

THE SHOCKING TRUTH

26,000 motorcycles & scooters stolen
compared to other automotive sectors*
- theft is increasing

Over **2,160** machines stolen per month

50% of thefts reported in London area alone

25% of all machines sold**

Don't
become the
next victim

Datatag it
or lose it!



* approximate figures and source MCRG and the ISR
** Based on total Powered Two Wheelers sales in the UK in 2009.

The Art of Identification