Subject Lines:

1: Donald Trump is attacking your health

2: It’s time to fight for clean air

3: Stand up for #CleanerCars standards

4: Trump wants you to pay more at the pump

[NAME],

Donald Trump and his Dirty Deputies Andrew Wheeler and Heidi King are throwing America’s clean car standards into reverse, rolling back important protections that keep our air clean and save us money at the pump.

**We can’t let them. Add your voice in support of clean car standards. [LINK TO PETITION]**

Not only are Trump and his cronies attacking our health and pocketbooks, they’re also gutting the Clean Air Act by undermining states’ legal authority to protect their citizens by setting more protective limits on tailpipe pollution. Instead of putting our families first, the Trump administration is polluting our air, putting lives at risk, and forcing consumers to spend billions more dollars at the gas pump at a time when prices are shooting sky high.

Enough is enough. **Tell the Trump administration that you won’t stand by while they put corporate cronies ahead of American families.** [LINK TO PETITION]

We shouldn’t have to worry whether our air is safe to breathe. Our families deserve clean car standards that protect our health and save money at the gas pump.

**Tell Trump and Wheeler that you won’t stand for their reckless rollbacks. [LINK TO PETITION]**

Thank you for your support.

[SIGNER]

**Cars Rollback Landing Page**

Title: CLEAN CAR STANDARDS ARE UNDER ATTACK

Framing: Clean car standards help keep our air clean, fight climate change, and save us money at the pump. Now, Donald Trump is attacking those standards and trying to revoke states’ authority to protect their citizens from dangerous air pollution. He wants to gut the Clean Air Act and allow cars to be dirtier and less fuel-efficient.

Speak out now to stop these reckless attacks on the clean car standards. Stop the Trump administration from putting the interests of auto lobbyists and corporate polluters over the needs of American families.

**Sample Comment:**

I strongly oppose any attempt by Acting EPA Administrator Andrew Wheeler and Acting NHTSA Administrator Heidi King to roll back clean cars standards and infringe on the longstanding authority of states to protect their citizens from air pollution when federal standards aren’t protective enough. Americans deserve clean air. Undermining these achievable, successful, and commonsense standards will allow automakers to manufacture dirtier cars that pollute the air and harm our health. More than 25 million Americans suffer from asthma. We shouldn’t be rolling back safeguards that protect them.