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**AS HEAVIEST AUTO THEFT MONTHS APPROACH, AMERICANS
ILL-PREPARED TO THWART PROFESSIONAL CAR THIEVES**

Nearly 40 Percent Believe Theft is Simply the Result of Teens Out for a Joyride

Westwood, MA—June 4, 2003—With the highest auto theft months of July and August fast approaching, the results of a survey announced today reveal that Americans need to do more to protect their vehicles from theft. While the majority of Americans exercise common sense measures, many have no theft protection or vehicle recovery products, which are essential to combat today's sophisticated car thieves. The survey was conducted by an independent research firm and funded by LoJack Corporation (NASDAQ: LOJN).

American's Theft Protection Behavior: The Good, the Bad and the Ugly

When it comes to common sense tactics, the news is good. More than 75 percent say they always lock their car and close the windows completely, 70 percent say they hide their valuables from view, and 55 percent say they always park in a well-lit area.

The bad news is that fully 43 percent of Americans have no theft protection system in their vehicle, such as vehicle recovery systems, satellite tracking systems, alarms, kill switches, locks on the steering wheels, brakes or wheels, or theft prevention decals.

And, the ugliest data point of all reveals that slightly more than one third of drivers (34 percent) admit they sometimes leave their vehicle running unattended to warm it up, cool it down or do a quick errand, with 50 percent of 18–24 year olds exercising this risky habit—thus making their cars an easy target for thieves.

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Will the Real Bad Guy Please Stand Up?

What's behind these trends in consumer behavior? It just may be a common misconception of who is behind vehicle theft and what it really takes to protect a vehicle today. More than 50 percent of respondents correctly identify organized crime or auto theft rings as the force behind most vehicle thefts; however, 39 percent think it is simply the teenager out for a joyride.

“The fact that so many people think auto theft is the result of a teenager looking to take a quick spin is very revealing and may explain the lack of theft protection people have today,” said Donna Driscoll, vice president of global marketing at LoJack. “Simply put, car theft is big business and the thieves running chop shops and auto theft rings are incredibly sophisticated professionals. That is precisely why people need to apply more than just common sense to protect their vehicle – they need not only products that attempt to deter thieves, but also systems that guarantee recovery if their vehicle is stolen. This is particularly true as the summer months approach, when vehicle theft rates typically climb.”

LoJack Responds with Consumer Education Initiative

In response to the survey, LoJack will embark on a consumer education campaign designed to help people understand the severity of today's auto theft problem and learn what it takes to properly safeguard their vehicles. By early summer LoJack will begin rolling out the first phase of its consumer education initiative.

“The bottom line is that in today's climate, people need to know more and ultimately do more of the right things to protect their vehicle,” said Driscoll. “Auto theft rates are actually on the rise for the first time in a decade, and we're committed to helping consumers – and police – stop these thieves in their tracks.”

How the Survey Was Conducted

The survey was conducted from May 22 - 25, 2003 by Opinion Research Corporation (ORC), an independent research organization, through one of its CARAVAN® Surveys of the American public. Professional interviewers conducted telephone interviews with a representative sample of 1000 American adults. Ninety-three percent or 930 respondents qualified as auto drivers and participated in the survey. Response totals are subject to a plus or minus three percent margin of error.

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 16 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. Additionally, LoJack is operated by law enforcement and security organizations in more than 20 countries in Europe, Africa, Asia, and the Western Hemisphere.

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