Subject lines:

1. Time’s Running Out: Protect Clean Car Standards

2. Trump and Wheeler are ATTACKING our health

3. Last Chance: Stand Up for Clean Car Standards

4. ⏰⏰⏰Deadline: Defend Clean Car Standards

[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 clean up our air and save us money at the gas pump. The **deadline** to speak out in support of these standards is **October 23, 2018**.

**SPEAK UP NOW: Add your voice in support of clean car standards TODAY. [LINK TO LANDING PAGE]**

Not only are Trump and his polluter allies attacking our health and pocketbooks, they’re also attacking states’ longstanding legal authority under the Clean Air Act to protect the health of their citizens by adopting stronger tailpipe pollution standards. Instead of putting our families first, the Trump administration is polluting our air, putting lives at risk, and forcing consumers to spend hundreds of billions more dollars at the gas pump.

**Time’s running out. Tell the Trump administration that you won’t stand by while they put corporate polluters ahead of American families. [LINK TO LANDING PAGE]**

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. **Defend these standards before it’s too late. [LINK TO LANDING PAGE]**

The deadline to make your voice heard is quickly approaching.**Tell Wheeler and King that you won’t stand for their reckless rollbacks TODAY. [LINK TO LANDING PAGE]**

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 Deputy 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.

**Social Guidance for Urgent Comment Collection**

**TWITTER:**

* Time’s running out: Tell @EPA and @NHTSAgov that the #CleanerCars rollback threatens the health of our families. #StopEPARollbacks [COMMENT LINK]
* DEADLINE: Tell @EPA and @NHTSAgov that you oppose the reckless rollback of vital #CleanerCars standards. #StopEPARollbacks [COMMENT LINK]
* DEADLINE: Tell @EPA and @NHTSAgov that the #CleanerCars rollback is a direct attack on states’ authority to protect their residents. #StopEPARollbacks
* ⏰⏰⏰The clock is ticking: Tell @EPA and @NHTSAgov that you support lifesaving #CleanerCars standards before it’s too late. #StopEPARollbacks [COMMENT LINK]
* 🚨🚨🚨#CleanerCars standards are under attack - speak out in support of these vital protections before it’s too late. #StopEPARollbacks [COMMENT LINK]
* Deadline: Protect our health and our pocketbooks by speaking out for #CleanerCars standards TODAY. #StopEPARollbacks [COMMENT LINK]

**FACEBOOK:**

* DEADLINE: Tell [TAG] EPA and the [TAG] NHTSA that you oppose the reckless rollback of vital #CleanerCars standards. #StopEPARollbacs [COMMENT LINK]
* ⏰⏰⏰The clock is ticking: Tell [TAG] EPA and [TAG] NHTSA that you support lifesaving #CleanerCars standards before it’s too late. #StopEPARollbacks [COMMENT LINK]