



FOR IMMEDIATE RELEASE

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"CALL FOR BIKE SUMMIT TO COMBAT RISING THEFT"

Key stakeholders have called for a National Summit to tackle the increasing problem of motorbike and scooter theft. Figures just released reveal that 6,758 motorcycles were stolen nationally in the 12 months to June 30.

One key weapon that is working effectively to reduce the car theft rate, the 'marking' of cars with microdots, holds real potential for motorbikes and scooters. DataDots are tiny poly substrate dots, about the size of a grain of sand, each of which carries the 17-digit vehicle identification number (VIN) that uniquely identifies every individual car. Thousands of DataDots are sprayed all over the car, identifying it and making it commercially unattractive to professional thieves.

BMW's, Subaru's and HSV vehicles 'marked' with DataDots have enjoyed reductions in unrecovered theft rates of between 60% and 90% since having DataDots applied. (Research by the National Motor Vehicle Theft Reduction Council).

Ray Carroll, Executive Director of the National Motor Vehicle Theft Reduction Council (NMVTRC) today backed calls for a National Summit.

"This problem of bike and scooter theft is a serious and growing one. We want all the key stakeholders, police, manufacturers, insurers and those with potential answers to come together the help find a solution. Motorbike theft requires a multifaceted approach, including the 'marking' of bikes. Microdotting has been shown to work on cars, it is a very good first step for motorbikes and scooters," Mr. Carroll said today.

Leading motorcycle company Yamaha Motor Australia is using DataDotDNA already. Yamaha's Director/General Manager, Steven Cotterell said today, " Yamaha welcomes the call for a National Summit on motorcycle and scooter theft. We recognise the extent of the problem, which is one reason we adopted DataDotDNA as a key anti-theft strategy. Marking of motorcycles and scooters would go a long way to taking away the incentive for thieves."

DataDot CEO, Ian Allen, said today, " We back the call for a National Summit. Authorities now need to focus on bike and scooter theft, as there are effective solutions available. Coming together to analyse the significance of the problem and to work together to solve it, is in the interest of the consumer who is being ripped off by having their motorcycle stolen, the industry and the police who have to have to expend their resources on this problem."

Media Contact

Anthony McClellan AMC Media Mob: 0419 229 271
anthony@amcmedia.com.au