

“DATATAG™ SECURITY STOPS THEFT”

The No.1 Theft Deterrent for Bicycles

A unique layered approach to crime prevention and asset identification



Suitable for all types of cycles such as

Mountain | Electric | Road | Hybrid

When even the strongest lock isn't enough

Why fit a Datatag Cycle Security System?

Bike theft is a big problem and some think that by simply registering on a database they won't fall victim. The truth is however that registration without the right security system just doesn't work.

Datatag systems offer a unique, multi-layered approach that makes life very difficult for thieves! Something no other marking system can match.

The Datatag system's state of the art visible and hidden identifiers combine with probably the most comprehensive and advanced database of its kind in the market today.

Owners of Datatagged cycles can also benefit from reduced premiums from the major cycle specific insurers.

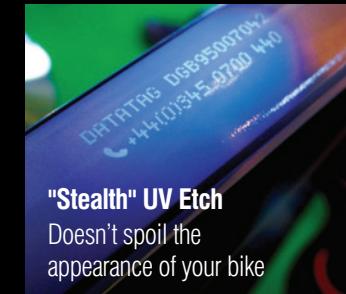
**Datatag - the ONLY system available to offer
ALL of the below in one easy to install system:**

- ✓ Positive, proven theft deterrent**
- ✓ Tamper evident warning label with QR code**
- ✓ "Stealth" UV etching - doesn't spoil your bikes' look**
- ✓ Microscopic Datadots - protects all components ***
- ✓ 24/7 UK Secure Contact Centre - instant Police access to database via expert call handler**
- ✓ Roadside, immediate identification - no lengthy laboratory testing**
- ✓ Single cost - no annual fees**
- ✓ Unique registration number - one number / one bike**
- ✓ Transferable to new owner**

*Ultimate & E-System Only

**For cycle identification security
there is only one choice - DATATAG**

Don't just register your frame **DATATAG™ SECURITY** your bike!



Datatag System Guide

	Standard Cycle System	Ultimate Cycle System	E-Bike / E-Mobility System
Ultimate TE Label	✓ x1	✓ x1	✓ x2
"Stealth" UV Etching	✓ x4	✓ x4	✓ x4
Ultra Destruct Visible ID Labels		✓ x4	
Datadots®		✓	✓
Circular Warning Label		✓ x1	✓ x1



DATATAG ID Limited
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DATATAG™ SECURITY

Cycle crime the **MYTHS** and the **FACTS**

MYTH: Police never find stolen bikes...

FACT: The Police recover many thousands of stolen bikes every year. But with no link to owners many are destroyed or sold at auction and not returned.

MYTH BUSTED!

MYTH: Expensive bikes are sold on through unscrupulous dealers or on line...

FACT: Expensive bikes become parts within hours of being stolen and frames are junked. Components, often more valuable than frames, are sold with zero risk to thieves as they have no identifying marks or numbers. Recovery rates as low as 5% supports this evidence.

MYTH BUSTED!

MYTH: You can identify your bike on line when the thief tries to sell it!

FACT: Even if you do find your stolen bike on line, proving that it is actually your bike is very difficult - often impossible - so trying to get police to take action is very hard.

MYTH BUSTED!

Best practice to protect your cycle

It has been demonstrated that properly marking your bike can have a dramatic affect in reducing the risk of it being stolen but obviously you should also lock it whenever you are not riding it - here are a few tips we've compiled to help:

- Use secure bike parking whenever possible, if none are available lock it in full view of passers by.
- Buy a decent lock. A D-Lock preferably, supplemented by a decent cable lock. And use the D-Lock through your frame and back wheel.
- Lock your bike to a secure, immovable object. Something which cannot be sawn through or lifted over.
- Lock your bike through both wheels and the frame, preferably with two locks or invest in locking wheel skewers. Better still take your front wheel with you!
- Make the lock itself hard to get to. The more awkward it is for a thief to attack it, the more likely they will be to move on.
- Bike lights and accessories are easy pickings so take them with you. Seat posts and saddles should be secured without quick release. Don't forget that you can mark these components with the Datadots found in the Datatag Stealth UV PRO and Bare Metal systems.
- Lock it up at home! Many bikes are stolen from garages and sheds so take as much care at home as out on the street.
- If you find your bike's got a mysterious puncture when you return - walk it home. It's possibly been disabled in the hope that you'll leave it there overnight. Don't.

Finally

- If it does go missing - report it! Only a small percentage of all cycle crime is reported. The police will only take bike crime seriously if they have reason to do so.



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