



Car theft trends and vehicle tracking requirements in Brazil

In an attempt to reduce high levels of vehicle theft, the Brazilian Government has mandated that all new vehicles sold from 1 August 2009 must be fitted with a vehicle tracking system.

As part of SBD's expanding global portfolio on vehicle insurance legislation, we are pleased to present our new report, **Car theft trends and vehicle tracking requirements in Brazil**. This study provides a factual assessment of the new legislation, together with SBD's considered opinion on the latest developments and impact on the industry.

This new report will help you to:

- **Obtain an overview** of Brazilian market data, including car parc and vehicle manufacturer share
- **Understand** the impact of the new legislation and gain expert comment from SBD
- **Review** the latest theft statistics and find out which vehicle models are most likely to be stolen
- **Discover** the potential insurance benefits to owners of vehicles fitted with tracking systems
- **Design** improved security features to comply with the 2009 vehicle tracking legislation

Who should buy this report?

This report will be of interest to **vehicle manufacturers** and **security system suppliers** who need to keep up to date and comply with the new legislative changes. It will also benefit businesses looking to grow their share of the Brazilian automotive market.



For additional information and price enquiries, please contact Juanita Appleby by e-mailing jappleby@sbd.co.uk.

Alternatively, you can telephone Juanita on +44 (0)1908 305107.

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Vehicle theft is a significant problem in the Brazilian market and thefts have been at a high level for a number of years. Violent thefts, such as hijackings, are commonplace in some areas of the larger cities. In response to the current situation, the Brazilian government has announced that it will mandate the production-line fitment of tracking systems to **all** new vehicles from August 2009.

Based on current new vehicle sales volumes, the Brazilian market for vehicle tracking systems will jump to in excess of 2.5 million units annually from August 2009. Whilst this presents suppliers with a great opportunity to increase sales, it also presents suppliers with a challenge to meet the technical requirements of the new legislation and the vehicle manufacturer's quality, cost and volume requirements.

Car theft trends and vehicle tracking requirements in Brazil gives an overview of the current situation in the Brazilian market by presenting the latest theft statistics including, for passenger cars, which vehicle manufacturers are suffering high numbers of thefts and which vehicle models are particularly targeted by thieves.

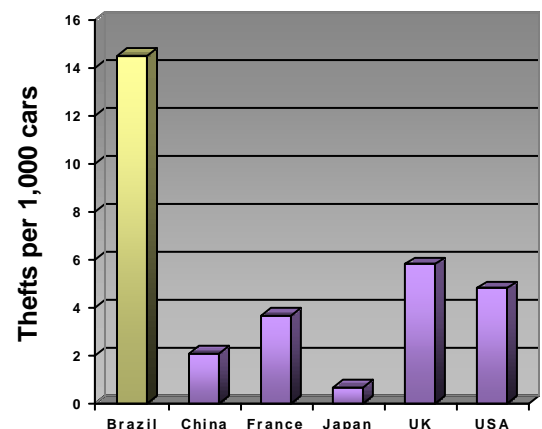
The report provides an essential analysis of the technical requirements released to-date for the mandatory tracking systems. It also gives an overview of some of the issues which are currently being debated by an industry working group that are responsible for drawing-up the final specifications for the mandatory systems, together with the expected timescales for the release of this information.

Since the announcement that tracking systems would be mandated to all new vehicles, there has been considerable public debate in Brazil about this legislation. This report gives a balanced view of the likelihood that the mandate will be introduced on time, discusses the opinions expressed by key market players and details the factors which may yet influence the introduction of this legislation.

SBD's analysis is completed with a review of the current insurance requirements for aftermarket vehicle tracking systems, including a summary of the technical criteria, approval process and insurance benefit available.



Comparison of theft rates by country



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About the report author



Paul Burnley gained a degree in Electronic Engineering at the University of Surrey and was involved in the development of Smart Key systems whilst working as a Systems Engineer for a leading Tier 1 supplier. In his twelve years of working in the automotive industry, he has also worked with engine management systems and is an accredited expert in vehicle communication and tracking systems.

Other recent reports written or co-written by Paul include:

- *Vehicle Tracking Systems ~ Market & Technical Analyses*
- *European Insurance Market Requirements*
- *European Insurance Technical Requirements*
- *India Car Theft and Insurance*
- *Malaysian Insurance Requirements for Vehicle Theft*

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