

"In this struggle where failure is not an option, we must either win each battle or learn from our losses what we need to win the next one. The environment was the loser for over a decade due to VW's cheating. This film can help us learn from that defeat in terms of what we need to move ahead in the classroom, boardroom, and regulatory policy making arenas." **William Newman, Professor of Management, Miami University**

"Volkswagen's lies and deceitful behavior rival the villainous exploits of both Enron and Bernie Madoff! VW knowingly produced 11 million cars with software that falsely altered their pollution exhaust rate. This case needs to be carefully studied by all students of business and business ethics." **Al Gini, Professor of Business Ethics, Loyola University Chicago**

"Dale, just finished watching this. You've done an amazing job. None of the other reports I've seen including my own put the Volkswagen scandal into the context of the whole clean air movement. There is a lot of fascinating detail and I learned a lot. Thanks, and again congratulations on the great work especially considering you didn't have a deep-pocketed backer like Netflix." **Jack Ewing of the New York Times, whose stories from Frankfurt, starting September 2015, have chronicled the VW Monkey Business, and who has written the book "Faster, Higher, Farther: The Volkswagen Scandal", soon to become a feature film under Leonardo DiCaprio.**

"Jack Ewing is right, interweaving the VW scandal throughout your air pollution and climate change narrative was brilliant. I just finished watching your movie. Your years of interviews and your ability to share California's air and climate history through the eyes of Mary Nichols and the VW scandal made this very compelling. I was glad to be part of the journey." **Former California State Senator Fran Pavley**

"What happens when a company lies to push its cars as environmentally friendly? Lies to risk the health of people and the planet? Lies to the women and men who enforce America's clean air laws? "BACKFIRED: When VW Lied to America" is a riveting exploration of VW's unmasking. It offers a smart example on how citizens, scientists and politicians of both parties outed a world-class corporate polluter. In an era of environmental rollbacks, the story offers insight for anyone interested in fighting back." **Jennifer Siebens, Former CBS News Executive**

"I think the terrific one-hour special done by Dale Bell at the Media Policy Center brilliantly captures the outrageous dissembling and theft of health committed by VW. Dale did a great job on "my" Designing Health Communities series, and I think this shows continued excellence." **From Dr. Dick Jackson, host of *Designing Healthy Communities* on PBS; Professor emeritus, UCLA Fielding School of Public Health. Director emeritus, CDC National Center for Environmental Health; former Chief Public Health Officer under Governor Schwarzenegger.**