

Too HOT to Handle

“Datatag STOPS Identity Theft”

NEW Electronic Security Identification System for Cars

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 or even the Insurance company.

Market leading 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 all **NEW** 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.

Peace of mind for you and your customer with possible yearly Insurance savings!

NEW Unique Electronic Transponder Combination

NEW Cutting Edge Stealth UV Etching Technology

NEW Datatag's NOW with Invisible Forensic DNA

NEW High Quality Stylish Warning Labels

Invisible Stealth Wheel Etching Under UV Light



Call for information on dealer packages on: 08 450 700 440

www.datatag.co.uk | info@datatag.co.uk

Datatag ID Ltd, 3000 Hillwood Drive,
Hillwood Business Park, Chertsey, Surrey, KT16 0RS



Dealer Information

SRP £149 plus installation, circa. £199 installed.

Due to public demand - Datatag are pleased to introduce an **ALL NEW** - state-of-the-art security and identification system for Prestige, Performance & Luxury 4x4 cars. 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.

Criminals know that it's virtually impossible to defeat Datatag with our proven track record in the Motorcycle, Marine, Cycle, Construction & Agricultural markets, making a vehicle **4¹ times less likely to be stolen** and **6¹ times more likely to be recovered** when protected and registered with Datatag.

Easy to fit but virtually impossible to remove and defeat, the ALL NEW Car Datatag system protects vehicles for life, with no monthly costs and our state-of-the-art stealth identification technology will not deface the vehicle.

Installer Obligations

- ❑ All Datatag systems must be stored in a secure and lockable area.
- ❑ The approved dealer to offer and install Datatag on new and or used motor vehicles (excluding Motorcycles & Scooters) for any brand.
- ❑ Each approved technician must attend, complete and pass a Datatag training course.
- ❑ Each approved technician must successfully complete a new CRB check and renew it at least every 18 months - 2 years.
- ❑ The approved dealer agrees to a monthly contribution towards advertising (minimum of only £25 ex vat pm x 12 months) to promote your name, address, phone and website details via Datatag's website, printed media and advertising.

Datatag training courses are only £140 ex vat per person/ technician, this includes a special UV Lamp and Datadot reader and one new CRB (Criminal Record Bureau Check). Cost of CRB is currently £45 plus vat per delegate and is completed by a third party.

INITIAL INTRODUCTORY OFFERS

- ❑ Purchase 10 systems get 1 FREE
- ❑ Purchase 20 systems get 4 FREE
- ❑ Purchase 30 systems get 7 FREE*
- ❑ Purchase 40 systems get 10 FREE*
- ❑ Purchase 50 systems get 14 FREE*

Pricing Structure	Minimum 3	10 Plus 1 Free	20 Plus 4 Free	30 Plus 7 Free	40 Plus 10 Free	50 Plus 14 Free
Trade Price	80	80	80	80	80	80
Margin Per System ex VAT as a %	53%	57%	61%	61%	62%	63%
Margin ex VAT ²	£268.08	£1062.96	£2464.64	£3866.32	£5268.00	£6839.04

*ONLY for the months of August and September 2010 ¹ approximate figures ² based on installed price

Every day at least 53 householders in England and Wales find that their car has disappeared following burglary of their home to obtain the keys, AA Insurance reveals.

In 2008/09 over 19,400 cars were stolen in this way, more than 1,600 per month: a 19% increase over similar figures announced last year.*

A further 2,700 car keys were stolen by robbery of individuals, a slight but welcome fall over the previous year.

*Cars 'Stolen during a robbery' and 'Stolen during a domestic burglary' (source: Answer by the Rt. Hon Alan Johnson MP to a question posed by the shadow Home Secretary, Chris Grayling MP on 27th February 2010). Figures assume an average value of £10,000 for each stolen car.

Simon Douglas, director of AA Insurance says he is alarmed by the rising trend in key burglaries. "It's almost impossible to steal a modern car without first obtaining the keys."

"Our own insurance claims statistics show a similar trend with an average value of cars taken using stolen keys just over £10,000 - which underlines the increasing determination, patience and ingenuity of thieves targeting upmarket cars, even though the total number of cars stolen is falling."

"Although some cars are quickly recovered, particularly if they are fitted with a tracking device, many just disappear. It's believed that they are either taken out of the country in freight containers or broken up for the lucrative overseas spares market."

Source: www.theaa.com

Suggested installation time of ONLY 30 min - 1 hr max.

Subject to technician experience and type of vehicle.

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