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National Motor Vehicle
Theft Reduction Council

Importers Lead Locals on Vehicle ID

Australia's expert body on car crime, the National Motor Vehicle Theft Reduction Council (NMVTRC), today congratulated Hyundai and Nissan on being the first volume vehicle manufacturers to adopt a new, high-tech secure compliance label across their full ranges in Australia.

According to NMVTRC Chairman, David Morgan, the move represents a major breakthrough in setting a new baseline in vehicle identification. The NMVTRC estimates that the cloning or re-identification of stolen vehicles returns criminals tens of millions of dollars annually.

Mr Morgan said, "There is no doubt that the traditionally poor standard of vehicle identification has played right into the hands of criminals by making it just too easy to convert a stolen vehicle into cash and making it almost impossible for authorities to later detect suspect vehicles with any certainty", he said.

The announcement was also welcomed by Insurance Australia Group's (IAG) Head of Industry Research, Robert McDonald, who assesses more than 180 new vehicles each year for their standard of security, including identification systems. Mr McDonald said "For years IAG has been calling on vehicle manufacturers to lift their game on vehicle identification. Hyundai and Nissan pride themselves on innovation and their actions to be the first full-line manufacturers to adopt this new technology is further evidence of their commitment to delivering quality (and greater theft protection) to their customers. At very little cost this is something that all manufacturers should be adopting".

The new label, developed by Identitek Systems in Melbourne, incorporates a number of unique security features which ensures that it—

- cannot be transferred between vehicles (or the information on it altered) without easy detection;
- cannot be copied, and is easy to authenticate in the field by non-scientific, non-destructive and practicable means; and
- is sufficiently durable to survive harsh in-vehicle environmental conditions.

The NMVTRC says that that the Identitek label is the only label to have passed independent testing against its exacting technical specification. It is being fitted to each of the more than 100,000 combined Hyundai and Nissan vehicles sold in Australia each year. The label is also being used in the performance and prestige market by Holden Special Vehicles and Audi is progressively introducing it to their range. Kawasaki is the first motorcycle manufacturer to adopt the label.

The NMVTRC is providing police and transport agency personnel across the country with the special viewing lens needed to confirm the label's authenticity in the field.

The NMVTRC is a joint initiative of all Australian Governments and the insurance industry.

Hi-res images of the label and application process can be downloaded from the media section of the NMVTRC's website at www.carsafe.com.au

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