

## ABOUT LOJACK CORPORATION

LoJack Corporation, the premier worldwide marketer of wireless tracking and recovery systems for valuable mobile assets, is the undisputed leader in global stolen vehicle recovery. Its Stolen Vehicle Recovery System delivers a better than 90% success rate and has helped recover more than \$3 billion in global assets. The system is uniquely integrated into law enforcement agencies in the United States that use LoJack's in-vehicle tracking equipment to recover stolen assets, including cars, trucks, commercial vehicles, construction equipment and motorcycles. LoJack operates in 26 states and the District of Columbia, representing areas of the country with the greatest population density, and highest number of new vehicle sales and incidence of vehicle theft. In addition, LoJack technology is utilized by law enforcement and security organizations in more than 28 countries throughout Europe, Africa, Latin America and Asia.

*For more information on how to protect your motorcycle from theft or to learn more about LoJack products, see our website at [www.lojack.com](http://www.lojack.com) or call 1-800-4-LOJACK.*

**LOJACK**<sup>®</sup>

Get it. And get it back.<sup>™</sup>

1-800-4-LOJACK  
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# BIKE SMARTS



**A Guide to Protecting  
Your Motorcycle From Theft**

**LOJACK**<sup>®</sup>

*Presented to you by the LoJack Corporation*

## TABLE OF CONTENTS

Get the Facts on Theft:  
**Rates Climbing at Full-Throttle** ..... 2

Who's Behind the Problem?  
**Increasing Popularity of the Open Road  
Spells Big Business to Professional Thieves** ..... 3

What Bikes Are Most Vulnerable?  
**Shiny, New Bikes Win the Hearts of Thieves** ..... 4

Where Does Theft Occur?  
**Your Bike is Vulnerable Anywhere  
and Everywhere** ..... 5

What You Can Do to Protect Your Bike:  
**Keep Your Prized Possession Safe  
With Three Simple Steps** ..... 6

*Since this booklet may contain private information regarding your motorcycle, it is recommended that you place it in a secure location.*

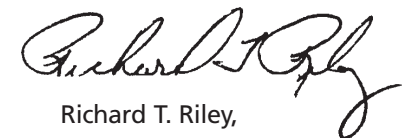
If you're like most motorcycle enthusiasts, your bike is one of your most prized possessions. In fact, those of you who spend so much time – and money – customizing your bike probably consider it to be priceless.

The unfortunate truth is that your bike does have a very real – and very attractive – value to another audience...thieves. And, these thieves are hard at work driving motorcycle theft up at alarming rates. Like car theft, motorcycle theft is big business and professional thieves are quite often the culprits behind the problem. Along with the increasing popularity of motorcycle riding are growing opportunities for thieves to make a hefty profit reselling stolen bikes and bike parts.

That's the bad news. The good news is there are a number of steps you can take to protect your bike. That's the purpose of this booklet – to provide information on the "who, what, where" of motorcycle theft and offer theft protection solutions. From common sense tactics, to products that deter thieves, to using a stolen vehicle recovery system, such as LoJack For Motorcycles, bike owners now have more options than ever to keep their motorcycles where they belong – safe, secure and in their hands.

With the right approach, you can keep your bike just that – yours – and together we can help put the brakes on motorcycle theft.

Sincerely,



Richard T. Riley,  
President and Chief  
Operating Officer,  
LoJack Corporation



## Get the Facts on Theft: Rates Climbing at Full-Throttle

Look around and it's easy to see that an increasing number of people are enjoying the open road. In 2005, bike sales in the U.S. jumped to over 1 million – that's the 13th consecutive year of growth. Bike sales have experienced phenomenal growth, with sales doubling between 1999 and 2004 and reaching their highest levels in three decades in 2005.

The cost of bikes is also increasing with many costing more than \$20,000. And, that's what it's worth before customization, which can add thousands of dollars more to the value of the bike.

Not only are bike sales increasing – unfortunately – so is bike theft. According to the National

Insurance Crime Bureau (NICB), **motorcycle theft in the United States increased nearly 135 percent from 2001 to 2005, with more than 70,000 bikes stolen in 2005 alone – that's one bike stolen every 7.5 minutes.** Of these stolen bikes, only 25 to 30 percent were recovered, which is much lower than the 65-70 percent recovery rate of cars and trucks (those without a stolen vehicle recovery solution). This is largely because stolen motorcycle parts and frames can be more easily camouflaged and reused than car or truck parts.

## Who's Behind the Problem?

### Increasing Popularity of the Open Road Means Big Business for Professional Thieves

The ever-growing popularity of bike riding translates into a huge opportunity for thieves. While some steal motorcycles simply for their own personal use or to take a quick joy ride, most bike theft is done at the hands of professional thieves who know exactly what bike or bike parts are in demand. These thieves are skilled at maximizing the "return" they get on the bike...and at covering their tracks.

Here's how these "professionals" work. Thieves strip the bike down for parts (eliminating those with identification numbers so they can't be traced back to the original owner), and then resell the remaining parts or reuse them to build other bikes. They often build very pricey custom bikes that are actually made from stolen parts and aftermarket parts, and then sell them to unsuspecting buyers. They may also sell stolen bikes whole, typically with altered identification numbers, making them just about impossible to trace back to the original owners. Some are in the "exporting" business, in which they sell parts overseas that are almost never recovered.

Unfortunately, many of these professional criminals excel at their job and can find a way to steal just about any bike they want. And, the more lavish the bike, the more thieves want to make it their own.

As bad as it is to have your motorcycle stolen, sometimes that's just one piece of the criminal equation. Many times, the profits from bike thefts aid in continuing other criminal activities, such as funding drug rings. The bottom line is that these crooks are bad news and need to be put out of business.



#### WHAT BIKE OWNERS SAY:

*"Well, I guess there are alarms and locks, but if thieves want it, they will take the whole bike. It's not like a car, I mean they just load it up on a trailer and drive away."*

## What Bikes Are Most Vulnerable? Shiny, New Bikes Win the Hearts of Thieves

All bikes are at risk of theft, but some are more vulnerable than others. Typically, the most popular bikes are also the most popular theft targets. Parts from these bikes are in such high demand that thieves can, unfortunately, turn a nice, easy profit from them.

CCC Information Services conducted a study to determine which bikes were the most popular theft targets.\* The study revealed the following:

- Of all types of bikes, the newer model sportbikes are by far the most vulnerable to theft today. In fact, 24 out of the top 25 stolen motorcycles were sportbikes.

- A full 60 percent of stolen bikes were only two years old or less, so thieves are attracted to the shiny, new bikes.
- When it comes to older bikes, Harleys are the favorite among thieves. More than 80 percent of stolen motorcycles 25 years or older were Harleys. The top three most stolen motorcycle brands (new and used) are:
  - Honda (23%)
  - Yamahas (20%)
  - Harley-Davidson (18%)

\* Study conducted by CCC Information Services Inc. in 2001

### RECOVERY STORY

*"On a Thursday evening I discovered that my 2006 Kawasaki ZX636 had been stolen. I quickly contacted the police and literally within minutes officers assisted by a police helicopter-began receiving the silent LoJack signal. The signal led the officers to a residential garage in just six minutes! They found a man at the scene who let them look inside his garage. Well, no one said that thieves are smart...because the police found my stolen Kawasaki and five other bikes, a quad runner, a rented van used to transport the stolen motorcycles, tools, and other stolen property. The suspect at the scene was arrested for operating a chop shop. Thanks to LoJack, there is one less chop shop in California!"*

*Long Beach, California*

## Where Does Theft Occur? Your Bike is Vulnerable Anywhere and Everywhere

Unfortunately, motorcycle theft happens just about anywhere. Whether you are at home where you think your bike is parked safely, out for a ride with your friends or at a rally, your bike is vulnerable to theft and needs protection.

Bike thieves are very calculating and know just what they want. They are often "shopping" for a particular make and model. Unfortunately, if your bike is on their wish list, they'll find a way to get it. Many times, a thief will see a valuable bike and follow the rider – often to his or her own home – to find out where the bike is parked. Then, when the owner is not around – or worse yet, asleep – the thief will do his dirty work and steal the bike.

Bike shows are another popular venue for theft – like a "candy store" for thieves where they can

check out the bikes, identify the most valuable ones, and strike when the time is right. Thieves know that owners typically leave their bikes to attend certain events, giving them a prime opportunity to do their handy work.

While motorcycles are vulnerable to theft no matter where you live, theft rates are higher in certain parts of the country. According to NICB, following are the top five states with the highest reported motorcycle thefts:

- California
- Florida
- Texas
- North Carolina
- Ohio



## What You Can Do to Protect Your Bike: Keep Your Prized Possession Safe With Three Simple Steps

*Bike theft is serious. In fact, many bike owners say that the fear of theft actually prevents them from traveling to certain places where parking just isn't safe. Today, however, there are more options than ever to protect motorcycles from theft. At LoJack, we recommend a simple, three step approach to theft protection. The approach involves using common sense tactics, theft deterrents, and a stolen vehicle recovery solution. The golden rule to make this equation work is that the more layers you use, the more your bike is protected. Common sense tactics and theft deterrents will ward off many amateur thieves. Add a stolen vehicle recovery system to this and you will have the ability to protect your bike from the professionals by equipping it with a proven means to track and recover it in the unfortunate event of theft.*



1

### Use Common Sense:

Below are a few common sense measures to avoid tempting thieves. These tips will help deter amateur thieves, but unfortunately they usually don't stop the pros.

- When at home, always keep your bike concealed in a garage or storage area. It is a simple case of keeping your bike out of thieves' sight.
- Place large items/obstacles between your motorcycle and the garage door. Cover the windows.
- Never leave your keys in your bike.
- When out, choose parking spaces wisely.
  - Park in a well lit area
  - Don't park between vehicles because it provides cover for thieves
  - Look for a parking spot in view of a security camera
  - Always lock your bike's ignition and forks when not riding
- When selling your bike, be wary of test rides – some thieves actually pose as buyers and will take your bike for a "test ride" and never return.

### RECOVERY STORY

*"This is the story of a two-time theft...and a two-time recovery. My 2004 Honda CBR 1000 was initially stolen from my apartment parking lot and LoJack recovered it. I was very appreciative and never thought that I'd be a victim a second time. So imagine how surprised I was to discover my bike had been stolen again from the same apartment parking lot. I quickly contacted police and reported the theft. Since they were able to recover the bike the first time using LoJack, I was confident LoJack would come through again. And sure enough, LoJack did. Later that same day, police in both a helicopter and patrol cars picked up the LoJack silent signal. As the officer closed in, he actually saw my bike shoot past him. He yelled for the motorcycle to stop, but the rider dumped the bike in the road and sped away on foot. The officers tracking the bike also tracked down the suspect, who they knew to be involved in other crimes. Thanks to LoJack, I got my bike back-twice"*

*Dallas, Texas*

2

## Install Theft Deterrent Devices:

Theft prevention devices provide an additional layer of protection that may deter some thieves.

- Properly use a bike lock.
  - Lock two bikes together, if possible. This commonly used approach will help deter some thieves.
  - Make sure the lock is tight around your bike. Extra slack allows the thief the opportunity to cut or chisel off the lock.
  - Lock your bike to a secure, immovable object. Often times, thieves just lift bikes



into trucks or vans, making wheel locks ineffective unless the bike is secured to something else.

- If possible, loop the chain through the bike frame.

- Install an alarm. These noisy deterrents may help ward off some thieves. Alarms with pagers will notify the owner quickly if someone attempts to steal the bike. Alarms and locks can be an effective combination, particularly for the amateur thief.
- Install a hidden kill switch. Locks help prevent thieves from hoisting your bike onto a truck or van, but kill switches offer the added protection of disabling the thief from starting the bike and riding off into the sunset. Kill switches either disable the ignition or cut power to the fuel pump.



### WHAT THE EXPERTS SAY

*"Often, thieves will steal a mini-van, take out the back seats, roll a stolen motorcycle into the back using a plank and drive off with the bike, which is now hidden from view. Theft like this happens far too frequently, which is why bike owners need to take more serious precautions."*

*Phil Morrill  
LoJack Law Enforcement Liaison  
California*

## RECOVERY STORY

*"I rode my 2006 Kawasaki ZX10 up from my home in Florida and parked it on the street in front of my friend's house in Brooklyn, NY. I was shocked to discover that when I came out of his place, my bike was gone. I immediately called the local police and filed a stolen vehicle report, which activated the Kawasaki's hidden LoJack Unit. Within only 90 minutes, officers picked up the signal and followed it to a parking lot where they saw two men lugging the bike through a maze of vehicles in the lot. The men ran to a shed and escaped through a hole in the back. The police found six other stolen motorcycles, as well as numerous parts from other apparently stolen bikes, a van with an altered Vehicle Identification Number (which was likely used to steal and transport my bike), and a loaded 9MM automatic weapon. Thanks to LoJack, this chop shop was busted – and I was able to ride my bike back home!"*

*Brooklyn, New York*

3

## Get it Back with a Stolen Vehicle Recovery System:

While steps one and two will ward off many amateur thieves and slow down some of the professionals, the unfortunate truth is that if a sophisticated thief really wants your bike, he or she will find a way to steal it. The professionals can defeat an ignition lock in an average of five seconds and an electronic alarm system in as little as 30 seconds. They also know just where to look for kill switches and can easily turn that switch off. And, locks can often be

defeated by cutting them or by simply picking up the bike and loading it into a truck or van. For those reasons, our third important step is to install a stolen vehicle recovery system.

**How do they work?** If your bike is stolen, these systems help authorities to track it down and return it to you intact. The most effective systems have robust tracking and recovery capabilities, ensuring law enforcement can locate the motorcycle quickly.

With 20 years in the stolen vehicle recovery business, LoJack offers a system that is the best and most serious solution for the

growing problem of bike theft. LoJack systems are directly integrated into law enforcement (the company's Police Tracking Computers are actually installed in police vehicles, aircraft and helicopters), and their robust radio frequency-based technology is a highly effective, proven solution for tracking down and recovering vehicles. In addition, the systems are covert – LoJack For Motorcycles is hidden on the bike so that thieves don't suspect the device exists and therefore won't even attempt to find and disengage it. It is these core strengths that have made LoJack so successful in recovering cars and trucks for nearly two decades. And, we guarantee to return your bike within 24 hours, or your money back.

By contrast, satellite or GPS-only systems are quite often easily located, disengaged and rendered ineffective by thieves. Further, they often only operate when the vehicle is in the line of sight of three satellites. Because of these limitations, these systems – while offering some interesting, convenience-based features – are not optimized for tracking and recovering stolen vehicles.

Adding the right stolen vehicle recovery solution to your theft protection arsenal will provide the peace of mind that even if your bike is stolen, you'll have the means to get it back. Combining this solution with the other two important steps delivers the freedom to enjoy what biking is all about...riding the open road without a care in the world.

## RECOVERY STORY

*"I'm a marine on active duty and recently bought two Yamaha motorcycles that I parked in a carport at a friend's house. Despite that fact that both bikes were locked, they were stolen. Fortunately, I had also equipped both bikes with the LoJack System and it made all the difference. In just minutes after the hidden LoJack Units were activated, police were able to track the silent signal to a house where they found the bikes in plain view-with the locks still in place. The owner of the house told police he intended to strip the motorcycles and sell the parts. He was immediately arrested. My LoJack rep told me how proud the company is to protect those who protect us! Thank you, LoJack."*

*San Diego, California*

## Important Information To Have At Your Fingertips

### What to do if your motorcycle is stolen

If you are ever in the unfortunate situation of having your motorcycle stolen, here are the key steps to take:

- Contact the police immediately to file a stolen motorcycle report. The police will provide you with either a hard copy of the report or a case number that you will need for your insurance company. You should be prepared to provide the following information:
  - License plate number
  - Make
  - Model
  - VIN
  - Date of purchase
  - Identifying marks
  - A description of any suspect(s) you may have seen
- Contact your insurance company to file a claim within 24 hours of the time when you discovered your motorcycle was stolen. Provide them with a hard copy of the police report or case number.
- If you have a LoJack system, check that you have the correct information on hand for reporting a theft and then call your local police.

## MOTORCYCLE REGISTER

MAKE \_\_\_\_\_ MODEL \_\_\_\_\_ YEAR \_\_\_\_\_

DATE OF PURCHASE \_\_\_\_\_

VIN \_\_\_\_\_

LICENSE PLATE \_\_\_\_\_

INSURANCE COMPANY TELEPHONE NUMBER \_\_\_\_\_

*For identification purposes,  
insert a current photograph  
of your motorcycle here.*

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