



Get In The Know:

Learn To Protect Your Vehicle From Theft

Presented to you by



and



www.nicb.org



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Introduction.

A word from NICB and LoJack

■ To The Driving Public,

Your car, SUV, motorcycle or even construction equipment may be more vulnerable than ever to today's professional thieves, who have found a very lucrative business in vehicle theft. In fact, a 2008 Convenience Sample survey conducted among select law enforcement auto theft professionals around the country indicates that the current down economy appears to be an increasing factor in fueling vehicle theft – making your possession an even greater target for hungry criminals.

While theft rates may vary from year to year and during different economic climates, the one thing that remains constant is that theft is a huge and costly problem. According to the latest figures from the National Insurance Crime Bureau (NICB), 1.2 million cars, SUVs and light trucks were stolen in 2006 worth an estimated \$7.9 billion. With the increasing popularity of motorcycle riding, bike theft is also accelerating, climbing a full 137 percent since the year 2000. In the commercial arena, owners of costly construction equipment are particularly vulnerable to theft, with more than \$1 billion in equipment stolen annually.

So, what's behind this large and costly problem? According to our recent survey of law enforcement professionals, chop shops, fraud (including identity theft), use of a stolen vehicle to conduct another crime, and illegal exportation of vehicles are the top factors contributing to vehicle theft.

The bottom line is that for thieves, vehicle theft is a high reward – and at times low risk – crime. And, it's vehicle owners who pay the price, which not only includes replacing the vehicle, but also rental car fees, the cost of replacing valuables in the vehicle and insurance premium increases, to name a few.

That's why NICB and LoJack Corporation, two experts on the subject of vehicle theft and theft protection, continue to join forces to help you better understand how to protect your vehicle or construction equipment from theft. As part of this effort, we've conducted multiple surveys, including the law enforcement survey mentioned in this letter and the consumer survey highlighted within the following pages – all to help arm vehicle owners with the latest information to keep their vehicles safe. This booklet is another element of our education effort and represents the collective knowledge of both organizations on theft and theft protection information.

We hope you'll find it helpful.

Regards,



Robert M. Bryant, President & CEO



Richard T. Riley, Chairman & CEO



THE SURVEY SAYS...

Bad Habits Make People Easy Targets for Today's Sophisticated Thieves

LoJack and NICB commissioned a survey in April 2007 to determine the driving public's attitudes and behaviors regarding vehicle theft protection. The results revealed that Americans are vulnerable to vehicle theft *and* also to associated identity theft.



Survey Highlights:

- Nearly half of Americans leave mail in their vehicle; one-quarter has left a wallet or purse; and nearly one-third has left bank statements in their cars—all of which contain personal information and can put people at risk for identity theft.
- Many are not exercising common sense measures to protect their vehicle from theft. One-third have left their car running and unattended; 38 percent don't always hide valuables in a parked car; and 47 percent don't always park in a well lit area.
- Yet, many (36 percent) never even think about whether or not their vehicle might be stolen.
- Nearly 40 percent don't realize who is behind vehicle theft and therefore don't understand what it takes to protect their vehicle.
- And, incredibly, while 75 percent of drivers recognize that there are hidden costs associated with vehicle theft, almost none (1 percent) could identify the spectrum of those costs—which includes insurance premium increases, replacing valuables, time spent dealing with police and other related parties, car rental fees, missed work time and costs associated with repairing the vehicle.

HOW THE SURVEY WAS CONDUCTED

Opinion Research Corporation, an independent research organization based in Princeton, New Jersey, conducted the survey as one of its bi-weekly CARAVAN® Surveys of the American Public. Professional interviewers conducted telephone interviews with a representative sample of 1,000 American adults. Response totals are subject to a plus or minus three percent margin of error.

IT TAKES A THIEF

Who is behind most vehicle theft?

Contrary to what many people think, most vehicle thefts are not the work of teenagers seeking adventure. In fact, the theft of cars, SUVs and light trucks is nearly an \$8 billion a year business run by organized crime rings out to make huge profits at your expense. A full 1.2 million vehicles are stolen each year and many of those are either stripped down at a chop shop for parts or scrap metal, resold whole to an unsuspecting consumer, sold on the black market or shipped overseas.

Who is behind most motorcycle theft?

As with cars and SUVs, most motorcycle thefts are not committed by individuals out for a joyride. The rapidly-growing popularity of bike riding over the past several years has translated into a huge opportunity for professional thieves who know exactly what bike or what bike parts are in the greatest demand. Because criminals can so easily alter, reuse or camouflage bike parts and frames, recovery rates for stolen motorcycles are typically in the 25-30 percent range. And in addition to theft, criminals often target motorcyclists with fraud scams that victimize enthusiasts.

Who is behind most construction equipment or commercial vehicle theft?

If you've guessed professional thieves, you're right. Heavy equipment is in great demand and has a high resale value. That means it is big business with huge profits. The national average value of a piece of heavy equipment is \$135,000. Thieves enter jobsites after hours, load equipment onto trailers and then either resell the machinery to unsuspecting buyers, dismantle the equipment into smaller pieces for resale as spare parts, or illegally export it to other countries.



COLD HARD FACTS

The cold hard facts are that vehicles in all three categories are prime targets for professional thieves. Unfortunately, it is true that if an organized crime ring wants your car, motorcycle or heavy equipment, chances are, they can get it. But there are things you can do to protect your assets.

Auto

- In the United States, a car, SUV or light truck is stolen every 26.4 seconds
- 1.2 million vehicles were stolen in the United States in 2006
- Property losses due to motor vehicle theft in 2006 were estimated at \$7.9 billion



Motorcycle

- Bike theft has risen 137 percent since 2000
- In the United States, one motorcycle is stolen every 7.4 minutes
- More than 71,000 motorcycles were stolen in 2006, with assets totaling nearly \$440 million



Commercial

- More than 72 percent of equipment owners have recently experienced theft
- 76 percent of equipment owners affected by theft never saw their equipment again
- Construction equipment losses due to theft total more than \$1 billion each year



*Based on the most recent data available

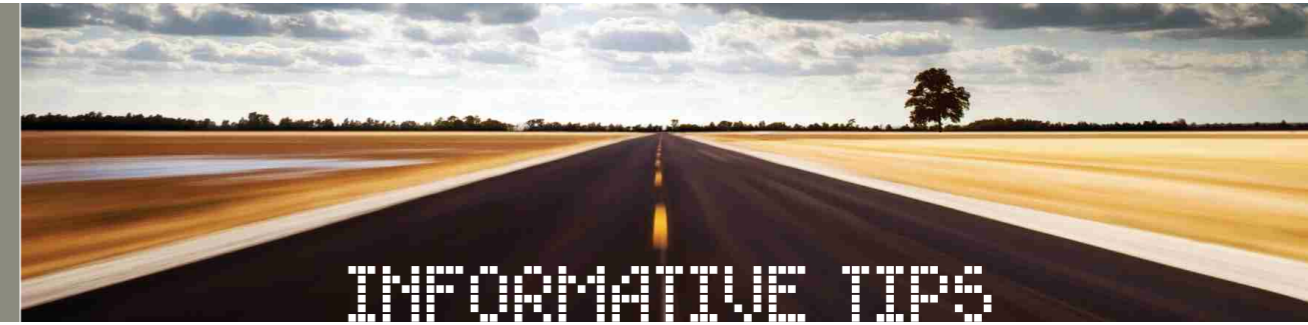
THEFT PREVENTION TIPS

Get In The Know: Theft protection tips.



■ Things You Should (or Shouldn't) Do to Protect Your Vehicle

To protect yourself in cold weather, you typically put on layers of clothing to stay warm. It's no different when you want to protect your vehicle, motorcycle or construction equipment from thieves. Use a layered approach.



Get In The Know: Theft protection tips.

■ FOR CARS, SUVs, LIGHT TRUCKS:

Use common sense.

- Never leave a key in or on your vehicle.
- Close and lock all windows and doors when you park your vehicle.
- Park in a well-lit area.
- When at home, keep your vehicle in your garage.
- Don't leave valuables in your vehicle, especially where they can be seen.
- Never leave the area while your car is running.

Use a theft deterrent device. These devices add a layer of protection that may deter some thieves.

- An audible device like an alarm may be enough to scare off the amateur thief or make the professional choose another target.
- A visible device like a steering wheel lock, theft deterrent decal or window etching is another way to make thieves think twice about stealing your car.

Use a vehicle immobilizer. These devices make it just that much more difficult for a thief to get your vehicle.

- Install a smart key or fuel cut-off device.
- A kill switch or starter, ignition and fuel disabler will help deter a thief.

Use a vehicle recovery system.

- Since the pros can outsmart just about any theft deterrent, these systems, like the LoJack Stolen Vehicle Recovery System, help authorities track down and recover your vehicle if it is stolen.

THEFT PROTECTION TIPS

FOR MOTORCYCLES:

Use common sense. But remember, these tips will help deter amateur thieves, but they usually won't stop the pros.

- When at home, always keep your bike concealed in a garage or storage area, out of thieves' sight.
- Place large objects/obstacles between your motorcycle and the garage door.
- Never leave your keys in your bike.
- When out, park in a well-lit area, preferably one in view of a security camera.
- Don't park between vehicles because it provides cover for thieves.

Use theft deterrent devices to provide an extra layer of protection.

- Properly use a bike lock. Lock two bikes together if possible. Make sure the lock is tight around your bike. If there is only one bike, lock it to a secure, immovable object. Loop the chain through the bike frame.
- Install an alarm. This might not thwart a professional thief, but may ward off the amateur.
- Install a hidden kill switch.

Use a motorcycle recovery system.

- These systems—like LoJack For Motorcycles—help authorities track and recover your bike if stolen.



Get In The Know: Theft protection tips.

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FOR CONSTRUCTION EQUIPMENT OR COMMERCIAL VEHICLES:

A piece of construction equipment doesn't have a Vehicle Identification Number like cars do, so you need to mark your own equipment.

- Paint or label all equipment with a visible Product Identification Number (PIN).
- Document the manufacturer model number, PIN, and date of purchase for each piece of equipment you own.

Secure your equipment where possible.

- Fence in all your equipment.
- Park equipment close together, preferably in a circle with smaller pieces in the center. Chain them all together.
- Use immobilizers like wheel locks, fuel shut offs or ignition locks.
- Ask local police for more frequent patrols of the jobsite.
- Install on-site security cameras and night lights on the jobsite.

Use a construction equipment recovery system.

- Install a recovery system, like the Ruggedized LoJack System—that guarantees the safe return of your equipment in the event it is stolen.



TOP TEN HOT ITEMS

WHAT'S HOT?

HOT SPOTS*

The 10 metropolitan statistical areas with the highest vehicle theft rates in 2007:

1. Modesto, CA
2. Las Vegas/Paradise, NV
3. San Diego/Carlsbad/San Marcos, CA
4. Stockton, CA
5. San Francisco/Oakland/Fremont, CA
6. Laredo, TX
7. Albuquerque, NM
8. Phoenix/Mesa/Scottsdale, AZ
9. Yakima, WA
10. Tucson, AZ

HOT WHEELS*

Top 10 most stolen vehicles in 2007:

1. 1995 Honda Civic
2. 1991 Honda Accord
3. 1989 Toyota Camry
4. 1997 Ford F150 Series
5. 1994 Chevrolet Full Size C/K 1500 Pickup
6. 1994 Acura Integra
7. 2004 Dodge Ram Pickup
8. 1994 Nissan Sentra
9. 1988 Toyota Pickup
10. 2007 Toyota Corolla

HOT BIKES*

Top 10 most stolen models in 2005:

1. Honda CBR600
2. H-D FLS series
3. Honda CBR900
4. Suzuki GSX-R750
5. H-D FXS series
6. Kawasaki ZX-600
7. Kawasaki ZX-750
8. Suzuki GSX-600
9. H-D FLH series
10. Yamaha FZR600

HOT EQUIPMENT**

Most frequently stolen pieces of equipment in 2007:

1. Skid steers
2. Backhoe Loaders/Skip Loaders/Wheel Loaders/Track Loaders
3. Generators/Air Compressors/Welders
4. Light Utility/Work Trucks and Trailers
5. Forklifts/Scissor Lifts
6. Dump Trucks
7. Light Towers
8. Mini-excavators

*Source: National Insurance Crime Bureau
**Source: Lojack Commercial Theft Study

RESOURCES

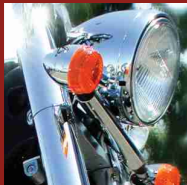
LO/JACK®

In addition to LoJack and NICB's joint theft education effort, both organizations have ongoing programs designed to help consumers understand what they can do to protect their cars, trucks, SUVs, motorcycles and construction equipment from theft. As part of these efforts, LoJack and NICB offer a variety of valuable information available online.

Visit LoJack's Knowledge Center at:

www.lojack.com/knowledge

As the company that invented and continues to lead the stolen vehicle recovery category, LoJack offers a robust Knowledge Center with facts, tips and tools designed to educate consumers on the "who, what and where" of vehicle theft and theft protection. There, consumers can easily download the "Smarts" series – a variety of theft education booklets aimed at drivers of cars, motorcycles, teen drivers and owners of construction equipment. For specific questions related to vehicle theft protection, consumers can also talk to one of LoJack's experts by sending an e-mail to theftexperts@lojack.com.



Visit NICB's Site for Theft & Fraud Awareness Information:

NICB, the nation's premier not-for-profit organization dedicated to fighting insurance fraud and vehicle theft, also has a separate section of its website dedicated to providing informative materials to consumers related to theft prevention and fraud. There, consumers will find a series of educational publications, fact sheets and posters.

To access the information, go to:

www.nicb.org
Click on "Theft & Fraud Awareness"

Get In The Know.

