

STREET SMARTS

GET IT BACK WITH

LO JACK

A Guide to Protecting Your Vehicle from Auto Theft

1.800.4.LOJACK

www.lojack.com

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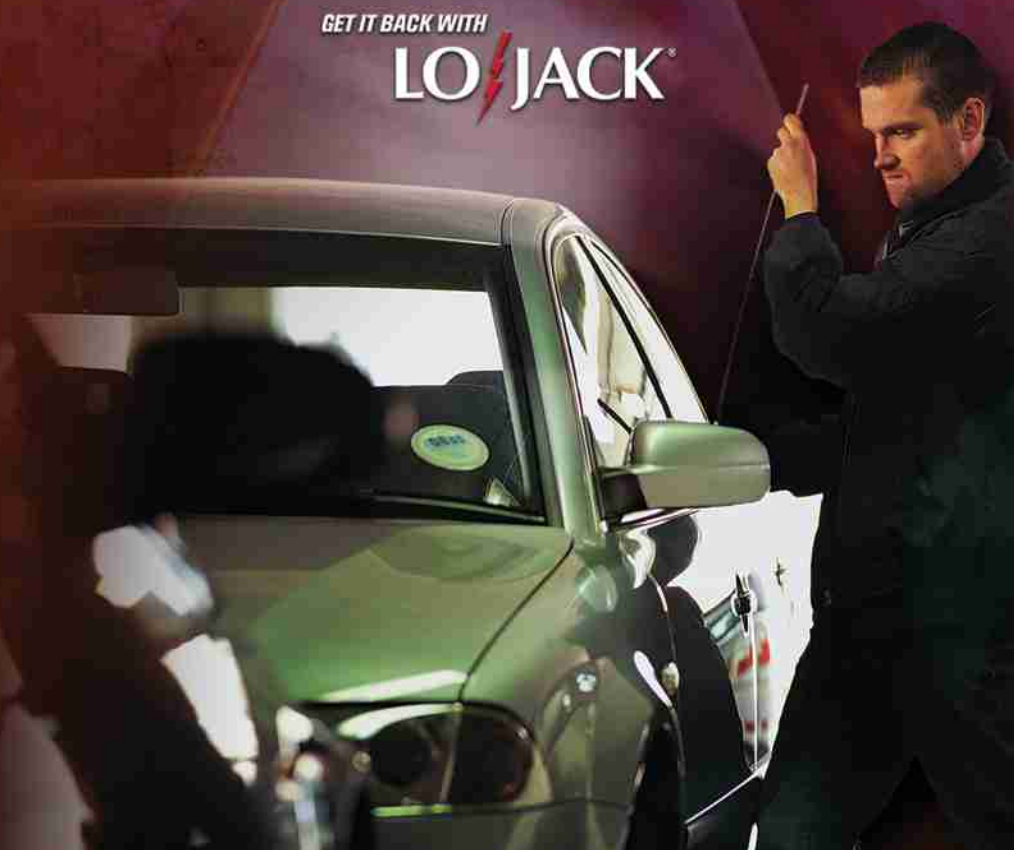


TABLE OF CONTENTS

As Auto Thieves are Cashing in, Today's Drivers are Paying the Price	2-3
With Organized Crime Fueling Auto Theft, Today's Drivers Need to Outsmart the Professionals	4-5
Because Common Cars are Commonly Stolen, You May Own a Target for Theft	6-7
Three Most Important Words About Auto Theft, Location, Location, Location	8-9
Wherever You Live, Whenever You Travel, You Need Theft Protection for Your Vehicle	10
The Truth About Auto Theft: Preventive Devices are Not Enough	11
With Common Sense and the Right Products, You Can Keep Your Car Safe from Thieves	12-13
Important Information	14

Since this booklet may contain private information regarding your vehicles, it is recommended that you place it in a secure location.

Dear Fellow Drivers:

In today's challenging economy, it is more important than ever to be sure the people you love and the things you care about are well protected from harm.

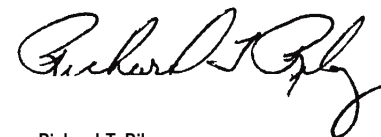
Because your car plays such a vital role in your life, an auto thief can rob you of much more than just a vehicle. Having your car stolen can mean missing work, school or important appointments – even lost income. Without proper protection, your car – as well as your daily routine – is at risk. Vehicle theft is unfortunately an ongoing, costly problem that occurs every 28.8 seconds, and costs consumers more than \$7.4 billion each year in lost assets.

That's the bad news. The good news is that there are steps you can take to keep your car safe.

But many people don't follow these steps. A recent LoJack and National Insurance Crime Bureau (NICB) commissioned survey on consumer awareness and behavior related to vehicle theft revealed that many people are not doing enough to keep their cars, trucks and SUVs safe from today's professional thieves. That's why we produced this educational booklet on theft prevention. Within it, you will find interesting statistics on today's theft rates and trends, true stories of theft and recovery, and practical suggestions on how best to protect your vehicle.

A little knowledge can go a long way toward ensuring that your vehicle remains just that – your vehicle. Safe, secure, and in your hands.

Sincerely,



Richard T. Riley
Executive Chairman of the Board
LoJack Corporation

TRUE STORY

One day, I looked in my driveway and was astounded to find that my car wasn't there. I had a security shield on all my windows, a steering wheel lock, a kill switch and a factory alarm, but none of these devices stopped the thief, who obviously knew exactly what he was doing. I immediately called the Miami Police Department, and within only 20 minutes they had recovered it. When I went to retrieve it, there were at least five police cars on the scene, all of which had received the signal from LoJack, enabling them to quickly track down my car.

Jessore, Miami, FL

AS AUTO THIEVES ARE CASHING IN, TODAY'S DRIVERS ARE PAYING THE PRICE

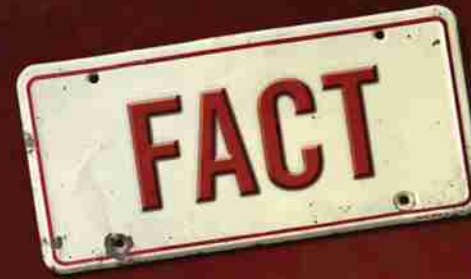
Fortunately, the story described here has a happy ending. Authorities recovered the stolen vehicle from a local chop shop, where

professional thieves had plans to dismantle it and sell the parts for enormous profit. Thanks to a recovery system installed in the vehicle, however, the police were able to retrieve the car and apprehend the thieves.

For thousands of others, however, this same story could end as a nightmare. Auto theft is a serious, ongoing issue. According to the National Insurance Crime Bureau, an estimated 1.1 million vehicles were stolen in 2007 –

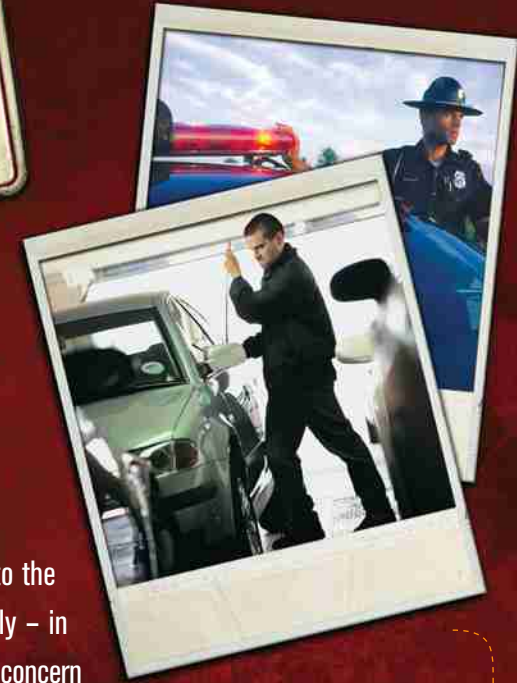
that's one vehicle stolen every 28.8 seconds.

2



In the United States alone, **one vehicle** is stolen every **28.8 seconds.**

Auto theft presents a staggering cost to the public – more than \$7.4 billion annually – in terms of lost property, and is a very real concern to government officials, law enforcement agents, and most importantly, victims of vehicle theft. For most Americans, their vehicle is their primary mode of transportation. So, the emotional and financial toll, coupled with the inconvenience of having a vehicle stolen, makes the real cost of vehicle theft exceedingly high – particularly in a challenging economy.



What the Experts Say

“Today we're dealing with very sophisticated thieves who are making a fortune in the auto theft business. They are targeting all types of vehicles and making thousands of dollars on the black market and online with the resale of the stolen car itself or its parts.”

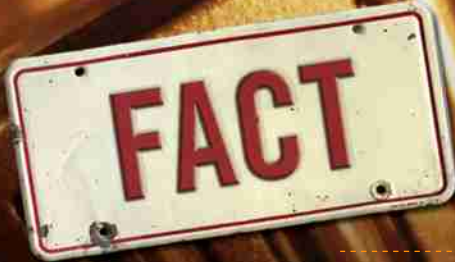
Anthony Perez, LoJack Law Enforcement Liaison
New York

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3

WITH ORGANIZED CRIME FUELING AUTO THEFT, TODAY'S DRIVERS NEED TO OUTSMART THE PROFESSIONALS

Why is Auto Theft Such a Serious, Ongoing Issue?



Professional thieves can strip a vehicle in **less than 30 minutes**, and make two-to four-times a vehicle's worth by selling its parts.

4

→ Contrary to popular opinion, auto theft is not typically the work of the teenager out for a joyride or seeking adventure. Rather, auto theft is a big, lucrative business opportunity for professional thieves and an increasing number of organized crime rings see it as easy money. Further, auto theft is often just one crime that is committed in a series of other, more serious crimes, such as burglary, kidnapping, identity theft, and even acts of terrorism. So, if you are merely protecting your vehicle from the amateur thief, you are simply not doing enough to keep it safe from the hands of professional criminals.

WHAT HAPPENS TO YOUR VEHICLE WHEN IT IS STOLEN BY PROFESSIONAL AUTO THIEVES?

- Many end up in chop shops, where the vehicle is stripped down to its components, which are then sold separately on the black market. By selling individual parts, thieves can make two to four times a vehicle's actual worth.*
- Other vehicles are shipped overseas and sold illegally. Hundreds of thousands of stolen vehicles are transported across U.S. borders each year.
- Some are used to commit other, often more serious crimes.
- The rest are simply resold as used vehicles, most often to unsuspecting customers.

* According to the National Insurance Crime Bureau

What the Experts Say

"I worked in the auto crime division for many years and have seen thousands of stolen cars in pieces on the floors of chop shops. I have to say that police typically find cars equipped with LoJack so quickly that thieves haven't had enough time to dismantle them. It's a great investment that works."

Al Bechayne
LoJack Law Enforcement Liaison
Las Vegas

TRUE STORY

On a recent weekday morning, I walked out to my driveway and was shocked to find my 2006 Mercedes-Benz nowhere to be found. For the second time in one month, my car was stolen. I immediately contacted the police and informed them that my car was equipped with LoJack. The LoJack unit in my car was automatically activated and my vehicle was found only two hours later, just outside of Oakland. Police not only recovered my car, but they also busted a chop shop. Several suspects were arrested for taking parts from other cars. Thanks to LoJack, police got my stolen car back – for the second time.

Vanessa, Oakland, CA

5

BECAUSE COMMON CARS ARE COMMONLY STOLEN, YOU MAY OWN A **TARGET** FOR THEFT

If you think you are only at risk if you drive a shiny new Mercedes-Benz, think again. Believe it or not, the most expensive luxury vehicles are not the top theft targets. **The more common vehicles – mid-priced, imported sedans, pickups and SUVs – are the most popular marks.**

Thieves choose these popular vehicles because there is a huge market for their parts. It's a simple matter of supply and demand, with the supply chain on the wrong side of the law.

FACT

Thieves typically steal these vehicles because of their huge profit potential when the vehicles are stripped down to their components.

According to the NICB, the following were the top 10 stolen vehicles in the United States in 2007:

TOP TEN STOLEN VEHICLES

1. 1995 Honda Civic
2. 1991 Honda Accord
3. 1989 Toyota Camry
4. 1997 Ford F-150 Series Pickup
5. 1995 Chevrolet 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

* Latest figures available from the National Insurance Crime Bureau



TRUE STORY

When I bought my used Acura Integra, I initially resisted the dealer's attempt to sell me LoJack because my car came with an alarm system and kill switch. I finally decided to buy LoJack, and am I ever glad I did! Two weeks after LoJack was installed, my car was stolen. I called the police, logged a stolen car report, and my car was found within three hours. The whole process was quick and easy. The following year, my car was stolen again, outside of my apartment building. This time, the police found it within only 30 minutes. Determined never to go through this again, I added a steering wheel lock to my many other theft deterrents, but thieves disengaged every anti-theft device, and my car was stolen a third time. Fortunately, once again, LoJack saved the day, and helped the police recover it in just a matter of hours.

Jonathan, Phoenix, AZ

THREE IMPORTANT WORDS ABOUT AUTO THEFT

LOCATION, LOCATION, LOCATION,

Location plays a big part in determining your risk of having your vehicle stolen.

A significant number of vehicles that have been stolen from other countries have been recovered by NCIB agents. Stolen vehicles are often shipped intact to other countries where prospective buyers purchase them at substantially lower prices, no questions asked.*

Many suburban and rural dwellers have a false sense of security. While auto theft has risen most dramatically in metropolitan areas, auto theft in the suburbs is on the rise as well. In fact, according to LoJack law enforcement liaisons, more and more thieves are breaking into homes in order to steal car keys. Furthermore, because so many suburban dwellers make frequent trips into the city, they need to be aware of the risks and be proactive in taking precautions.

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What the Experts Say

“Auto theft is a growing problem nationally, and consumers need to be aware of what they can do to protect their vehicles. Police departments nationwide are working to combat the problem by stepping up auto security measures and law enforcement education programs.”

Frank Zangar,
LoJack Law Enforcement Liaison
Washington



FACT

The following **10** U.S. cities had the highest auto theft rates in 2008*

The majority of all motor vehicle thefts take place in these large cities and their surrounding suburbs:

1. Modesto, CA
2. Laredo, TX
3. Yakima, WA
4. San Diego-Carlsbad-San Marcos, CA
5. Bakersfield, CA
6. Stockton, CA
7. Las Vegas-Paradise, NV
8. Albuquerque, NM
9. San Francisco-Oakland-Fremont, CA
10. Fresno, CA

* National Insurance Crime Bureau



WHEREVER YOU LIVE, WHENEVER YOU TRAVEL, YOU NEED VEHICLE THEFT PROTECTION

TRUE STORY

Recently, I drove my family from Houston to San Antonio, TX for a mini-vacation. Since we couldn't check into the hotel until the afternoon, we went straight to the local Six Flags Amusement Park. Our car was loaded with suitcases and a cooler full of food. After spending the morning at the park, we returned to the car for a picnic lunch. Much to our shock, we discovered that our car was gone. We immediately contacted the local police. By the time the rental car company dropped us off at our hotel, we had a message waiting for us from the police. Thanks to LoJack, my car was already recovered! Part of my luggage, my cell phone, and even some cash were still in the car. Now I'm a believer, and will NEVER purchase another vehicle without LoJack.

Stephen, Houston, TX

Timing is Everything

Top Three Months for Vehicle Theft

Thieves don't take a vacation during the summer. Below are the three heaviest months for vehicle thefts:

- 1 August
- 2 July
- 3 January ...and

Recovery Time Does Matter

The FBI reports that the first few days are critical to recovering a stolen vehicle. The longer a vehicle is missing and in the hands of the professional thieves, the less likely it is to be recovered.

Top 3 Areas with the Highest Risk for Vehicle Theft

FBI reports indicate that more than three out of four vehicles are stolen at the locations mentioned below, which is where vehicles are most commonly parked. **More than one-half of thefts occur in areas where vehicles are parked without attendants.**



HOME



PARKING LOT
OR
GARAGE



ROAD
OR
ALLEY

10

* Federal Bureau of Investigations (2007)

THE TRUTH ABOUT AUTO THEFT:

PREVENTIVE DEVICES ARE NOT ENOUGH

A LoJack and NICB-commissioned survey revealed that while Americans were exercising some good, common sense, theft prevention measures, many have habits that leave them very vulnerable to thieves.

Survey Highlights Include:

The Good News

- 79% always lock their vehicle
- 93% don't hide a spare key in or on their vehicle

GOOD

...and the Bad News

- 33% have left their vehicle running and unattended
- 47% don't park in a well-lit area, and 38% don't hide valuables
- Many put themselves at risk for identity theft
(48% have left mail in their vehicle; 26% have left a wallet or purse; 28% have left bank statements).

BAD

While the overwhelming majority of vehicle owners (82%) have an alarm and 43% have an alarm plus either a kill switch, lock or theft prevention decal, most are not backing up these theft deterrents with some type of stolen vehicle recovery system. While theft deterrents alone can ward off amateur thieves, the professional thief knows how to disengage all of them, including alarms, clubs, smart keys, kill switches, etc. **This makes it critical that vehicle owners have a recovery system that can help get their car back if it is ever stolen.** Covert Radio Frequency-based recovery systems, such as those offered by

LoJack Corporation, are highly effective in recovering stolen vehicles and are nearly impossible for a thief to locate and disengage. Another key strength offered by these systems is that they are directly integrated into law enforcement agencies, who use LoJack's Police Tracking Computers to track and recover stolen vehicles. Through these core competencies, **the LoJack System has earned a 90 percent recovery success rate for more than 20 years.**

What the Experts Say

"Today's clever thieves cannot only drive off with your vehicle, but your identity as well, which is a very serious crime. To safeguard your personal identity, never leave items in your vehicle that contain personal information, such as bank statements, mail, a purse or wallet, cell phones, PDAs and laptops."

D.J. Thompson
Law Enforcement Liaison
Connecticut

11

WITH COMMON SENSE AND THE RIGHT PRODUCTS, YOU CAN KEEP YOUR CAR SAFE FROM THIEVES

Vehicle theft is an unfortunate reality of our society today, and even the most conscientious car owners sometimes find themselves victims. However, by following our simple, three-step vehicle protection plan, you can greatly lessen the likelihood that your

vehicle will become a target. The plan involves a combination of **common sense** tactics, **theft prevention devices**, and most importantly, the installation of a **stolen vehicle recovery system**.

1. USE COMMON SENSE

While professional car thieves can maneuver around even the most sophisticated anti-theft measures, sometimes the most obvious measures are enough to deter the amateur car thief. Exercise common sense at all times when parking and exiting your vehicle:

- Never leave a spare key in or on your vehicle
- Close all windows and lock all doors
- 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

Common Sense is Only the First Step.

Common sense may ward off amateur thieves, but it won't stop professionals.

2. INSTALL THEFT PREVENTION PRODUCTS

There is an entire market of theft-detering devices, ranging from simple window decals to complex engine-disabling devices. These theft prevention products provide an additional layer of protection that may deter some thieves from stealing your car:

Audible and Visual Warning Devices

These devices, which alert thieves that your vehicle is protected, include:

- Alarms
- Theft-deterrent decals
- Steering wheel locks, brake locks or wheel locks
- Window etching

Immobilizing Devices

Immobilizing products help prevent thieves from hotwiring your vehicle to bypass its ignition and drive off with it.

Below are some examples of immobilizing devices:

- Smart keys
- Kill switches
- Fuel cut-off devices
- Starter, ignition and fuel disablers

This is only the Second Step.

12 Theft prevention products may deter some thieves, but the professionals know how to outsmart them.

3. GET IT BACK WITH A VEHICLE RECOVERY SYSTEM

Common sense and anti-theft devices can only go so far in protecting you from vehicle theft. The reality is that when a professional thief wants to steal your car, he or she will find a way to steal it. And in the unfortunate event that this happens, you want it recovered and returned quickly – with minimal or no damage.

The way to ensure this is by installing a vehicle recovery system. The most effective systems have the most robust tracking and recovery capabilities. For example, the LoJack System offers a number

of advantages: it employs time-tested Radio Frequency technology, which has proven to be the best technology for tracking and recovery; it is covert, making it almost impossible to locate and disengage; and it is directly integrated into law enforcement agencies in 27 states and the District of Columbia. Together, these advantages deliver superior performance in last-mile tracking, which enables police to pinpoint the precise location of the stolen vehicle. These features add up to a LoJack success rate of 90 percent in recovering stolen vehicles.

...This third step is very important!

Although recovery systems are not designed to deter thieves, the most effective ones provide you with powerful protection. In most cases, when installed with these systems, stolen vehicles are recovered with minimal damage in just a few hours.

What the Experts Say

"If a thief wants to take your car, he will – regardless of the theft protection device you employ. Your best bet is to use a theft recovery system. These systems give you the best odds of getting your car back in one piece, and with little damage."

Clifford Smith, LoJack Law Enforcement Liaison, Texas

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IMPORTANT INFORMATION

TO HAVE AT YOUR FINGERTIPS

What to do if your vehicle is stolen

If you are ever in the unfortunate situation of having your car stolen, **here are the key steps to take:**

Contact the police immediately to file a stolen vehicle report. The police will provide you with either a hard copy of the report or a case number that you will need for your insurance company. You should be prepared to provide the following information:

- License plate number
- Vehicle Identification Number (VIN)
- Year, make, model and color
- Identifying marks, such as scratches or dents, and custom add-ons, such as spoilers or wheel covers
- A list of the items inside the vehicle
- A description of any suspect(s) you may have seen

Contact your insurance company to file a claim within 24 hours of the time when you discovered your vehicle was stolen. Provide them with a hard copy of the police report or the case number.

Contact the police and your insurance company immediately when/if your vehicle is located.

If you have a LoJack, call the LoJack Customer Help Line at **1-800-4-LOJACK (1-800-456-5225)** and we will ensure you reported the theft to police correctly. Also, we will assist reporting the theft to your insurance company.

Ask the Experts

If you need sound advice on how to protect your vehicle or have questions regarding auto theft, contact the experts at LoJack by emailing theftexperts@lojack.com. LoJack has a team of vehicle theft protection specialists, many of whom are former police officers, who are ready to answer your questions.



ADDITIONAL RESOURCES

Federal Bureau of Investigation www.fbi.gov
(Uniform Crime Report 2007)

Highway Loss Data Institute www.carsafety.org

National Insurance Crime Bureau www.nicb.org

CCC Information Services www.cccis.com

Insurance Information Institute www.iii.org

Insurance News Network www.insure.com

LoJack Knowledge Center for
Vehicle Protection & Education www.lojack.com/knowledge
(click on Theft Facts)

VEHICLE REGISTER

ABOUT **LOJACK**

Please photocopy, complete the information below for your records, and store in a secure location.

FOR IDENTIFICATION PURPOSES,
INSERT A CURRENT PHOTOGRAPH
OF YOUR VEHICLE HERE.

VEHICLE ONE MAKE: _____

MODEL: _____ YEAR: _____

VIN: _____

LICENSE PLATE: _____

INSURANCE COMPANY PHONE NUMBER: _____

FOR IDENTIFICATION PURPOSES,
INSERT A CURRENT PHOTOGRAPH
OF YOUR VEHICLE HERE.

VEHICLE TWO MAKE: _____

MODEL: _____ YEAR: _____

VIN: _____

LICENSE PLATE: _____

INSURANCE COMPANY PHONE NUMBER: _____

FOR IDENTIFICATION PURPOSES,
INSERT A CURRENT PHOTOGRAPH
OF YOUR VEHICLE HERE.

VEHICLE THREE MAKE: _____

MODEL: _____ YEAR: _____

VIN: _____

LICENSE PLATE: _____

INSURANCE COMPANY PHONE NUMBER: _____

FOR IDENTIFICATION PURPOSES,
INSERT A CURRENT PHOTOGRAPH
OF YOUR VEHICLE HERE.

VEHICLE FOUR MAKE: _____

MODEL: _____ YEAR: _____

VIN: _____

LICENSE PLATE: _____

INSURANCE COMPANY PHONE NUMBER: _____

LoJack Corporation, the company that invented the stolen vehicle recovery market more than two decades ago, is the premier worldwide provider of tracking and recovery systems. The company's time-tested system is optimized for recovering stolen mobile assets through its proven Radio Frequency technology and unique integration with law enforcement agencies in the United States that use LoJack's in-vehicle tracking equipment to recover cars, trucks, commercial vehicles, construction equipment and

motorcycles. The company's Stolen Vehicle Recovery System delivers a 90 percent success rate for cars and trucks and has helped recover more than \$5 billion worldwide in stolen LoJack-equipped assets. Today, LoJack operates in 27 states and the District of Columbia, and in more than 30 countries throughout North America, South America, Europe, Africa and Asia.

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For more information
on how to protect your
vehicle from theft, visit
the LoJack Knowledge
Center at

www.lojack.com/knowledge

