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Ethos Challenge Campaign



Tired of Increasing Gas Prices? Join the Ethos Challenge Campaign Citywide campaign to improve air quality and combat high gas prices

A day doesn't pass where we don't read or hear news media reports about global warming and motor vehicle emissions. Austin's Mayor has made addressing these problems a priority in his administration; his goal is to make Austin the country's leader among environmentally friendly cities.

We, at your Chamber, also want to do our part in support of clean air. With that end in mind, it is my pleasure to announce that we have been introduced to a product that allows all of our members to have a positive affect on the environment, while saving money on fuel costs!

I was provided a sample of Ethos FR to test in my SUV. This product is manufactured by Ethos Environmental, Inc, a 10 year old, publicly traded company out of San Diego, California. **I have seen that my truck runs noticeably smoother and my fuel mileage has improved. I have also seen test results on Austin vehicles that show hydrocarbon emission reductions of up to 93% and carbon monoxide emissions totally eliminated.**

Ethos Environmental guarantees a 7% increase in fuel economy and I'm told that most people experience significantly more. However, a 7% increase at \$2.00 per gallon, the fuel savings will pay for the product. I have also heard testimony that individuals are saving as much as \$70 per month, after the cost of the product, now that gas is at \$2.30, or more, per gallon. The product works with all fuels (diesel, bio-diesel, propane, Ethanol, etc) in all internal combustion engines.

After seeing these significant and positive results, we have decided that the Chamber should partner with Ethos Austin in promoting [The Ethos Challenge](#) Program. This program will raise money for the Chamber, while saving money for our members and improving the air quality in Austin.

Our members [Yifat Cohen](#) is on hand to answer your questions about Ethos FR. They have product with them for you to purchase and info on how you can [order directly from the website](#). Either way, the Chamber receives a portion of the proceeds.

What a concept - help your community clean the air, save money on fuel, and help your Chamber raise funds.

Sincerely,

Andrew Martinez

President, CEO