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Feature _ 1

NEWS SECTION

BikeTrac announce all-new Lite product



Leading motorcycle tracking specialists, BikeTrac, have launched their all-new slimmed down tracking unit, BikeTrac Lite; aimed at cost-conscious riders, looking for a device that simply offers the brand's renowned security functionality.

The ideal tracking solution for riders of low capacity or older machines, BikeTrac Lite takes all of the trusted tracking features from the brand's premium device, such as GPS and Radio Frequency technology, but is instead stripped back to be a simple fit-and-forget, cost effective alternative.

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BikeTrac's Bill Taylor announced the new Lite device, commenting, "We are delighted to be able to bring this new simplified product to market. While our premium device is still very much a market-leader thanks to its feature-rich functionality and impeccable recovery results over the last decade, we've been keen to bring a slimmed down version to the market for lower value machines for quite some time. We've tried hard to make cost much less of an issue for riders looking for truly effective bike security.

"With BikeTrac Lite, we've been able to slim down the additional functionality of the unit without losing the key security features, so our customers will all be protected by the very same technology regardless of what unit they choose. As a result, we can pass this cost saving down to users, which in turn we hope will see more riders adopt tracking as their chosen line of defense."

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While BikeTrac's premium product still provides customers with one of the most feature-rich devices available, all customisable from their own app and web portal, BikeTrac Lite simply works silently in the background, with

movement notifications sent via text and Push notification email and with BikeTrac's Secure Operating Centre monitoring bike movements 24/7.

BikeTrac Lite has a recommended unit retail price of £199, with subscription costs at £5.99 per month or annual fee of £60. 0% finance is also available. Visit www.biketrac.co.uk for more information.

Bike Theft Trend Update

Lies, damned lies and statistics is a phrase quite familiar to many of us in a world framed with one political scandal after another, but it would seem the statistics surrounding bike theft are far more real and present than many of us would like to believe.

Figures published at the end of Spring 2022, point to an alarming rise in bike crime, that if it follows a similar trajectory to the previous year, could see bike theft on track to increase by a staggering 23% in 2022.

Figures published for the year ending 2021, showed over 18,000 bikes and scooters were stolen across the country, but just between January and March 2022, already more than 5500 had gone missing, pointing to a trend that looks towards a significant increase in bike theft for this year.

Of course, measures can, and are taken by owners, with basic security a helpful deterrent. Layering up your security (see issue 1 of Moto Guardian) is one of the most effective ways to protect your bike, along with tracking systems too that generally boasts recovery rates of more than 90%.



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DIGITAL SECURITY

Whenever the subject of vehicle tracking comes up, the most obvious and common discussion is theft. Afterall, that's why riders are motivated to consider a tracking product in the first place, but did you know that some devices offer you a whole new world of useful connectivity with your bike?

Take BikeTrac, arguably the most established dedicated tracker on the market, and one with strong, impressive recovery rates, but for many owners they find the day-to-day functionality just as useful.

Through many tracking user portals, customers can access a whole range of information about their bike. BikeTrac for example offer live battery status, programmable by the user to dictate when you receive a low battery notification. Ideal for riders who don't ride every day.

Then there's the route information, allowing a rider to look back at their ride online on a map and even share that great piece of road they found or their entire trip. Easily downloadable and shareable via GPX.

And for those who choose to ride alone in a remote area, functions like 'Bike Down' are invaluable. An optional feature allowing riders to give the unit permission to text a loved-one if the bike is dropped or involved in an accident.

Functionality varies from unit make to unit make, but most tracking systems offer the rider an insight into bike location, status and health from the comfort of your sofa. And if you're a BikeTrac customer you can even store your service history, set reminders and even benefit from partner discounts too. There really is much more to tracking than you may realise.



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SECURITY MARKING - WHAT'S IT ALL ABOUT

Identification is important, and never more so than if you are unfortunate enough to be a victim of motorcycle crime; being able to accurately and positively identify a motorcycle is critical, especially for police officers looking to return a bike to its rightful owner.

Equally, for a bike thief, making it difficult to identify is just as important. If someone else has possession and you can't prove it's yours, the recovery is far more difficult. As Thomas Draxe said, "Possession is nine tenths of the law" So how can you make sure that your bike is identifiable, despite the best efforts of those who would want it not to be?

Obviously each motorcycle has a chassis number or vehicle identification number (VIN) stamped into the frame. There will also be a stamped in engine number, but if a thief changes one letter or number on either of these, the original identity is almost impossible to trace.

Security marking systems are one way that you can add additional numbers and marks to your motorcycle to help keep it unique. Often these systems use technology within the marking system that's extremely difficult to remove and can be used to mark almost any component of your bike, so all parts are uniquely identifiable, even if the bike is taken apart.

Most police are familiar with these sorts of technologies and will look for these markings to help return recovered machines to their rightful owners. Equally, criminals have admitted that they will actively avoid bikes with security marking fitted as there is a higher risk of being caught in possession of a stolen bike or parts.

Security marking systems come in multiple formats which vary in technology and how a system works. This issue of Moto Guardian will address all of the different technologies and what you should be looking out for.

TECHNOLOGY WITHIN SECURITY MARKING

Security marking doesn't sound like something that is highly technical or advanced. You would be forgiven for thinking it is as simple as a sticker on your bike with a unique number on it. In reality, the best security marking systems provide an impressive combination of technologies designed to be both overt (clearly visible and obvious) and hidden, only indefinable with specialist kit.

This mix of overt and covert technology provides a clear warning that the bike is protected and can be easily identified, despite the thieves best attempts to hide a bike's identity.

So, what type of technologies can provide another level of protection?

The Industry Security Marking Scheme

In 2012, the Motorcycle Industry Association (MCIA) created the MasterScheme security marking system in partnership with Datatag ID Ltd. The industry was experiencing a high theft rate and the MCIA needed to help resolve this for their member manufacturers. Having performed an extensive list of possible solutions they decided that the humble security marking system would be the best solution, providing permanent passive protection to a motorcycle. The passive system was cost effective for manufacturers and made the industry more secure. Police were trained on how to use the scheme to

identify a motorcycle and how to access the customer details. The scheme was quickly adopted by manufacturers and 90% of motorcycles entering the UK were fitted with the system. By 2018 the scheme was re-branded as the MCIA Secured scheme which incorporates a five star rating system to rank security on new motorcycles. This scheme includes

- Steering lock
- Ignition immobiliser
- Vehicle marking system
- Alarm system
- Tracking system with subscription

Microdots

Let's start the technology teachings with the deepest, most secure level of protection; the microdot. This miraculous little dot is the most secure level of security marking technology and is used in a range of different systems available on the market.

The dots are often provided in an easy to apply adhesive which can be painted onto your bike with a small brush. The adhesive is impregnated with ultra violet particles which fluoresce under UV light, helping investigators locate the dots when examining a bike. The tiny microdots each carry the unique identification number for the system. Once applied, they are almost impossible to find and will last the lifetime of your bike. The dots are read using a simple hand held microscope and the number checked against a database to identify the bike and its rightful owner. Best of all though, the size of the dots means that they can be fitted on all components of the bike, making them the best solution to use on the valuable components that don't have their own serial numbers.



DNA

A chemical DNA technology is included in some 'high end' security marking systems. This DNA is included in the glue that holds the microdots and offers another layer of identification. DNA can only be read with specialist equipment and is a very powerful tool in security prosecution of thieves. Each bottle will have a unique DNA that matches the ID of the system which is invisible to criminals.



Transponders

The next level of hidden technology is radio frequency transponders. Using a combination of low and high frequency transponders and matched scanners, police are able to identify a motorcycle from a distance. The transponders can be hidden in a variety of locations on a motorcycle so are never visible on the bike.



Can I install a security marking system myself?

Most security marking systems can be installed by the owner of the motorcycle. The benefits of this are that the owner then knows exactly where they fitted the hidden technology so if the worst does happen they can advise the police exactly where to look for their markings. However many motorcycle manufacturers have fitted security marking systems as standard for many years so it is always worth checking if a system is installed before fitting your own.

How do I check if my bike has a system already fitted?

In 2012, the Motorcycle Industry Association (MCIA) launched their own security marking system, known as the MasterScheme, which a range of manufacturers installed across their motorcycles. The system was powered by Datatag technology and is still being used today on BMW, Ducati, Indian, Harley Davidson, Kawasaki, The Electric Bike Company and Triumph. If you purchased a bike that was manufactured between 2012 and 2019, contact Datatag with the bike registration number or VIN and they can check if the bike is registered correctly

Is a security marking system a tracking unit?

No, security marking systems are not tracking units. They are passive tools used to identify a motorcycle if the VIN or Frame numbers have been changed.

What happens if I sell my motorcycle?

Most security marking systems are transferable to the new owner of a motorcycle. The new keeper can change the bike details into their name through a simple change of keeper process.

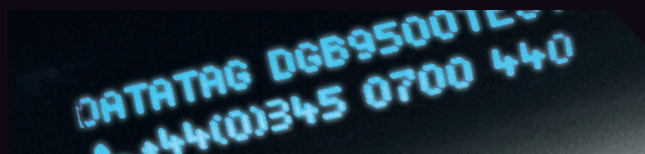
What happens if my motorcycle is stolen?

Advise the Police immediately, then contact the security marking company quoting your membership number and the crime report number the Police have given you, and they will then flag a warning against your vehicle on their database.

Stealth UV Etching

The final hidden technology that is frequently part of a good quality motorcycle security marking system is a Ultra Violet etching. This simple but effective technology is permanently etched into the paint or surface coating of part of a motorcycle.

The etch mark does not damage the painted surface and in the vast majority of cases is totally invisible to the naked eye, only viewable under the correct frequency of ultra violet light.



Visible ID

Now we get to arguably the most important element of any security marking system – the visible bits. After all, unless the thief knows that your bike is protected, what would stop them targeting it? The most common visible ID is a tamper evident warning label with a unique ID number. This label has the additional benefit of telling the police that a security marking system is fitted to the bike and indicates for them to look for the technology.

Registration

Ultimately, the single most important part of all security marking systems is registration. There is absolutely no point in fitting a security marking system if you then do not correctly register it in your name. If the police find a stolen bike and use the marking to identify it but there is no registered keeper they won't be able to return the bike at all. All security marking systems must be registered with the supplier who will record all of your details and your bikes details on a secure database.

The police can then access the information and find you if they find your bike. We cannot stress how important this is!

PERMANENT PASSIVE PROTECTION

with the Datatag forensic marking system



Button Tag Transponders

This transponder is about the size of an aspirin and is one commonly used in harsh environments. It contains a unique code number which is permanently programmed into its integrated circuit.

Glass Tag Transponders

This transponder is roughly the size of a grain of rice. It contains a unique code number which is permanently programmed into its integrated circuit. The number cannot be altered or deleted.

Warning Labels

Forming a major part of the visible deterrent these indicate to potential criminals that Datatag genuinely protects your machine and there is a high risk of it being traced should they steal it.

"Stealth" UV Etch

Comprises a unique code - permanently etched into the panels and fairings. They do not deface or interfere with the appearance or aesthetics of the Motorcycle because the etchings are visible under UV lighting.

Datadots®

A superior microdot identification system developed for ease of use. The Datadots® can be applied to any surface, thus making it virtually impossible for the criminals to locate and remove them all.

Forensic DNA

A unique chemical DNA solution. Each piece of equipment is protected with an invisible and unique DNA code. Criminals will have to be confident they have removed every molecule of Datatag DNA.

Datatag is a proven & powerful theft deterrent. Fitted as standard by most major motorcycle manufacturers since 2014, Datatag uses a combination of covert and overt identification technologies to make your bike easily identifiable, and less desirable to potential criminal theft.

Datatag provides permanent passive protection and is the first step in any security protocol with technologies that can prove beyond doubt the true identity of your bike.

www.datatag.co.uk
Tel: 03 450 700 440

Thatcham®
Quality Assured
Wife of Vehicle Marking

Secured by Design
SBD
Official Police Security Evaluation

mcia
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DATATAG
SECURITY



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OUR STORY - DATATAG

In this issue, we are taking a look at one of the most recognised brands in the motorcycle security market. Providing multi-layered security marking systems since 1992, Datatag are the market leader in their field with over a million motorcycles marked with their technology across the UK.

So how did it all begin. In the early nineties, there was a significant theft problem across the motorcycle market in the UK. Insurance companies were pulling out of the industry, making it near impossible to get motorcycles insured. Manufacturers were looking for answers and Yamaha Mitsui's response was Datatag – a multi layered security marking solution. Created to protect the motorcycle and its components.

Over the next 20 years, Datatag systems became the first-choice security system for British bikers. The multi-layered approach to security became the formula to Datatag's success. The advanced technology which was simple to fit and, unlike other security measures, is a one-off purchase with no ongoing fees to maintain the system.

The Motorcycling Industry Association (MCIA) recognised the success of Datatag's products and worked with them to create the MasterScheme in 2012. Datatag became the chosen supplier for the industry led marking scheme. Motorcycles from MCI member companies began fitting Datatag security as standard across their range of motorcycles including BMW, Ducati, Harley Davidson, Honda, Indian, Kawasaki, KTM, Suzuki, Triumph and Yamaha.

Since then Datatag systems have been fitted to over one million motorcycles in the UK both through the MasterScheme and Datatag products directly becoming the market leader in security marking systems for motorcycles.

The key to Datatag's success is their multi layers marking product which includes more layers of security than any other product on the market. They have covered all bases, providing both hidden and visible identification technology in their products. The components include forensic technologies such as micro dots and DNA; Visible High tech security labels; Secure radio frequency identifier transponders and ultraviolet technologies. Making it possible for customers to protect every component on their bike.

All of this technology is redundant if no-one knows how to use it, and this is how Datatag advanced compared to their competition. Datatag have a specialist Police Liaison

Unit who work directly with the police forces across the UK. Teaching them how to use the Datatag technology to identify vehicles and use the information to form a case to prosecute thieves. This work is invaluable and has made the product a known theft deterrent.

As an established player in the security marking industry for motorcycles, Datatag are on a mission to ensure that the motorcycles that are already fitted with their systems are registered correctly to their owners. A key part to helping the police correctly identify a motorcycle's owner. This process can be completed on their website or via the phone to update the information for your motorcycle. Background checks are completed and details updated on their secure database. This information is then accessible to the police for them to check owner details even when typical identification tools are unavailable.

If you have purchased a new motorcycle since 2012, make sure to check if it is fitted with a Datatag system and that the details are correctly registered to you. For more information go to <https://www.datatag.co.uk/owner.php>





Affordable Two Wheel Tracking

An affordable tracking solution for scooter, small capacity and older motorcycles.

Biketrac Lite is focused on security, offering Alerts for unauthorised movement & 24/7 SOC response to a confirmed theft.

KEY FEATURES:



REAL-TIME
MONITORING



STEALTH
INSTALLATION



SELF
MAINTAINING



Secured by Design



biketraclite.co.uk

0% FINANCE

Take advantage of our 0% finance offering, from just £39 per month for 12 months with a £52 deposit.
Contact your local dealer or visit biketraclite.co.uk

The Radio Frequency Advantage

BikeTrac uses GPS mainly which gives accuracy down to 3-5 metres. If bike is stolen and ends up in a parade of garages, containers or a van - GPS devices would only be able to show rough location. Here BikeTrac can use RF (Radio Frequency) which allows us to locate down to 1 metre in garages, this is accurate enough to gain search warrants.

BIKETRAC USES MULTI-CHANNEL TECHNOLOGY

GPS

GPRS

GSM

RF

3 METRE



3 METRE

GPS TRACKING

With a minimum tracking resolution of 3-5 metres GPS is the first line of defense, taking us to the general area of your motorcycle.

1 METRE



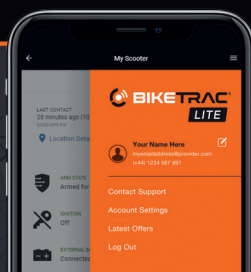
1 METRE

RF TRACKING

It's this feature that allows us to pinpoint your motorcycle and get the police involved.

The BikeTrac App

The control centre for your device. Stay in contact with your bike 24/7, check your battery voltage, update your alert contacts.



- Check last location check in
- Check your bike battery voltage
- Control contacts, settings and notifications

HARD SECURITY RANGE

Engineered to further protect from theft with class leading anti-theft design. We have a ground anchor and our grab bag and chain, visit biketrac.co.uk for more details.



For more information visit www.biketraclite.co.uk or call +44 (0) 1327 317 980