



National Motor Vehicle
Theft Reduction Council
driving down vehicle theft

Theft TORQUE



National Motor Vehicle
Theft Reduction Council –
August 2005

Special Edition

Audi Adopts Microdot Identification to Join the Ranks of the World's Most Secure Cars



The National Motor Vehicle Theft Reduction Council's (NMVTRC) call for all new vehicles sold in Australia to carry secure identification has taken another major step forward with Audi Australia's announcement that it will apply the DataDot^{DNA} proprietary version of VIN based microdot identification across its entire range.

Following the successful introduction of VIN based microdots to Audi's A6 and A8 range in October 2004, all new Audi models will be fitted from August 2005 bringing this sophisticated identification technology to the entire Audi range.

Why Vehicles Need Secure Identification

Professional car thieves are motivated by profit and are only deterred by the risk of detection and prosecution. While state of the art electronic engine immobilisers such as those fitted to the Audi range have made the theft of unattended vehicles extremely difficult, professional thieves

are continually seeking new ways to ply their trade. Accessing a car's ignition key and immobiliser transponder is now the most common method of stealing a late model vehicle.

Once stolen, traditional vehicle identification such as metal compliance plates has made it all too easy for thieves to give a vehicle a new identity and pass it through Australia's registration systems undetected prior to re-sale. Microdot technology has set a new world leading standard in vehicle identification, making it virtually impossible to change a vehicle's unique Vehicle Identification Number (VIN) and providing authorities with conclusive evidence of its true identity.

The strategy is simple. Take away the professional thief's ability to convert the vehicle to cash without fear of detection and subsequent prosecution and you take away his motivation to steal the vehicle.



www.carsafe.com.au

The NMVTRC is a joint initiative of all Australian Governments and the Insurance Industry

