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**AUTO THEFT IN ARIZONA:
CONSUMERS SCORE HIGH MARKS FOR AWARENESS OF GROWING
PROBLEM; LOW MARKS FOR EFFECTIVE THEFT PROTECTION**

***Survey at State Fair Reveals Need for Consumer Education on How to Protect
Vehicles from Today's Sophisticated Thieves***

Phoenix, AZ—November 12, 2003—A survey conducted at the Arizona State Fair's "Safety Days" held here October 18-19, revealed that while awareness is very high of the growing problem of auto theft in Arizona (Phoenix once again has the highest auto theft rates in the country*), consumers simply aren't doing enough to protect their vehicles from today's sophisticated thieves. The survey was conducted jointly by LoJack Corporation (NASDAQ: LOJN) and the Arizona Automobile Theft Authority (AATA).

The positive news is that there is widespread awareness in the state about the problem of auto theft and who's behind it. More than 80 percent of the 289 survey respondents were aware that Phoenix had the highest auto theft rates in the country for the past three years. Further, more than 70 percent are aware that professional thieves and sophisticated auto theft rings (versus the teenager out for a joyride) are the cause of most vehicle theft today. A full 75 percent of respondents take precautions to protect their vehicle.

On the negative end of the equation, of those who take precautions to protect their vehicle, nearly 70 percent believe that what they are doing is enough, yet only 35 percent use more than one type of vehicle theft protection device, which is essential to keep vehicles safe from today's thieves. Further, a full 45 percent of those respondents who do not use any type of theft protection device believe what they are doing is adequate.

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"The Arizona Auto Theft Authority, through our public awareness campaign, continues to advocate a layered approach to vehicle theft protection. Simply stated, the public needs to employ several layers of security to ensure that their cars don't become just another theft statistic," said Mikel Longman, AATA executive director.

John Gantt, law enforcement liaison in Phoenix for LoJack Corporation, added, "The bottom line is that people understand the seriousness of the auto theft problem; now they need to learn what it really takes to protect their vehicles in this environment. LoJack is committed to helping arm consumers with the knowledge necessary to keep their vehicles safe from theft and ultimately help law enforcement combat this growing problem."

LoJack Corporation has an education initiative underway, called "Street Smarts," that provides valuable information to consumers to help them understand the "who, what, where" of auto theft and learn what they can do to adequately protect their vehicle. "Street Smarts" includes an online Knowledge Center and one-of-a-kind educational booklet on vehicle theft protection. The Knowledge Center and booklet can be accessed by going to www.lojack.com, and clicking on the "Get the Facts on Vehicle Theft" button.

How the Survey Was Conducted

The survey was conducted from October 18-19, 2003 during the Arizona State Fair's "Safety Days." It was conducted via a questionnaire distributed at LoJack Corporation's booth. Two-hundred and eighty-nine respondents who own vehicles participated in the survey.

About LoJack Corporation

LoJack Corporation, the leading worldwide marketer of wireless security and location products and services, is the undisputed leader in global stolen vehicle recovery. Its stolen vehicle recovery system, the only system of its kind delivering a 90 percent success rate, is uniquely integrated into law enforcement agencies around the country that use LoJack's in-vehicle tracking equipment to recover stolen vehicles – typically within only a few hours. Unlike many competing products, LoJack systems do not involve “intermediaries” at call centers. Rather, LoJack systems place recovery directly in the hands of law enforcement, which expedites and promotes success in vehicle recovery. The LoJack System operates coast-to-coast in 21 states and the District of Columbia, representing the areas with the greatest population density, highest number of new vehicle sales and incidents of vehicle theft. LoJack is also operated by law enforcement and security organizations in more than 20 countries in Europe, Africa, Asia, and the Western Hemisphere.

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*National Insurance Crime Bureau (2003)