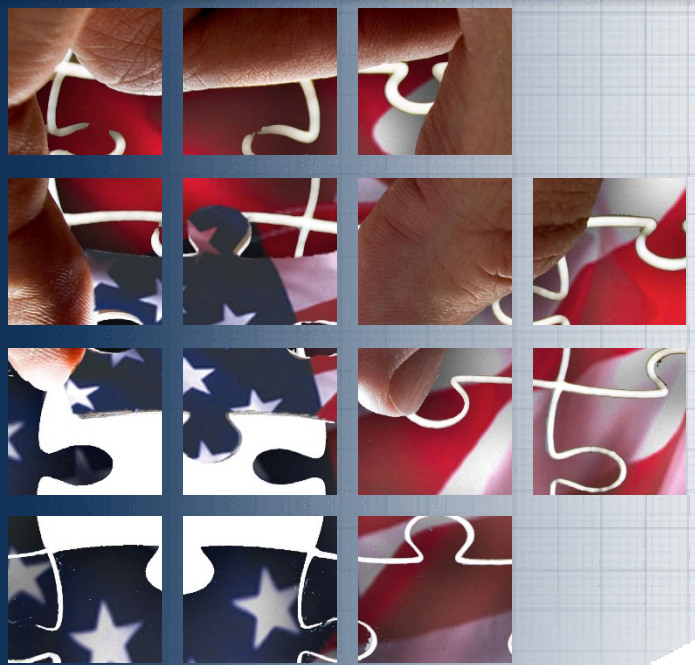


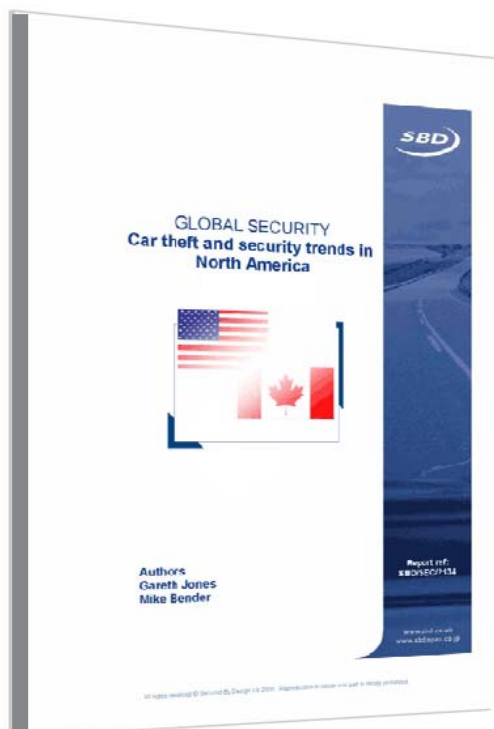
A complete picture of car theft and security trends in North America



Car theft and security trends in North America provides analysis of the market status in the USA and Canada.

Recent legislative changes allowing the deletion of the steering lock when an electronic immobiliser is fitted gives vehicle manufacturers cost saving opportunities. However, if the steering lock is deleted, what increased opportunities does this give thieves to steal cars? And what is the effect on brand image?

This research is essential for any company focused on North America, providing a comprehensive and cost-effective guide to the world's biggest market.



“Car theft and security trends in North America”

This report will help you to understand:

- Demographic variations in theft across the USA and Canada
- Who are the key players in the insurance industry and the influence that they have on security fitment
- The impact of Canadian legislation mandating the fitment of electronic immobilisers
- The impact of USA legislation which allows steering locks to be deleted
- Which models have saved costs by gaining exemption from parts marking

For additional information please email jappleby@sbd.co.uk or telephone Juanita on +44 (0) 1908 305107 and she will be happy to deal with your enquiry.

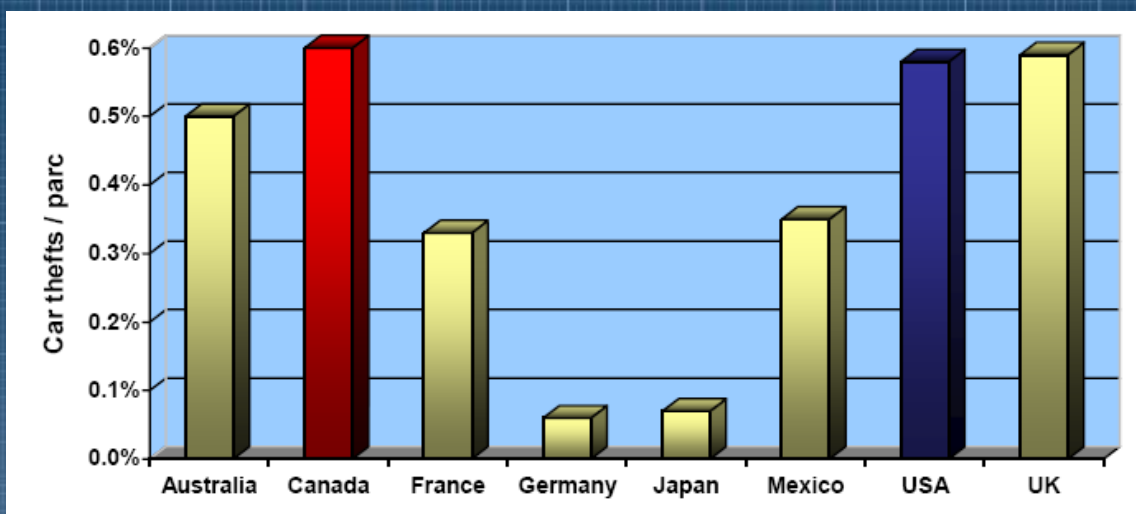


»» Legislation and recession leading to increased theft?

Theft statistics show that car theft in North America has been reducing over recent years although it is still relatively high compared to other Western countries.

The reduction is mainly due to the increased level of electronic immobiliser fitment to new cars since the late 1990's and the vehicles now at highest risk of theft are older models without immobilisers.

Illustration of car theft rates by market (2007 data)



Canada has been actively introducing measures to deal with reducing casual theft (joyriding) over the last ten years. The Insurance Bureau of Canada (IBC) represents the *private* insurers nationally and has been successful in persuading many vehicle manufacturers to fit immobilisers on a voluntary basis since the late 1990's. More significantly, in September 2007 Canada introduced legislation mandating the fitment of immobilisers on all new cars.

The same is not true for the USA, where they have introduced legislation allowing the deletion of steering locks (if an electronic immobiliser is fitted) and passed a senate bill in California that requires manufacturers to give up key code information .

SBD believe that these factors, together with the severe downturn in the economy and the increasing levels of unemployment that follow are likely to lead to an increase in car theft in the coming years.

This report provides an analysis of the insurance situation, theft trends and legislation changes relating to vehicle security Canada and the USA. It also explains the benefits that are available for enhanced OE security and which manufacturers are already taking advantage of them.

»» ...know what tomorrow brings

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The SBD Commitment

SBD are committed to providing the automotive industry with focussed technical and market analysis. Our aim is to enable growth through knowledge by:

- Helping to grow your business by giving you the reassurance of knowing which technologies you should develop
- Helping you reduce costs by saving both planning and implementation time

About report authors...



Gareth Jones has over 25 years experience of working in vehicle design for a number of leading vehicle manufacturers, Gareth is an expert in vehicle development cycles and processes specialising in global vehicle security, safety and cost of ownership. He is responsible for many of the world's class leading OEM cost of ownership strategies and manages all aspects of SBD's Security and Cost of Ownership division.



Mike Bender has 30 years of auto theft and fraud prevention experience. Prior to working with SBD, Mike has worked as an Auto Theft Detective, a Senior Special Agent with the National Insurance Crime Bureau and as a consultant. Mike is expert in advanced vehicle theft detection, investigation, identification and prevention.

Feedback Form - "Car theft and security trends in North America" (Ref: 2134)

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From October 2008, new legislation was introduced in India which increased the insurance requirements mandating immobilisers and create a new market opportunity for vehicle manufacturers and suppliers. This report contains vital market and technical information on the current insurance situation in India, and provides manufacturers with a clear guide to the security levels they must achieve to comply with the new legislative requirements.