

Dear Friends,

“THE WORLD IS ADDICTED TO OIL. IT’S TIME FOR AN INTERVENTION.”

It should be clear to you and to most of the people you know that the American public is being held captive by foreign oil, as well as by American fuel producers. The slightest ripple in the Middle East immediately causes gasoline, diesel, home heating oil, and jet fuel to increase in price. The same thing happens if there is the slightest disruption of American refining capacity. The same would happen with a break in the Alaskan pipeline. If there is a severe winter, prices also go up. When prices of fuel go up, everything costs more. All transportation costs increase, as do all the many products that are oil based such as plastic.

Do the oil companies care? No, of course not. As oil shortages appear, prices go up and the oil companies profit even more. Does the federal government care? It sure doesn't look like it. There has not been the slightest sign of an energy policy since the days of Jimmy Carter. What little good President Carter accomplished was completely undone by George W. Bush. Did Bush care? Of course he did. He was a Texas oil man. He cared a lot, but not about the consumer.

How bad do we need foreign oil? Bad enough to go to war? Bad enough to build alliances with a long string of Middle Eastern bad guys? Yes, indeed, that's what we have in fact done. Even if we have to invent false reasons to go to war, apparently we will. We will protect our oil interests at any price. Isn't it crazy that the military consumes enormous amounts of oil in the process of fighting to protect oil? **This craziness has gone far enough. It's time to end it.**

Do we have any leaders that care about the cost of energy? It doesn't appear so. Lee Iacocca, the leader who saved Chrysler Corporation, has recently written a very bold book entitled, "Where Have All the Leaders Gone?" Iacocca believes that our society does not currently have any real leaders and I agree with him. Oh yes, we have politicians who know how to get elected, but we don't have articulate visionaries who can offer solutions that will inspire the public to act.

Fortunately, the needed leadership in the field of energy can be provided by the American public. **When the people lead, the politicians will follow.** An idea whose time has come cannot be stopped. This is our time to popularize the commonsense idea that we must reduce energy consumption and dependence on foreign and American oil.

In the eight years that Doctor Diesel has been concerned about energy, I have had the great pleasure of having two dinners with Josh Tickell. This dedicated young man is exactly what the doctor ordered. His first little book, "From the Fryer to the Fuel Tank," literally changed my life. His second book, "Biodiesel America," was a major work. But now his new movie, "FUEL," has the potential to galvanize our country and to literally change our planet. We need to make every effort to encourage our whole country to

see this film. This is not a film just for environmentalists or fans of biodiesel. This is a film for all of our people. I make this film sound serious and it is, but at the same time, it is interesting, exciting, entertaining and just plain inspirational.

You must see this film and encourage everyone you know to do the same. Yes, it is playing in small theaters around the country, but that's not good enough. It needs more exposure. It's now out on DVD and I believe that's the answer.

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FUEL has been getting rave reviews:

- Winner at the Sundance Film Festival, Best Documentary
- The New York Times Critic’s Pick
- “Vital” Gary Goldstein, Los Angeles Times
- “Fascinating” Huffington Post
- “Refreshing” Lisa Kennedy, Denver Post
- “Dynamic and persuasive” Tom Keogh, Seattle Times

This exciting film features:

Josh Tickell
Richard Branson
Woody Harrelson
Sheryl Crow
Larry David
Willie Nelson
Robert Kennedy, Jr.
Neil Young
And Many More

Please, please, for the sake of humanity and particularly for the sake of future generations, buy a copy of this DVD and show it to everybody you know.

You can purchase this film online right now while you are thinking about it. Just click on the green and white FUEL banner at the bottom of this page.



Until next time, home is where we park it.

Chuck & Donna Cole

Cole & Cole *and* Doctor Diesel

(530) 524-5020

www.travelswithcoleandcole.com

www.doctordiesel.com

mail@travelswithcoleandcole.com