oil dependence now.

In the shorter term, the most promising fuels to catalyze a major shift away from oil appear to be liquid alcohol fuels such as ethanol and methanol because they provide the fastest path for displacing oil. They are cheaper and cleaner than gasoline and can be readily produced from natural gas, biomass, and biodegradable waste. The existing distribution system can readily integrate these fuels to power America's cars and trucks without requiring extensive redesign.

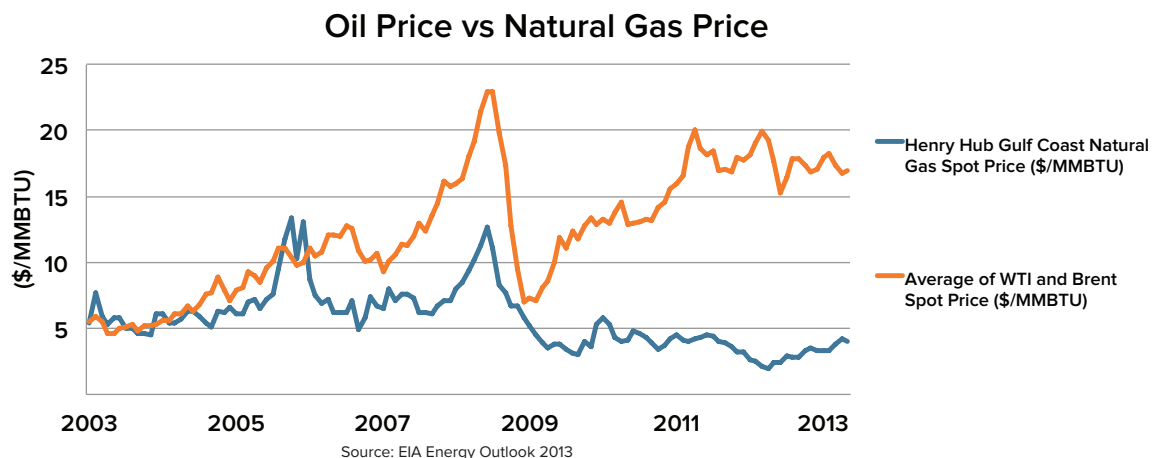
A confluence of new factors make such non-petroleum liquid fuels economical for drivers in the short term:

Car Conversion Technology

With slight modifications, primarily in software already installed in vehicles, most cars built in the last ten years can be converted to run on multiple liquid fuels (any combination of ethanol, methanol and gasoline) for less than \$300 per vehicle. We do not need to wait decades for the existing fleet to obsolesce in order to achieve greater efficiency, lower costs, and cleaner air.

Abundance of Natural Gas (and other feedstocks)

Thanks to the dramatically increased availability of cheap natural gas, plus biomass and biodegradable garbage, the U.S. enjoys an ample supply of feedstock for creating alternatives to gasoline. On an energy equivalent basis, natural gas costs 75 percent less than oil and the United States has reserves of natural gas that will last for decades.



But there are barriers that need to come down. Americans today who want to convert their cars to run on alternative fuels are blocked by cumbersome and costly Environmental Protection Agency (EPA) regulations.

Fuel Freedom Foundation's plan is to give American drivers choice, and to give it to them now. Multiple fuels can be made available for cars and trucks that are on the road **today**. Choice in the marketplace will let Americans drive on fuels that are affordable, clean, abundantly available, and produced in America.

Our activity focuses on the following areas:

1) Adjusting Regulatory Framework

Seeking to modify the existing regulatory framework, Fuel Freedom Foundation is working with the EPA to enable large-scale, low-cost conversion of vehicles to run interchangeably on multiple fuels (gasoline, ethanol and methanol). Fuel Freedom Foundation has assembled a bipartisan team of former EPA officials who are working with the federal government to rationalize the regulatory framework so there will be more fuel choices available to the American driver.

2) State Pilot Projects

Fuel Freedom Foundation is working with governors of key states to set in motion large-scale pilot projects for converting hundreds of thousands of cars to run on multiple fuels. Simultaneously we are working in partnership with fuel distributors to make the new fuels easily available to consumers in pilot areas.

3) Public Awareness Campaign

Fuel Freedom Foundation is conducting a campaign to build public awareness and support for its mission. To reach the broader public, we are producing a documentary film that tells the story of America's addiction to oil, illustrates the problems that flow from it, and showcases the ease with which current vehicles can be converted to run on alternative fuels. The film is one component of a broader digital and grassroots effort to educate Americans from all walks of life about the fuel options available to them today and encouraging them to take an active role in the Fuel Freedom Foundation's mission.

In addition, we are working together with academic institutions, research facilities, think tanks and NGOs to establish the Fuel Freedom Foundation as the thought leader in this critical space.

Our Vision

America Free From the Chokehold of Oil

IN LESS THAN A DECADE, ACHIEVING FUEL FREEDOM WILL GENERATE A WIDE SPECTRUM OF POSITIVE OUTCOMES:

Economic Prosperity

- Reduced cost of transportation fuels by hundreds of billions of dollars annually
- Transportation fuel costs reduced by hundreds of billions of dollars annually
- Thousands of dollars a year added to the pockets of the average American family
- Millions of new jobs
- Significant reduction of the trade deficit
- Money spent to purchase foreign oil and on defense budgets to protect it reinvested into domestic economic growth
- Enhanced innovation spurred by a competitive fuel market



Cleaner Environment

- A significant reduction in particle emissions
- A significant reduction in greenhouse gas emissions
- A significant decrease in environmentally damaging forms of oil drilling.



National Security

- No need to squander dollars and lives protecting our oil imports
- A foreign policy solidly aligned with U.S. interests and not those of foreign oil producers
- A weakening of radical groups who derive funding from our oil purchases



Our Team

EXECUTIVE TEAM

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Eyal Aronoff
Co-founder

Joseph Cannon
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Ilana Meirovitch
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JOIN US

The Fuel Freedom campaign presents a historic opportunity to alter America's course. For four decades our country has been the prisoner of its oil addiction, with increasing transportation costs, dirty vehicle fuels, and the insecurity of economic dependence on one of the most politically volatile regions of the world. It is time for Americans to work together to take their economic destiny into their own hands and replace imported oil with cheaper, cleaner, healthier, American-made fuels.

For more information, please visit www.fueelfreedom.org

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