

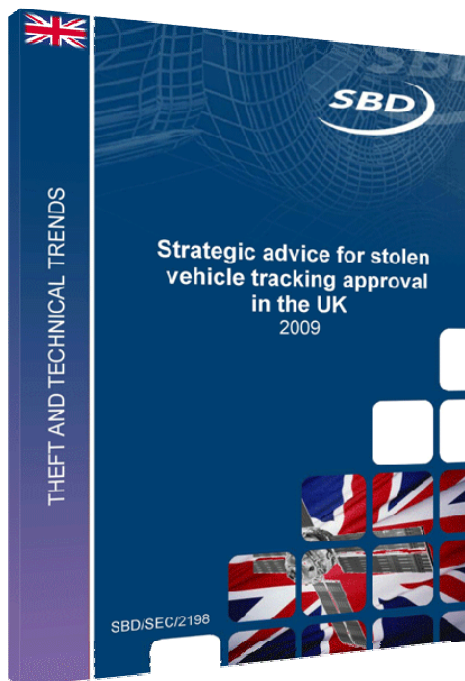
Strategic advice for Stolen Vehicle Tracking in the UK



Which level of insurance approval should vehicle manufacturers and suppliers target for stolen vehicle tracking systems in the UK?

There are more stolen vehicle tracking (SVT) systems sold in the UK than in any other country and they are categorised by a complex series of approval criteria, each of which brings different benefits but at a range of cost, necessary to meet the requirements.

“*Strategic advice for Stolen Vehicle Tracking approval in the UK*” provides an overview of Thatcham standards for tracking systems as well as trusted recommendations to vehicle manufacturers on fitment strategy based on market trends and surveys of leading UK insurers.



This report will help you:

- Develop SVT systems that accurately meet the criteria for approval in the UK
- Target specific approval levels based on leading insurers' opinions on SVT
- Decide fitment strategy and which market segments to target with SVT products
- Understand the global impact and importance of Category 5 requirements

The purpose of this report is to clarify the different categories for insurance approval of tracking systems and to summarise which are the most appropriate for manufacturers to target based on a survey of current insurers' policies. It explains the different insurance criteria, written by Thatcham, to which stolen vehicle tracking systems can be approved.

For additional information please email jappleby@sbd.co.uk or telephone Juanita on +44 (0) 1908 305101 and he will be happy to deal with your enquiry.



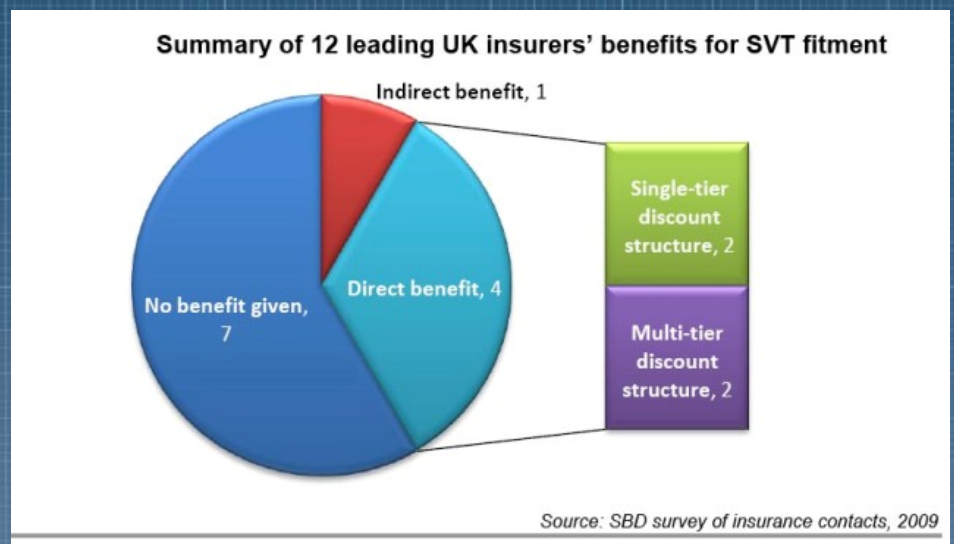
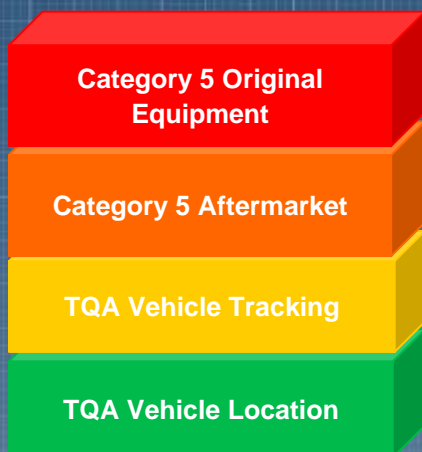
»» Develop systems according to market demand...

The UK is the largest market in Europe for vehicle tracking systems. Fitment is driven by demand from insurers, who will typically require a system to be fitted to high value or high theft risk vehicles as a condition of providing insurance against theft. However, with many different categories of insurance approval for tracking systems, manufacturers are faced with a difficult choice about what level of approval is appropriate for their vehicles in the UK.

It is vitally important that a manufacturer achieves the appropriate approval level. An under-specified system may result in owners being unable to obtain insurance quotes from a majority of insurers, resulting in no theft insurance or uncompetitive coverage costs. An over-specified system may result in frustration for owners due to the high cost and inconvenience caused by the complexity of the system.

This report will enable vehicle manufacturers and system suppliers to develop appropriate systems according to market demand by clarifying the different categories for insurance approval of tracking systems in the UK. It also contains the opinions of leading insurers in order to understand their preferences for a particular level of approval. Guided by these factors, strategic recommendations are presented to define which levels of approval are the most appropriate, based on vehicle value and theft risk.

Thatcham tracking criteria for private car fitment in the UK



This report covers the following key subject areas:

Vehicle tracking system approval – all of the Thatcham approval categories are compared and the main differences highlighted. The Thatcham tracking system approval process is also summarised.

Insurance benefit – a detailed analysis of the opinions of 12 leading UK insurers towards tracking systems, covering both mandatory fitment policies and the benefits for voluntary fitment. Trends in these policies over time are highlighted, together with the likely future changes.

Strategic advice – based on current insurance fitment policies, advice is given as to which level of approval is appropriate for different types of vehicle. This advice is extended to consider Thatcham's new criterion for tracking systems outside of the UK, Category 5 Global, and its potential effect on manufacturer's strategies for other world regions.

Market status – a top-level overview of the number and type of tracking systems installed in the UK, together with the leading system suppliers. The strategies adopted by some leading OE and aftermarket players are reviewed and systems that have obtained Thatcham approval are listed.

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

About report author...



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Paul graduated from the University of Surrey with a degree in Electronic Engineering. He has worked with engine management and smart key systems and is an expert in vehicle communication and tracking systems. Paul is widely regarded as a leading authority on European insurance requirements and theft statistics.

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Related Reports



The changing outlook for stolen vehicle tracking in Europe

High value and luxury car sales declining and the onset of competitive telematics services have resulted in SVT system sales volume to drop. SBD expects the European market for SVT to drop more than 30% from 2008 volumes to less than 200,000 units in 2009 and 2010. This report provides a detailed overview of the threats and opportunities for both aftermarket and OE systems as well as helps you understand the future of this market in Europe.



The impact of anti-theft systems in Brazil

The Brazilian government initially called for tracking systems and immobilisers to be introduced on all new vehicles from 2009. A six-month trial period started in August 2009 and the mandatory fitment of tracking systems was expected to commence in February 2010. However, a new legal challenge has been made which may further delay the implementation timing or change the requirements. In response to the recent developments, SBD has produced an updated report which details the technical requirements for OE tracking systems, the approval processes and the future outlook for the stolen vehicle tracking market and the opportunities this provides for the fitment of added value telematics services.



Vehicle tracking system - technical analyses

SBD provides a detailed and comprehensive insight into the technical requirements that vehicle tracking manufacturers need to address in order to meet the criteria. This report gives full details of insurance industry requirements in Europe and provides an invaluable reference source for compliance to OE and aftermarket insurance requirements.

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