



**Keep it close.™**

**For More Information Contact:**

Paul McMahon

LoJack Corporation

781-326-4700

[pmcmahon@lojack.com](mailto:pmcmahon@lojack.com)

**LOJACK BRINGS PEACE OF MIND TO PUGET SOUND AREA CAR OWNERS  
BY OFFERING ADVANCED THEFT PROTECTION SYSTEM**

*LoJack Stolen Vehicle Recovery System is Linked to Region's Law Enforcement  
Agencies, Providing Powerful Solution to Rising Auto Theft Rates*

Seattle, WA – April 15, 2003 – The citizens of the Puget Sound region can rest a little easier today knowing that if they install one of LoJack's stolen vehicle recovery systems, their vehicle will be protected by a proven solution with a 90 percent recovery success rate – most often quickly and with very little damage. Now available in this region, the LoJack system is a tried and true radio frequency-based theft protection solution that is integrated with area law enforcement agencies, including the Washington State Patrol, the King County Sheriff Department, and the Seattle Police Department, who will track and recover vehicles if they are reported stolen.

At a press conference here today at Boeing Field, Ronald J. Rossi, Chairman and CEO of LoJack Corporation, officially announced the availability of the system to consumers in this region and the critical partnership LoJack has established with the three major law enforcement agencies, who together can offer a new level of vehicle theft protection to area residents.

“Auto theft is on the rise nationally and Washington State is among the top ten states with the highest theft rates. Today marks an aggressive step toward helping to reduce those rates,” said Rossi. “Chief Ronal Serpas of the Washington State Patrol has been

instrumental in helping to bring this powerful solution to area residents, along with his colleagues, Seattle Police Chief Gil Kerlikowski and King County Sheriff Dave Riechert. Together, we hope to offer new levels of vehicle theft protection and a little peace of mind to citizens of this region.”

The LoJack Stolen Vehicle Recovery System and the new Early Warning System are the only systems of their kind utilizing a sophisticated radio-frequency technology, which over time has been proven the best technology for tracking and recovering stolen vehicles. LoJack has donated the infrastructure to connect its systems directly to the three law enforcement agencies, which includes special vehicle tracking technology for squad cars and aviation units.

### ***How LoJack Works***

The LoJack Stolen Vehicle Recovery System includes a small wireless radio-frequency transceiver that is hidden in the vehicle in one of 25 possible locations at the time of purchase. Once the vehicle is reported stolen to the police, the vehicle identification number is matched to the LoJack system by state law enforcement computers. After the match, the LoJack system is activated by police, emitting silent radio signals from a small radio transceiver. Law enforcement vehicles and aircraft equipped with LoJack technology follow these signals, which lead to the stolen vehicle. The 90 percent recovery rate for vehicles equipped with LoJack has translated over the years into \$1 billion in recovered assets in the United States.

### ***Offering New, Breakthrough Products***

LoJack’s Early Warning Recovery System, introduced nationally in January, adds a powerful new punch to the tried-and-true LoJack Stolen Vehicle Recovery System. Early Warning offers a smart, interactive notification system that actually contacts consumers regardless of where they are in up to five different ways if their vehicle is moved without their permission. This flexible means of notification enables consumers to contact law enforcement *while the theft is in progress* so authorities can locate and recover the

vehicle that much faster. The faster the recovery, the less damage a vehicle generally sustains, thus minimizing repair costs.

The LoJack Early Warning System includes the LoJack Stolen Vehicle Recovery System, two Early Warning Key Passes and an Early Warning Motion Sensor.

### ***LoJack Availability***

LoJack products are now available at participating automobile dealerships in the Puget Sound region. The base LoJack Stolen Vehicle Recovery System retails for \$695 and the LoJack Early Warning System retails for \$995.

### ***About LoJack Corporation***

LoJack Corporation is the recognized world-leader in stolen vehicle recovery technology. In the U.S., its stolen vehicle recovery system, utilized by law enforcement agencies, has maintained more than a 90 percent successful recovery rate during the sixteen years it has been available to the consumer. The LoJack System operates coast-to-coast in 21 states and the District of Columbia, representing the areas of the country with the greatest population density, highest number of new vehicle sales and incidents of vehicle theft. In addition, LoJack is operated by law enforcement and security organizations in more than 20 countries in Europe, Africa, Asia and the Western Hemisphere.