

# ***KEEPING TRACK:***

***A guide to protecting  
your vehicle from theft***



Presented by

**BOOMERANG<sup>®</sup>**

**LO/JACK<sup>®</sup>**

# Myths vs. Realities **QUIZ**

Test your auto theft I.Q.

**1** You can always count on your insurance company to pay for a rental car until you recover your vehicle or purchase a new one.

- True
- False

**2** Every passing hour makes it less likely that your vehicle will ever be found.

- True
- False

**3** There are ways to make your vehicle "theft proof."

- True
- False

**4** This category of vehicle accounts for just over 50% of all thefts in Canada...

- Cars
- Trucks
- SUVs
- Mini-vans

**5** Lower-end vehicles are increasingly popular with thieves...for what reason?

- Less wealthy buyers
- Easier to steal from less affluent neighbourhoods
- Black market for parts
- High-end vehicles are increasingly rare



Answers:

1-False ; 2-True, 3-False, 4-Cars, 5-Black market for parts

# To the **DRIVING PUBLIC:**

**If** you're like most of us, you want to protect those you love and the things you care about. 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 losing income. Without proper protection, your car – as well as your daily routine – is at risk. With vehicle theft on the rise, protecting your property is now more critical than ever.

That's the bad news. The good news is that there is something you can do to keep your car safe.

There are many misconceptions about who auto thieves are and what it really takes to protect your vehicle. That's why we produced this booklet. A little knowledge can go a long way to ensuring that your vehicle remains just that – your vehicle – safe, secure, and in your hands. So, let's get started... and let's work together to stop car thieves in their tracks.



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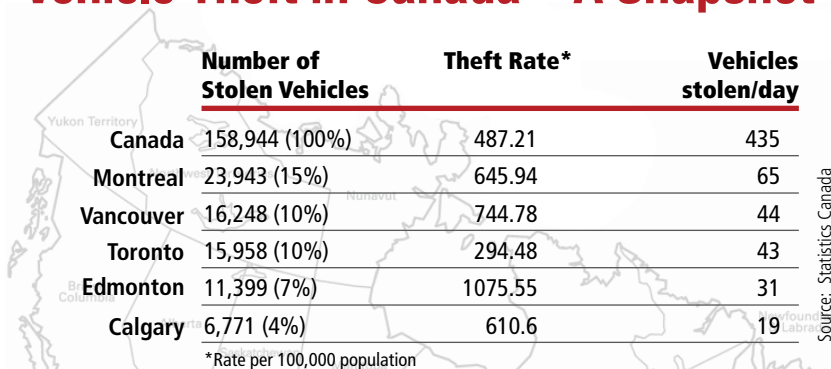
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## Vehicle theft **HOT SPOTS**

*A look at where vehicles are most likely to get stolen*

**M**ost commonly, cars are stolen from parking lots at shopping centers and airports, or from car dealership lots. Criminal organizations are also known to lease cars from rental companies and then export the cars to clients overseas. Most recently, cars have been stolen directly from individual victims, often with the use of force, involving home invasions (where the car and car keys are taken), or via “carjackings”, which have been increasing in Vancouver and Toronto.

### Vehicle Theft in Canada – A Snapshot



	<b>Number of Stolen Vehicles</b>	<b>Theft Rate*</b>	<b>Vehicles stolen/day</b>
<b>Canada</b>	158,944 (100%)	487.21	435
<b>Montreal</b>	23,943 (15%)	645.94	65
<b>Vancouver</b>	16,248 (10%)	744.78	44
<b>Toronto</b>	15,958 (10%)	294.48	43
<b>Edmonton</b>	11,399 (7%)	1075.55	31
<b>Calgary</b>	6,771 (4%)	610.6	19

\*Rate per 100,000 population

Source: Statistics Canada

- Thieves are active on the streets of Montreal, Toronto and Vancouver but your chances of having your car stolen in Edmonton is more than twice the national average.
- Eastern Canada is the home of professional organized theft rings, whereas Western Canada is plagued by joyriders and opportunistic thieves.
- These 5 cities represent almost half of the theft in Canada - almost 75,000 cars that disappear every year.
- The 85,000 remaining cars are stolen in cities and town across Canada – so no matter where you live, theft is a problem that touches every driver!

### Did you know?

Of the more than 158,000 vehicles stolen annually in Canada in recent years, one out of every five was not recovered. In other words, almost 32,000 vehicles just vanish, never to be seen again. (Source: Statistics Canada)



# Vehicle theft **HOT LIST**

*Do you own a target?*

## Every car is a target

You may think that only luxury cars are being targeted by thieves. **Not true.** Organized auto theft rings are stealing both luxury cars with the intention of exporting them overseas as well as more popular models to sell for parts on the black market.

You may also think that no thief would want *your* car. **Not true.** All model years are targets. In fact, the top 10 list below demonstrates that some of the most popular cars with thieves, including Honda, Subaru, Acura, Dodge and Audi, are more than 5 years old.

- |   |  |
|---|--|
| 1. 1999 Honda Civic SiR 2-door                      | 7. 1994 Dodge/Plymouth Caravan/<br>Voyager                   |
| 2. 2000 Honda Civic SiR 2-door                      | 8. 1998 Acura Integra 2-door                                 |
| 3. 2004 Subaru Impreza<br>WRX/WRX STi 4-door AWD    | 9. 2000 Audi TT Quattro 2-door<br>Coupe                      |
| 4. 1999 Acura Integra 2-door                        | 10. 1994 Dodge/Plymouth Shadow/<br>Sundance 2-door Hatchback |
| 5. 1994 Dodge/Plymouth Grand<br>Caravan/Voyager     |  |
| 6. 1994 Dodge/Plymouth<br>Grand Caravan/Voyager AWD |  |

Source: IBC



More evidence that every car is a target? **That's true!**

## True Story

### Saving more than just the car of a Boomerang client

A car thief in a Montreal suburb violently attacked a woman in her own driveway before locking her in her trunk and speeding away with her vehicle. A vigilant neighbor notified police, who in turn asked Boomerang Tracking if the car was equipped with a tracking device. Within 30 minutes, the Boomerang tracking team had authorities on the scene and the woman freed from her trunk. A speedy intervention – and a Boomerang - likely saved more than just her car!

## Did you know?

More than half (57%) of stolen vehicles are cars, but the rate of theft of trucks, mini-vans and SUVs has risen at four times the pace of car thefts. (Source: Statistics Canada)





# 4 What happens to **STOLEN VEHICLES?**

*A look at the different outcomes of auto theft*

**A**fter the actual theft, organized crime groups use several recognized methods to profit from stolen cars. These include resale, chopping and stripping. Using these categories as a guide, further details are provided below, based upon reports from and interviews with representatives of law enforcement and the insurance and automotive industries.

## **Resale**

Extremely popular, resale often involves what is commonly referred to as the classic **VIN switching** method, also known as “**revinning**”. Basically, organized crime groups go to auto salvage lots and purchase vehicles written off as salvage wrecks, solely for the purposes of obtaining the accompanying valid VINs. Wrecks worth a couple of hundred dollars can be auctioned off for several thousand dollars, clear evidence of the demand for VINs and the involvement of organized crime.



Once a VIN has been obtained, criminals then steal an identical car (make, model, color and year) and remove the VIN plate from the stolen car and replace it with the VIN plate from the wrecked car. As well, other components of the car which list the VIN are switched onto the stolen vehicle.

Auto thieves in British Columbia, for example, have been known to steal cars in British Columbia, purchase written-off vehicles at salvage auctions in Ontario, re-register the stolen cars in Ontario, and sell them



## **Did you know?**



Vehicles stolen from car dealerships and private homes have a much higher probability of vanishing than vehicles stolen from parking lots and city streets. (Source: Statistics Canada)

in other provinces. Quebec-based groups are also renowned for using VINs obtained from Ontario salvage lots. In one recent case, organized auto thieves were able to purchase a Ford Explorer for salvage in Ontario, steal an identical vehicle in Montreal, switch the VINs from both cars, transport the stolen car to Edmonton and sell it there, all within the space of just over a month.



## Chopping

In this method, cars are stolen and brought to “**chop shops**” where the cars are dismantled for the sale of separate parts to legitimate and illegitimate body shops. Chopping is used to support **resale schemes** or to **upgrade older vehicles**.

## Stripping

In this scenario, individual parts are stolen either for upgrading cars or for the illegal parts market. The insurance industry has noted that auto parts from disassembled vehicles are being shipped to Poland, where the cars are rebuilt. Another method is to **strip and then abandon** a car, waiting for the owner to report the car as stolen. When police recover the car, the theft record is canceled. The stripped car is then sold at an insurance or police auction. The thieves purchase the frame, reattach the stolen parts, and then sell the car, which is no longer listed as stolen.



## Did you know?

It is estimated that vehicle theft costs Canadians close to \$1 billion every year: \$600 million for insurers to replace or repair stolen vehicles, \$250 million for police, health care and court costs, and \$150 million for correctional services expenses. (Source: IBC)



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## Theft prevention **METHODS**

*A layered approach to vehicle theft protection*

### LAYER 1: Common sense

Here are a few Common Sense measures to avoid tempting thieves:

- Don't leave your keys in the ignition, even if the vehicle is locked.
- Never leave valuable items visible in your car.
  - Every time you get out from behind the wheel of your vehicle, even if it's for a mere 30 seconds, turn off the engine and remove the keys from the ignition.
- If possible, park your vehicle in a well-lit area where there are many people passing or milling about.
- Park in a garage if you have one and keep your vehicle locked.
- Stay alert to the vehicles and people around you while driving, particularly when stopped at an intersection.
- Try to avoid leaving your keys with parking attendants and other strangers.
- If your choice is between an attended and an unattended parking lot, choose the former.

### Apathy the #1 enemy to preventing auto theft

Its official. Canadians from coast to coast believe that auto theft is a serious problem. According to surveys conducted by Boomerang Tracking in Montreal, Toronto and Vancouver, a majority agree that it has negative consequences for insurance premium increases for all drivers, is a bad example for youth and funds larger, more serious criminal activity.

Though when asked how concerned they were about their own vehicle being stolen, a vast majority of Canadians said they believed it would never happen to them.

While respondents are rightfully concerned about the problem, a vast majority does not translate that concern into taking proactive measures to protect themselves – and they should. A vehicle disappears in Canada more than 100 times every day. The cost of this phenomenon is counted in the hundreds of millions of dollars to the country, and every driver has a part to play in stopping vehicle theft.

### Did you know?

Vehicle theft accounts for more than 12% of all property crime in Canada.

(Source: Statistics Canada)







## LAYER 2: Theft Protection Products

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

- Audible alarms
- Steering column collars (aka "The Club")
- Steering wheel/brake pedal locks
- Brake and/or wheel locks
- Tire locks/deflators
- Theft-deterrent decals
- Identification markers in or on vehicle
- Window etching
- Laminated glass



## LAYER 3: Immobilizing devices

Hotwiring is a technique used to bypass your vehicle's ignition. You can try to keep thieves from being successful with immobilizing products, such as:

- Smart keys
- Fuse cut-offs
- Kill switches
- Starter, ignition and fuel disablers



## Immobilizers are a step in the right direction – but don't stop there

The Insurance Bureau of Canada recently required immobilizers as standard equipment in all new vehicles in Canada in 2007. This step will make stealing vehicles more difficult for joyriders across the country, though professional thieves in Canada's major cities will continue to find ways to steal the vehicles to fund their criminal activities.

Boomerang Tracking's experience in tracking stolen vehicles shows that immobilizers have not been a perfect barrier to stealing vehicles for professional thieves. A Boomerang analysis from 2003 - 2008 showed 36 percent of stolen vehicles Boomerang recovered had Insurance Bureau of Canada-approved immobilizer devices. That percentage represents more than 1,000 vehicles worth over an estimated \$41 million that would have likely never otherwise been recovered during that period.

## Did you know?

Vehicles stolen from car dealerships and private homes have a much higher probability of vanishing than vehicles stolen from parking lots and city streets. (Source: Statistics Canada)



## Theft prevention methods (cont'd)

### LAYER 4: Vehicle tracking systems

Many people prefer not to take chances and equip their vehicle with a tracking device. While these devices may not prevent theft, they are designed to help locate and recover a vehicle quickly if stolen, before it can be stripped for parts or shipped to another province or country. And, since thieves can get around so many theft deterrents, it is advisable to add this layer of protection, which can help recover a vehicle in the unfortunate event of theft.

Below is information on the various tracking systems available and those that are best for tracking the “must-finds” like stolen vehicles vs. the “nice-to-finds” like hotels, restaurants, etc.



#### 1. GPS-only systems ★★

Great to find hotels, not thieves!

GPS, short for “Global Positioning Satellite,” is best used for convenience-based services like finding hotels, restaurants, etc. When it comes to the serious business of vehicle theft, the system has many downsides. It requires at least three satellites—and an unobstructed view—to receive a clear signal from a vehicle. Skyscrapers, dense foliage or even bad weather can affect the signal, and if the vehicle is underground or in a shipping container, the system won’t work at all.

#### ATTENTION!

- GPS antennas are readily visible, alerting thieves to what they’re dealing with.
- The GPS signal can only determine a vehicle’s approximate location, not pinpoint where it is exactly.

#### 2. GPS-cellular systems

★★★ GPS refined...

GPS-cellular systems rely on GPS technology to locate the vehicle but transmit the information to a central via the cellular network. Thus they are somewhat more reliable than regular GPS systems, even though all the concerns listed earlier still apply.

### Did you know?

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Vehicle tracking systems have recovered hundreds of millions of dollars in stolen vehicles over the past 5 years.



### 3. Cellular based systems ★★☆☆

Designed specifically for vehicle recovery

Cellular systems are the most effective of all and here's why:

- There's no bulky equipment to install and the wiring is simple and easy to hide.
- The system will pinpoint a vehicle's exact location, even if it's underground or in a shipping container.
- To date, Boomerang Tracking is the only company in Canada with a patented, **100% cellular-based** vehicle tracking system.

## The ultimate protection ★★☆☆☆☆

The experts tell us that if we want the ultimate security and peace of mind we should take a "multi-layered" approach to the problem of vehicle theft. This might include a cellular tracking system backed up by a kill switch, an audible alarm, and strict adherence to all the "Common Sense" strategies.

Sound like a lot of trouble? Not when you consider the alternative. For the trauma and hassle of losing your vehicle and everything in it is an experience most of us would rather do without.

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# 10 **BOOMERANG / LOJACK:** *your partners in vehicle recovery*

Since 1996, Boomerang Tracking has been dedicated to providing consumers with advanced theft protection systems. During that time, we have successfully recovered thousands of vehicles and incidentals valued at hundreds of millions of dollars.

## **HOW IT WORKS:**

### **1. Installation**

Your unit is professionally installed and verified.

### **2. Notification**

Our Security Central is notified of the theft.

### **3. Dispatch**

Immediately upon confirmation of the theft, our dedicated recovery team is dispatched to locate your vehicle.

### **4. Tracking**

With state-of-the-art on-board equipment, the recovery team locates and monitors your stolen vehicle.

### **5. Recovery**

Our recovery team waits for local police to arrive and notifies you that your vehicle has been found.



**Boomerang is here  
to help consumers  
protect their vehicles  
and to help law  
enforcement arrest  
the thieves who  
steal them.**

# WHAT TO DO if your car is stolen

**1 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 & 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

**2 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.

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

**4 If you have a Boomerang or a LoJack Tracking device, call the 24 hour Security Central at 1.888.234.8722** and we will immediately dispatch a recovery team for your vehicle.



## Did you know?

If your insurance company doesn't have a picture of your vehicle on file, take one yourself and keep it in a safe place. It will make the job easier for police if your vehicle is ever stolen.





**I**f you need sound advice on how to protect your vehicle or have questions regarding auto theft, contact the experts at Boomerang/LoJack by emailing [marketing@boomerangtracking.com](mailto:marketing@boomerangtracking.com). We have a team of vehicle theft protection specialists, many of whom are former police officers, who are ready to answer your questions.

**Statistics Canada Crime stats**

[www.statcan.ca](http://www.statcan.ca)

**CBC Report on theft**

[www.cbc.ca/canada/story/2006/06/09/auto-theft-conference.html](http://www.cbc.ca/canada/story/2006/06/09/auto-theft-conference.html)

**Insurance Bureau of Canada (IBC)**

[www.ibc.ca](http://www.ibc.ca)

**Automobile Protection Association (APA)**

[www.apa.ca](http://www.apa.ca)

**Groupement des assureurs automobiles (Quebec)  
Automobile theft overview**

[www.gaa.qc.ca](http://www.gaa.qc.ca)

**Insurance Journal**

Immobilizers attributed to decrease in auto thefts, premiums

[www.insurance-journal.ca/archives/2005/05\\_05may03.asp](http://www.insurance-journal.ca/archives/2005/05_05may03.asp)

**Insurance Corporation of British Columbia**

[www.icbc.com](http://www.icbc.com)

**Canadian Driver**

Auto theft: how to keep your car  
[www.canadiandriver.com/articles/pw/theft.htm](http://www.canadiandriver.com/articles/pw/theft.htm)

**BC Crime Prevention Association**

[www.bccpa.org](http://www.bccpa.org)

# Vehicle **INFORMATION**

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## Vehicle one

Vehicle Year, Make & Model \_\_\_\_\_

Vehicle Identification Number \_\_\_\_\_

License Plate \_\_\_\_\_

Insurance Company Phone Number \_\_\_\_\_

For identification purposes, insert a current photograph of your vehicle here.

Insert photo here

## Vehicle two

Vehicle Year, Make & Model \_\_\_\_\_

Vehicle Identification Number \_\_\_\_\_

License Plate \_\_\_\_\_

Insurance Company Phone Number \_\_\_\_\_

For identification purposes, insert a current photograph of your vehicle here.

Insert photo here

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



# KEEPING TRACK:

## *A guide to protecting your vehicle from theft*

**V**ehicle theft isn't something we often think about. Sure we know that it happens, but usually to somebody else. We feel safe. Especially if we don't drive a luxury vehicle or work or live in a "rough" neighbourhood. What are the chances we'll be victimized?

Actually the chances are pretty good. Vehicle theft is big business. The reality is that nobody who drives can afford to disregard the possibility that he or she may be the next person to discover that their vehicle isn't where they left it.



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