<table>
<thead>
<tr>
<th>System &amp; Product Code</th>
<th>Retail Selling Price GBP (inc VAT)</th>
<th>System Components</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motorcycle System (DATMCIDKIT13)</td>
<td>£89.99</td>
<td>Button Transponders, Glass Transponders, UV Stencils, UV Etch Fluid, Datadots®/DNA, Warning Decals</td>
</tr>
<tr>
<td>Datatag Off Road Motorcycle System (DATMOTORSPORT13)</td>
<td>£59.99</td>
<td>Glass Transponders, Button Transponder, Overprinted Self Adhesive Transponder, Tamper Evident Visible Marking Labels, Datadots®/DNA</td>
</tr>
<tr>
<td>Scooter System (DATSCIDKIT10)</td>
<td>£59.99</td>
<td>Glass Transponders, Warning Decals, UV Stencils, UV Etch Fluid, Datadots®/DNA</td>
</tr>
<tr>
<td>Datatag 4X4 System (DATCAR4X4KIT)</td>
<td>£99.00</td>
<td>UV Stencils, UV Etch Fluid, Warning Decals, Datadots®/DNA, Glass Transponders, Self Adhesive Transponders, Rear Window Warning Decal, Side Window Warning Decals</td>
</tr>
<tr>
<td>PWC System (PWCIDKIT0100)</td>
<td>£64.99</td>
<td>Self Adhesive Transponder, Glass Transponder, Datadots®/DNA, PWC ID Numbers, Warning Decals</td>
</tr>
<tr>
<td>Trailer System (TRAILERIDKIT)</td>
<td>£69.99</td>
<td>Button Transponders, Glass Transponder, Datadots®/DNA, Trailer ID Plates</td>
</tr>
<tr>
<td>Home Marking System (DATDOTHOME16)</td>
<td>£39.99</td>
<td>Datadots®/DNA, Window Warning Labels, Property Warning Labels</td>
</tr>
<tr>
<td>Datatag Powertool System (DATPOWERTOOL14)</td>
<td>£13.99</td>
<td>Tamper Evident Warning Label with QR Code, Datadots®</td>
</tr>
<tr>
<td>Saddle System (DATSADDLE012)</td>
<td>£34.99</td>
<td>Button Transponder, Button Transponder Applicator, A5 Self Adhesive Warning Sign, Silver Datatag Saddle Stud</td>
</tr>
<tr>
<td>UV Standard Cycle System (DATCYCLEKIT13)</td>
<td>£25.00</td>
<td>Tamper Evident Visible ID Label with QR code, UV Stencils, UV Etch Fluid</td>
</tr>
<tr>
<td>UV PRO Cycle System (DATCYCLEKITPRO2013)</td>
<td>£30.00</td>
<td>Tamper Evident Visible ID Label with QR code, Datadots®, UV Stencils, UV Etch Fluid, Circular Warning Label</td>
</tr>
<tr>
<td>Bare Metal Cycle System (DATCYCLEKIT114)</td>
<td>£30.00</td>
<td>Tamper Evident Visible ID Label with QR code, Datadots®, Ultra Destruct Visible ID Labels, Circular Warning Label</td>
</tr>
<tr>
<td>COMPASS Outboard Motor System (DATCOMPASSKIT1)</td>
<td>£39.99</td>
<td>UV Etch Fluid, Ultra Destruct Labels, Domed Resin Label, Tamper Evident Visible ID Label with QR code, Glass Transponder, Datadots®</td>
</tr>
<tr>
<td>COMPASS Boat System (DATCOMPASSKIT2)</td>
<td>£59.99</td>
<td>Self Adhesive Transponders, Ultra Destruct Labels, Tamper Evident Visible ID Label with QR code, Datadots®/DNA, Warning Decals</td>
</tr>
</tbody>
</table>
Motorcycle System - RRP £89.99

Product Code: DATMCIDKIT13

System contents:
- Button Transponders
- Glass Transponders
- UV Stencils
- UV Etch Fluid
- Datadots®/DNA
- Warning Decals

The Datatag motorcycle identification system has been in use since April 1992 and there are currently over 500,000 motorcycles protected by Datatag in the UK. The theft rate on these tagged machines is less than a 10th of the rate before Datatag was developed and because of the large number of tagged machines now around the whole theft picture for bikes has changed for the better.

Based around electronic transponders that provide an electronic ‘finger print’ to key components the system also uses ‘stealth’ UV etching and includes hundreds of Datadots® for minor components.

The best way to prevent your motorcycle being stolen in the first place is to have Datatag fitted when you buy the machine. Datatag’s multi-layered electronic identification and anti-theft system enables the Police to identify the true owner of any Datatagged motorcycle, even if the number plate and standard identification numbers have been removed or changed.

Datatag has a fantastic success rate, and criminals are well aware that the CPS has never lost a court case in which Datatag has been used in evidence. As soon as thieves see the Datatag warning decals on your motorcycle they will usually leave it well alone and go looking for an easier target.

Datatag technologies have been fitted as standard to motorcycles in the UK since 2012 under the Official Motorcycle Industry MASTER Security Scheme - see www.masterscheme.org for details of which brands fit MASTER.

There are no annual fees when fitting Datatag and when you come to sell your motorcycle you’ll find that the Datatag registration can be transferred to the new owner.
Motorsport/Off-Road System - RRP £59.99

Product Code: DATMOTORSPORT13

System contents:
- Glass Transponders
- Button Transponder
- Overprinted Self Adhesive Transponder
- Tamper Evident Visible Marking Labels
- Datadots®/DNA

The theft of off-road motorsport vehicles, such as race cars, motorcycles and karts is running at an alarmingly high level and, worse still, is accelerating. To any thief, your race vehicle is potentially a 3D parts catalogue from which they can make a lot of money. Professional thieves can literally load your vehicle into the back of a van so fast that no one will notice. They can also strip your machine in less than 30 minutes.

Thieves can easily remove your vehicle’s engine and frame numbers, and they are aware that the chances of the Police being able to identify the machine afterwards are virtually nil.

That’s why the Datatag system is so effective. As well as including various visible identification numbers our system includes state of the art ‘tags’ or transponders programmed with a unique code which is registered to your machine. These transponders are hidden throughout your vehicle and are virtually impossible to find and remove successfully without damaging the vehicle.

This off-road motorsport system is ideal for:
- Race and Track Cars
- Race and Track Motorcycles
- Trial Bikes
- Moto Cross Bikes
- Speedway Bikes
- Go-Karts

There are no annual fees when fitting Datatag and when you come to sell your motorsport / off-road vehicle you’ll find that the Datatag registration can be transferred to the new owner.
Scooter System - RRP £59.99

Product Code: DATSCIDKIT10

System contents:
- Glass Transponders
- Warning Decals
- UV Stencils
- UV Etch Fluid
- Datadots®/DNA

During the last few years scooter sales have increased massively as more and more people have grown tired of sitting in their cars in traffic jams, or got fed up waiting for expensive and unreliable public transport.

Unfortunately this boom in scooter sales has been accompanied by a dramatic increase in the theft of scooters. Physical security devices can help protect your scooter to an extent, but professional thieves are not always deterred by locks and alarms. Given that scooters are relatively light they can be lifted into the back of a van and taken away in seconds – and we mean seconds!

The best way to prevent your scooter being stolen in the first place is to have Datatag fitted when you buy the machine. The Datatag electronic anti-theft system consists of tiny transponders that are hidden in your scooter, as well as Datadot® microdots and other identification technology. This multi-layered identification system enables the Police to identify the true owner of any Datatagged scooter, even if the number plate and identification numbers have been removed or changed.

Datatag has a fantastic success rate, and criminals are well aware that the CPS has never lost a court case in which Datatag has been used in evidence. As soon as thieves see the Datatag warning decals on your scooter they will usually leave it well alone and go looking for an easier target.

Available from all good scooter and motorcycle dealers, Datatag is the UK’s leading electronic theft deterrent that’s inexpensive and built to last the lifetime of your scooter.

There are no annual fees when fitting Datatag and when you come to sell your scooter you’ll find that the Datatag registration can be transferred to the new owner.
4x4 System - RRP £99.00

Product Code: DATCAR4X4KIT

System contents:

- UV Stencils
- UV Etch Fluid
- Warning Decals
- Datadots®/DNA
- Glass Transponders
- Self Adhesive Transponders
- Rear Window Warning Decal
- Side Window Warning Decals

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 leader 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 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.

The Datatag security and identification 4x4 system has been specifically designed for Land Rovers and other 4x4 makes. 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.

There are no annual fees when fitting Datatag and when you come to sell your 4x4 you’ll find that the Datatag registration can be transferred to the new owner.
PWC System - RRP £64.99

Product Code: PWCIDKIT0100

System contents:
• Self Adhesive Transponder
• Glass Transponder
• Datadots®/DNA
• PWC ID Numbers
• Warning Decals

Security measures in the marine world are usually inadequate compared to those found on most cars. Typically the average personal watercraft is a very vulnerable machine. Firstly, its identity can be relatively easily altered by tampering with or removing the hull and engine numbers, making it an almost impossible task for the Police or prospective purchaser to correctly identify the craft. Secondly these machines are easy to move for criminals whilst on their trailers, unless they are stored securely.

Datatag consists of a range of electronic transponders, Datadots® and visible ID labels that contain unique identification numbers. The Datatag PWC Theft Deterrent System makes your personal watercraft easy to identify and therefore much less attractive to thieves.

All the Police have to do is call our 24 hour 7 day a week call centre with a visible ID number or scan the craft and provide a unique transponder code to establish or confirm the registered keeper within minutes.

Due to the effectiveness of Datatag, all manufacturers fit this as standard in the UK. You may find that you will not be allowed access to some slipways without having a Datatag system fitted, or being the current registered owner.

**PWP - Personal Watercraft Partnership**

Datatag is a founder member of the PWP, which works hard to maintain slipway access for and on the behalf of PWC users. The PWP works with Local Authorities, Marine Police, Harbour Masters and Jet Ski Clubs to resolve any local disputes or issues.

Every authorised dealer of Kawasaki, Sea-Doo and Yamaha make a contribution to the PWP when they sell a PWC. This is done to protect the future of your sport. Please refer to the PWP website for further information.

There are no annual fees when fitting Datatag and when you come to sell your PWC you’ll find that the Datatag registration can be transferred to the new owner.
Trailer System - RRP £69.99

Product Code: TRAILERIDKIT

System contents:

- Button Transponders
- Glass Transponder
- Datadots®/DNA
- Trailer ID Plates

Thieves know that it is relatively easy to change the identity of a trailer, and there are many organised gangs who are able to steal the vehicle from your driveway in minutes! Thieves frequently target trailers because they are quick and easy to steal and not easily identified. Sometimes the trailer is only taken for its load i.e. yacht or personal watercraft.

The state of the art Datatag Trailer system consists of tiny electronic transponders or tags, as well as our Datadot® microdot security system including Datatag DNA a true forensic chemical DNA and a pair of tamper evident visible ID plates to deter the thief.

Datatag is designed to covertly and overtly mark your trailer for life. Once thieves see the Datatag warning decals on your trailer they usually go looking for an easier target as they realise that being caught red-handed with Datatagged property means they will be prosecuted.

Datatag is inexpensive, simple to fit and built to protect your trailer for life it gives you the chance to fight back against crime!

Many manufacturers already provide Datatag as standard or as an optional extra. Trailer systems are available to the general public and some insurance companies offer discounts of up to 20%.

There are no annual fees when fitting Datatag and when you come to sell your trailer you’ll find that the Datatag registration can be transferred to the new owner.

For an online quote visit www.datatagtrailer.co.uk
Home Marking System - RRP £39.99

Product Code: DATDOTHOME16

System contents:

- Datadots®/DNA
- Window Warning Labels
- Property Warning Labels

The typical home insurance policy may help to pay for a new TV, DVD or Hi-fi system if it is stolen from your house, but nothing can compensate for the amount of time you’ll have to spend having to replace these items – not to mention the stress associated with being burgled. By the time you have dealt with the insurance company’s automated telephone system, given all the relevant details to the Police and then spent a day trawling around town for replacement goods, you’ll wish you had fitted Datatag in the first place.

As they say, prevention is better than cure, and our aim is to deter the burglars with a Datatag decal so that they don’t even bother breaking in to your property in the first place.

Consisting of tiny 1mm discs that give your possessions a unique ‘fingerprint’, Datadots® can be used to mark a wide range of items, the glue that the dots are held in also contains a unique UV reactive forensic chemical DNA and finally the warning labels provide an additional deterrent. Datatag is recognised as being one of the UK’s leading anti-theft systems. Thieves know that Datatagged property is simply too hot to handle, and once they see your property is protected they will usually go looking for an easier target.
Powertool System - RRP £13.99

Product Code: DATPOWERTOOL14

System contents:
- Datadots®
- Tamper Evident Warning Label with QR Code

The typical commercial equipment insurance policy may help to pay for a new drill or power saw if it is stolen from your commercial property or vehicle, but nothing can compensate for the amount of time you’ll have to spend having to replace these items - not to mention the stress associated with being burgled. By the time you have dealt with the insurance company’s automated telephone system, given all the relevant details to the Police and then spent a day trawling around town for replacement goods, you’d wish you had fitted Datatag in the first place.

Each system contains a new unique ultra destruct warning label with QR code and a bottle of containing 100s of Datadots®.

The specially designed Datatag labels contain a unique identification number and QR code, and they also warn off any potential thieves that the tool is protected. They are both attractive and impossible to remove without damage.

The Datadots® in a UV trace adhesive can be applied with a supplied brush to almost every part of the tool, giving it 1000 identifying marks, impossible for a thief to remove - easy for police to identify.

Thieves know that Datatagged property is simply too hot to handle, and once they see your property is protected they will usually go looking for an easier target.
Equine Saddle System

Equine Saddle System - RRP £34.99
To mark and register one saddle

Product Code: DATSADDLE012

System contents:

- Button Transponder
- Button Transponder Applicator
- A5 Self Adhesive Warning Sign
- Silver Datatag Saddle Stud

Theft of saddles and tack has risen sharply over the last few years with many livery yards being cleaned out overnight by increasingly audacious thieves.

Datatag provides a simple to fit electronic ‘finger print’ for your saddle together with a warning decal for the tack room to deter theft.

Unlike similar systems on the market, Datatag uses a transponder that is resistant to the crush and shear that occurs in a saddle and benefits from the comprehensive infrastructure of Police scanners to support the Datatag system.

Datatag is quick and easy to install at home with no special tools needed. Alternatively you can use your local saddler to install it for you.

Datatag also has a system for horsebox trailers which Ifor Williams offer as standard and is an optional extra with Indespension and Brian James.

There are no annual fees when fitting Datatag and when you come to sell your saddle you’ll find that the Datatag registration can be transferred to the new owner.

Also available: Datatag Equine Tack Room System for up to three saddles and associated tack* (*all registered to one owner).
UV Standard Cycle System - RRP £25.00

Product Code: DATCYCLEKIT13

System contents:
- Tamper Evident Visible ID Label with QR code
- UV Stencils
- UV Etch Fluid

Datatag for cycles offers a multi-layer approach to identification that makes life difficult for even professional thieves! The kit is simple to fit and includes both visible and stealth identifiers including Datatag's stealth UV etch technology to overtly and covertly mark your cycle. Bike theft is a well known problem and many owners think that just by registering their bike on a database theft will miraculously stop. But the truth is that registration without the right identification system just doesn’t work.

The Datatag system offers premier identifiers combined with probably the most comprehensive database of its kind in the market today. Equally importantly, Datatag works with the Police to back up the product. The cycle system requires nothing more than a UV torch to positively identify a cycles provenance. Owners of Datatagged cycles also benefit from reduced premiums from many major insurers. For cycle security there is only one choice.

There are no annual fees when fitting Datatag and when you come to sell your cycle you’ll find that the Datatag registration can be transferred to the new owner.

Also available: UV PRO Cycle System - includes Datadots® to mark components
Bare Metal Cycle System - for bare metal frames such as titanium
UV PRO Cycle System - RRP £30.00

Product Code: DATCYCLEKITPRO2013

System contents:

• Tamper Evident Visible ID Label with QR code
• Datadots®
• UV Stencils
• UV Etch Fluid
• Circular Warning Label

Datatag for cycles offers a multi-layer approach to identification that makes life difficult for even professional thieves! The kit is simple to fit and includes both visible and stealth identifiers including Datatags stealth UV etch technology to overtly and covertly mark your cycle. Bike theft is a well known problem and many owners think that just by registering them on a database that theft will miraculously stop. But the truth is that registration without the right identification system just doesn’t work.

The Datatag PRO System contains a phial of hundreds of Datadots®, each the size of a full stop with a unique number printed on it, suspended in a UV trace PVA adhesive. Datadot® technology can be used to mark wheels, components and accessories, theft of which is a growing issue for the industry. The Datatag UV Pro Cycle System is ‘a must’ for all high end cycles.

The Datatag systems premier identifiers combined with probably the most comprehensive database of its kind in the market today offers peace of mind. Equally importantly, Datatag works with the Police to back up the product. The cycle system requires nothing more than a UV torch to positively identify a cycles provenance. Owners of Datatagged cycles also benefit from reduced premiums from many major insurers. For cycle security there is only one choice.

There are no annual fees when fitting Datatag and when you come to sell your cycle you’ll find that the Datatag registration can be transferred to the new owner.

Also available: UV Cycle System
Bare Metal Cycle System - for bare metal frames such as titanium
Bare Metal Cycle System

Product Code: DATCYCLEKITTI14

System contents:
- Tamper Evident Visible ID Label with QR code
- Datadots®
- Ultra Destruct Visible ID Labels
- Circular Warning Label

Providing a robust yet discrete security marking system for bikes with bare metal frames is a challenge. In most cases, it is the aesthetics of a titanium or polished stainless steel frame that is the whole point, so large or ugly labels are never going to work.

The Datatag system is designed exclusively for bikes with bare metal frames and is quick and simple to fit. It uses both visible and hidden identifiers including the latest state-of-the-art Datadot® and QR Code technology to give your bike a unique fingerprint.

Small tamper evident visible identification labels allow you to mark the frame, forks and wheels in discrete places, whilst the hundreds of Datadots® in a UV trace adhesive can be used to further mark the frame and, importantly, all of the high end components like wheels and group sets, that often adorn high end titanium or steel framed bikes.

The new Datatag cycle system for bare metal frames - keep YOUR special bike YOURS!

There are no annual fees when fitting Datatag and when you come to sell your cycle you’ll find that the Datatag registration can be transferred to the new owner.

Also available: UV Cycle System

UV PRO Cycle System - includes Datadots® to mark components
COMPASS Outboard Motor System

Outboard Motor System - RRP £39.99

Product Code: DATCOMPASSKIT1

System contents:
- UV Etch Fluid
- Ultra Destruct Labels
- Domed Resin Label
- Tamper Evident Visible ID Label with QR code
- Glass Transponder
- Datadots®

Many thousands of outboard motors are stolen each year, thieves often causing serious damage to boats in the process. The COMPASS electronic identification system is designed to act as both a deterrent against theft and as a powerful way to recover in the event of a theft. The system is designed to be installed by the owner of the outboard motor.

It is easy to install and yet effective, the system contains everything that is required and installation of the Datatag security technologies gives your outboard motor a unique “fingerprint” that can be established, by the police or the insurance industry, in a number of different ways. The unique identity is virtually impossible to remove, however hard a criminal may try.

All UK Police Forces have been equipped Free of Charge with thousands of special Datatag scanners that are specifically programmed to read the Datatag electronic transponders and help the Police to gain the upper hand and defeat criminals and their networks.

The main benefits for the police, compared to other tagging systems, is that with this new system they are already equipped with the scanners to conduct a roadside check and they can contact the Datatag secure contact centre at any time day or night 365 days a year.

The police can establish the outboard motors true identity from the tamper evident registration number or the “electronic fingerprint” from the Datadot’s even if the outboard motor has been modified or painted. All Datatag systems meet the “Secured by Design” standard, the Association of Chief Police Officers preferred specification for security marking.

There are no annual fees when fitting COMPASS and when you come to sell your outboard motor you’ll find that the COMPASS registration can be transferred to the new owner. For more information visit www.compassscheme.org
COMPASS Boat System

Boat System - RRP £69.99

Product Code: DATCOMPASSKIT2

System contents:

- Self Adhesive Transponders
- Ultra Destruct Labels
- Tamper Evident Visible ID Label with QR code
- Datadots®/DNA
- Warning Decals

Many thousands of boats are stolen each year. The COMPASS electronic identification system is designed to act as both a deterrent against theft and as a powerful way to recover in the event of a theft. The system is designed to be installed by the owner of the boat.

Easy to install and yet effective, the system contains everything that is required and installation of the Datatag security technologies gives your boat a unique “fingerprint” that can be established, by the police or the insurance industry, in a number of different ways. The unique identity is virtually impossible to remove, however hard a criminal may try.

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The main benefits for the police, compared to other tagging systems, is that with this new system they are already equipped with the scanners to conduct a roadside check and they can contact the Datatag secure contact centre at any time day or night 365 days a year.

The police can establish the boats true identity from the tamper evident registration number or the “electronic fingerprint” from the Datadots even if the boat has been modified or painted. All Datatag systems meet the “Secured by Design” standard, the Association of Chief Police Officers preferred specification for security marking.

There are no annual fees when fitting COMPASS and when you come to sell your boat you’ll find that the COMPASS registration can be transferred to the new owner. For more information visit www.compassscheme.org