

Melissa Hinch-Ownby

Business guru blogs about the latest in green biz



Ford partners with Repeve to give back

Customers who purchase a new 2013 Ford Fusion Hybrid, Fusion Energi plug-in hybrid or Focus Electric can donate to 1 of 4 eco-charities.

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Photo: Ford Motor Company

Ford Motor Company is ramping up for the release of the new [Ford Fusion Energi plug-in hybrid](#) and the [Focus Electric](#). The Detroit-based automaker is going beyond simply offering new eco-friendly motoring options to American consumers, it is also allowing these consumers to give back by donating to one of four eco-charities.

Ford and Unifi's Repeve Gives Back program will allow customers who buy a new 2013 Ford Fusion Hybrid, Fusion Energi plug-in hybrid or the Ford Focus Electric the ability to automatically donate to one of the following environmentally focused nonprofit organizations: Keep America Beautiful, The Conservation Alliance, American Rivers or the Rocky Mountain Institute. These organizations were chosen because of their previous work in driving environmental change.

Wes Sherwood, Ford electrified vehicles manager, explains the decision to partner with the Repeve Gives Back program. "At Ford, we challenge ourselves to constantly improve the overall sustainability of our vehicle lineup, which underlies the advancements we've made in fuel-efficiency, electrification, and integration of sustainable materials such as REPEVE into Ford cars and trucks. We recognize that these same values are shared by Ford drivers, which is why we're offering them the opportunity to support leading environmental charities when they choose electrified Fusion and Focus models."

The Repeve Gives Back program was a natural choice for Ford as the company uses Repeve's recycled fiber in the Fusion Hybrid and Focus Electric. The Repeve product that Ford is using is made out of post-industrial and post-consumer waste. Each Ford Focus Electric uses the equivalent of 22 recycled PET plastic bottles in its interior seating. The larger Fusion hybrid uses the equivalent of 42 recycled bottles.

If you're not in the market for a new car but want to get in on the charitable donation action, you can. Simply "Like" the [Repeve Facebook page](#) and click the "Gives Back" tab. You will then receive a passcode that can be used on the Repeve.com website to vote for your favorite nonprofit organization. Unifi will make a donation to the eco-charity that receives the most votes.

In addition to the Repeve Gives Back program, Unifi and Ford are also working together on a new [recycling](#) initiative. Ford facilities in Michigan and California will be equipped with plastic bottle collection containers and the bottles collected may just find their way into the seat of a new Focus Electric or Fusion Hybrid.