

Car crime - the real truth!

Every day at least 53 householders in England and Wales find that their car has disappeared following burglary of their home to obtain the keys, AA Insurance reveals.

In 2008/09 over 19,400 cars were stolen in this way, more than 1,600 per month: a 19% increase over similar figures announced last year.*

A further 2,700 car keys were stolen by robbery of individuals, a slight but welcome fall over the previous year.

* Cars 'Stolen during a robbery' and 'Stolen during a domestic burglary' (source: Answer by the Rt. Hon Alan Johnson MP to a question posed by the shadow Home Secretary, Chris Grayling MP on 27th February 2010). Figures assume an average value of £10,000 for each stolen car.

Simon Douglas, director of AA Insurance says he is alarmed by the rising trend in key burglaries. "It's almost impossible to steal a modern car without first obtaining the keys."

"Our own insurance claims statistics show a similar trend with an average value of cars taken using stolen keys just over £10,000 - which underlines the increasing determination, patience and ingenuity of thieves targeting upmarket cars, even though the total number of cars stolen is falling."

"Although some cars are quickly recovered, particularly if they are fitted with a tracking device, many just disappear. It's believed that they are either taken out of the country in freight containers or broken up for the lucrative overseas spares market."

Source: www.theaa.com

Datatag provide other systems and protect the following:



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ATV (Quad MC's)



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www.cesarscheme.org



"Datatag STOPS Identity Theft"

NEW Electronic Security Identification System for Cars

- All NEW Datatag technology
- NEW unique electronic transponders
- NEW stealth UV etching technology
- NEW High quality warning labels
- NEW Datatag's with invisible forensic DNA



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Too HOT to Handle



The Art of Identification

Auto theft is a major problem, often Police cannot identify stolen vehicles or stripped parts because the original manufacturers serial numbers have been deleted, changed or cloned making it impossible to prove theft, prosecute the thief and return the vehicle to the true keeper.

Market leading Datatag, have been successfully combating this problem for years and have developed one of the most powerful theft deterrents available using "state of the art" identification technologies that are virtually impossible to remove, change or clone. These all **NEW** Thatcham approved systems are probably the most sophisticated security marking systems ever developed to deter theft and defeat the criminals.

A Lifetime's protection for just one low cost with NO monthly charges or fees.

Our state-of-the-art stealth identification technology will not deface your vehicle.



Thatcham®
Accredited
Mark of Robust Marking



Datatag Technology

NEW Cutting Edge Stealth UV Etching Technology

This system comprises a unique alpha numeric code and Datatag's 24/7 contact details which are permanently etched. They do not deface or interfere with the appearance or aesthetics of the vehicle because the etchings are visible under ultra violet or UV lightings

NEW Unique Electronic Transponder Combination

Glass Tag Transponder is approximately the size of a grain of rice and is used in most of our systems.
Button Tag Transponder is about the size of an aspirin and is one of our most robust transponders and is commonly used in harsh environments.

NEW Datatag's now with Invisible Forensic DNA

Datadots® are a superior microdot identification system developed to compliment Datatag transponders.
Datatag DNA is a unique chemical DNA solution. Each piece of the vehicle will be protected with an invisible unique DNA code. *Dot magnified 30 times >*

NEW High Quality Stylish Warning Labels

The decal forms a major part of the visible deterrent. It indicates to potential criminals that Datatag genuinely protects your vehicle and there is too high a risk of it being traced if they were to steal it.



The **ALL NEW** Datatag security and identification car system has been specifically designed for Prestige, Performance & Luxury 4x4 cars. For over 17 years, Datatag have successfully deterred auto theft and helped to stop vehicles being stolen and stripped for their parts or cloned and sold on to unsuspecting buyers.

Criminals know that it's virtually impossible to defeat Datatag with our proven track record in the Motorcycle, Marine, Cycle, Construction & Agricultural markets, making a vehicle:
4¹ times less likely to be stolen
6¹ times more likely to be recovered
when protected and registered with Datatag.

The system enables the Police to identify the true owner of any Datatagged vehicle, even if the number plate and standard identification numbers have been removed or changed.

Peace of mind for you with possible yearly Insurance savings!



For more information:
08 450 700 440

www.datatag.co.uk

