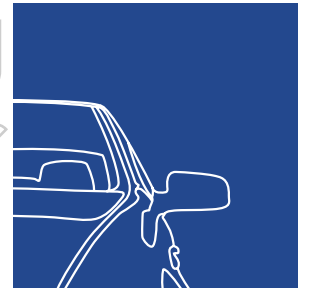


# Boomerang Tracker 2001



## At your service

The past year has seen significant improvements to customer care at Boomerang Tracking. As our customer base grows in size, we have endeavored to meet your specific needs with a number of new initiatives that make our service second to none:

- **More representatives** – Our staff has more than doubled over the past 12 months.
- **Enhanced training and monitoring** – Our people are more knowledgeable and ready to address your questions and concerns.

**Boomerang Tracker had the opportunity to discuss these improvements with Stephanie Mormina, one of our customer service agents.**



**Stephanie Mormina**  
Customer Service Agent  
Boomerang Tracking

**You've been with Boomerang Tracking for over 16 months. Have recent improvements to the Company's customer service department made an impact on customer satisfaction?**

Absolutely. Because other customer service agents and I are now in a better position to handle important concerns and questions immediately and efficiently, we have happier customers. This way, we're able to help customers get the most from their Boomerang Tracking Systems. We're able to go beyond the call of duty.

**Your readership is of paramount importance to us. Please feel free to submit any ideas, comments, suggestions or questions to us.**

**When people hear customer service agents talk about "going beyond the call of duty," they naturally get a bit skeptical. Isn't this a little too good to be true?**

Not with our company. If you don't constantly improve service responsiveness by understanding a customer's evolving needs, I think that you will lose clients fast. By thoroughly knowing your product, you can proactively approach every call, understanding what the customer's concerns are today as well as what they may be in the future.

**Can you give an example of "going beyond the call of duty?"**

Our clients are introduced to our products through their insurance companies. Many of them have only been informed of the basics about the system and its features. When any client calls with questions about his or her Boomerang device, we aim to make the client feel that they have purchased "peace of mind." We clearly explain the system's capabilities and benefits. By the end of the conversation, we hope that the client feels reassured and enthused about their purchase. It's our job to educate the client, taking into account his or her needs, interests and concerns. Our goal is to make them feel like they have made the right decision in choosing Boomerang to protect their vehicle.

**Significant improvements to customer care at Boomerang Tracking have made our service second to none.**

Correspondence should be addressed to Boomerang Tracker, 9280 de l'Acadie Boulevard, Montreal, Quebec H4N 3C5.  
**F** 514.234.3050 or 1.888.234.8641.  
**@** info@boomerangtracking.com.

## Contact us

**Here's how to contact us:**

- **Stolen vehicle reports**  
If you have not been contacted by Boomerang, contact us at 1.888.234.8722. Be sure to provide your Boomerang Number (e.g. E123456) and Client Number (e.g. 3456789) to the operator, including vehicle details and its last-known location.
- **Customer Service**  
Contact us at 1.877.777.8722 or at cs@boomerangtracking.com.
- **Tracking Follow-up**  
To confirm the status of your recently stolen vehicle, contact Antoinette Pennimpe at 1.877.777.8722 extension 365 or Maryse Milot at extension 511.
- **Schedule Installation**  
To schedule an appointment at the Boomerang Service Centre or to find the dealer closest to you, contact us at 1.877.777.8722 or visit our website www.boomerangtracking.com.
- **Accounting**  
If you have any questions about your most recent invoice or recent payment history, contact us at 1.877.777.8722. Be sure to have your invoice number handy!
- **Marketing Material**  
Contact us at 1.877.777.8722 or at marketing@boomerangtracking.com.

### Boomerang Tracking Inc.

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**F** 1.888.234.8641

## Just the facts

**Is it possible to install Boomerang in marine craft?**

The Boomerang is an excellent way to protect marine craft over 25 feet. A water-resistant unit is available for this purpose. Installation and monitoring fees are the same as the regular Boomerang and the unit cost is slightly higher.

**Why don't you provide your customers with a sticker that would warn potential thieves that the vehicle is equipped with a Boomerang device?**

Boomerang's success is partly due to the fact that no one but the installer knows where the device is hidden. It may be concealed in several hundred different locations in your vehicle. A sticker may tempt thieves to look for the device and dismantle or cause damage to the vehicle.

**I've heard that Boomerang2 immediately sends a signal to your tracking team if the vehicle is stolen...how does it work?**

The Boomerang2 comes with a Transponder that is attached to the owners key chain. Should the vehicle be moved without the Transponder in the car, the Boomerang2 will contact us and a tracking team will immediately be dispatched.

## Let us know

- If you move or change mailing address;
- If your telephone number changes;
- If you put your vehicle in storage;
- If you sell or change your vehicle or its ownership changes;
- If your vehicle has been in an accident and cannot be driven.

# Speaker's Corner



**Peter Lashchuk**  
President,  
Boomerang Tracking

- **24-hour monitoring and tracking** vehicles can be left unattended at the airport or other public parking areas
- **Rapid recovery** of your vehicle and personal belongings
- **Insurance company support** and possibly reductions in premiums and other rebates
- **Money-back guarantee** if we do not recover your stolen vehicle, we give you a new Boomerang2 including installation and pay for your monitoring fees for as long as you own your new vehicle

As Boomerang2 evolves over time, you can expect even more convenience features and benefits.

### Going forward

For the latest on our Boomerang Tracking Systems, I invite you to read this first semi-annual edition of Boomerang Tracker. Its purpose is to inform you, answer your questions and give you a forum to express your opinions. As always, your feedback is not only welcomed but also necessary for us to meet your needs.

Meanwhile, thank you for your continued support.

From our very first track in 1996, recovering your vehicle in a fast, effective and safe manner has always been our top priority. Nobody really wants his or hers to be stolen. When it does happen, don't worry. You'll have the peace of mind of knowing that Boomerang's tracking team is on your side, working to get your car back and you "back on track" — in no time at all.

### Introducing Boomerang2

That's why we're committed to ensuring that our Boomerang Tracking Systems remain the best solution in vehicle protection. It's why we recently launched Boomerang2, in response to growing consumer demand for certain convenience features. The device offers owners of high-end cars and business travelers (who leave their vehicles in public areas for extended periods of time) these benefits:

- **Instant theft notification** we will know your vehicle is stolen even if you don't know
- **Immediate response to the theft** Boomerang2 sends a signal to our tracking team, which will immediately commence tracking

**Launching Boomerang2 is all part of our commitment to ensuring that our Boomerang Tracking Systems remain your best solution in vehicle protection.**

## Road to recovery

Period	Vehicle Recoveries	Approximate Value
April 1 – Oct. 31, 2001	456	\$20.3 million
Inception – Oct. 31, 2001	1,303	\$65.6 million

This bi-annual publication for Boomerang clients is an official Boomerang Tracking Inc. newsletter. This newsletter may be distributed to clients and potential clients of Boomerang Tracking Inc. as well as at various Boomerang conferences, events and shows.

Boomerang Tracking Inc. assembles, markets and distributes the Boomerang, a proprietary product using technology patented by the Company. The Boomerang is installed through a network of authorized dealers located throughout the provinces of Quebec, Ontario and British Columbia. The Boomerang is the central device in a cellular-based asset tracking system, capable of locating stolen automobiles, heavy equipment and valuable objects utilizing the wireless systems of major regional telecommunications companies. Boomerang is a registered trademark of Boomerang Tracking Inc. The shares of Boomerang Tracking Inc. are traded on the Toronto Stock Exchange under the symbol BMG.

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Kindly direct all suggestions, comments and subscription requests to the marketing department at: Boomerang Tracking Inc., 9280 de l'Acadie Blvd., Montreal, Quebec H4N 3C5 Canada, marketing@boomerangtracking.com  
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**BOOMERANG**

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**BOOMERANG**

# Tracking Tale

## The crime

In September, Boomerang President Peter Lashchuk, who often accompanies our in-house tracking team on the road, came across this tale, which, as he puts it, is "similar to all other tales in one respect: they're all unique."

Our tracking tale starts when a Laval, Quebec resident reports the theft of his Isuzu Rodeo SUV to the police and Boomerang Tracking.

## The chase

About 30 minutes later, the Boomerang Control Centre called the vehicle's owner back to notify him that his vehicle had been tracked to a driveway on the other side of town. When members of Boomerang's in-house tracking team arrived on the scene, they were surprised to find the thief washing the SUV in front of his home. As they drove by him, a quick call was made to the police, who immediately informed them that they could not arrest anyone for merely washing a stolen car. Unless he was actually inside the Isuzu Rodeo SUV, the police said that they could only pick up the vehicle.

## The recovery

But our tracking team was determined to capture the thief. Returning to the scene of crime five minutes later, they noticed that he was entering the vehicle to clean the inside of the windshield. Again, the police were contacted by Boomerang. This time, the thief was arrested on the spot.

## The arrest

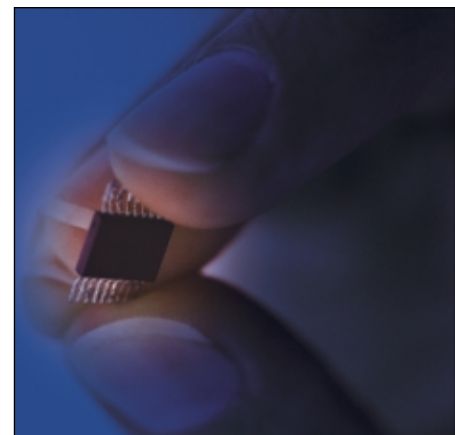
Generally, vehicles equipped with the Boomerang Tracking System are quickly recovered with little or no damage to them. In this case, as our tracking team accurately put it following the arrest, "we recovered the car in its original condition, including all of the contents that were in it — only cleaner."

Customer:	satisfied SUV owner
Original Value:	\$39,510
Vehicle:	Isuzu Rodeo SUV
Recovery potential (without the Boomerang):	Negligible
Theft Location:	Laval, Quebec
Vehicle Condition (Upon Recovery):	Clean, very clean.
Recovery Location:	Rivière des Prairies, Quebec

## True Crime

### "Times have definitely changed over the past 10 years. They've gotten worse."

This is according to Donald O'Connor of Ontario's Provincial Auto Theft Team (PATT), who is concerned about the alarming number of unrecovered stolen vehicles across Canada today. In 1991, police recovered 92% of stolen vehicles. At present, police only recover 61% of them.



Said O'Connor: "A decade ago, cars were stolen for two reasons: joyriding and the commission of other crimes. Now they're mainly stolen for resale of the vehicle or its parts by organized crime groups or biker gangs. Established networks on both sides of the Atlantic have emerged as a result."

It's the job of O'Connor and his PATT team to investigate any activities related to organized vehicle theft and take the appropriate action. Last April, PATT completed an investigation into a network of criminals operating between Montreal and Windsor, which resulted in the recovery of 193 stolen vehicles, valued at \$7.3 million, and the arrest of 40 people in the operation.

During the investigation, the Boomerang Tracking System — the only vehicle recovery system that PATT presently works with — helped increase PATT's recovery rate, allowing the team to recover up to 80 of the stolen vehicles.

**Donald O'Connor of Ontario's Provincial Auto Theft Team (PATT) is impressed with the Boomerang Tracking System, confirming it has led to numerous recoveries and arrests across Ontario.**



Boomerang Tracker 2001

## Boomerang Briefs

### Boomerang gives web site major face lift

It's a whole new look for Boomerang's web site ([www.boomerangtracking.com](http://www.boomerangtracking.com)).

- It is not only easier to navigate, but it also provides easier access to vehicle theft and recovery statistics (now by city, province, date, car model and value range).
- The site also boasts a new investor section which includes executive bios, financial press releases and other company documents
- It has a new distributor section with a search engine to locate authorized dealers near you.

### Surf away!

### New car theft trends point to more violence

Violence, which includes carjackings and home invasions, is increasingly being used to obtain cars.

"According to the RCMP Criminal Intelligence program, thieves are more and more turning to force. Why the shift in criminal behavior? Higher-end vehicles are equipped with more sophisticated anti-theft devices."

"How do you protect yourself? With the most effective solution for vehicle recovery: the Boomerang. Don't resist or fight back. Let your Boomerang do the job for you. Our tracking team will start to track your vehicle as soon as you contact our central - 24 hours a day, seven days a week, 365 days a year."

### Boomerang opens its first service centre

Boomerang Tracking recently opened a new state-of-the-art service centre in Montreal to maintain the integrity of its growing product line and process. That's because we pride ourselves on excellence in service and quality.

Dedicated solely to Boomerang products and services, the service centre is staffed by bonded certified Boomerang technicians, who sign off each installation, ensuring that each implementation is functional and well hidden.

As a first for the industry, the Centre also offers to send installation confirmations to insurance companies and brokers.

Said President Peter Lashchuk: "This is all part of our ongoing commitment to make us a complete turnkey provider of real asset recovery solutions."

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# Boomerang Insurance Solutions



Boomerang Tracker 2001

To date, Boomerang Tracking Systems have received widespread support by over 40 Canadian insurance companies. In most cases, these companies mandate or recommend the installation of the Boomerang in high-end and high-risk vehicles, including heavy machinery and marine crafts, and usually provide discounts for their installation.

### Here is a list of insurers who support the Boomerang in Ontario and Quebec.

#### Quebec

- Allianz Canada
- Allstate Insurance Companies of Canada
- AXA Insurance (Canada)
- Canadian Union Insurance Company
- CGU Group Canada Ltd. (includes Elite Insurance Company, Scottish & York Insurance Co. Ltd., Traders General Insurance Company)
- Chubb Insurance Company of Canada
- Federation Insurance Company of Canada
- ING Belair Insurance Company Inc.
- ING The Commerce Group Insurance Company
- ING Wellington
- Kingsway General Insurance Company
- L'Unique Insurance
- Groupe Desjardins, assurances générales
- Liberty Mutual Group
- Lloyds Canada (Crowe Overseas Service Ltd.)
- Lombard Canada
- Marine Expert
- MCA Yacht
- Meloche Monnex (includes Primum Insurance Company)
- National Bank General Insurance
- Optimum General Insurance
- Promutuel
- Sovereign General Insurance Company
- The Citadelle Assurance
- The Guarantee Company of North America
- The Missisquoi Insurance Company
- Wawanesa Mutual Insurance Company
- Zurich Canada (includes Preeminence of Zurich)

#### Ontario

- Allianz Canada
- AXA Insurance (Canada)
- CNA, Canadian Operations
- CGU Group Canada Ltd. (includes Elite Insurance Company, Scottish & York Insurance Co. Ltd., Traders General Insurance Company, Ontario Insurance Services Ltd., General Accident Group (Canada) Ltd.)
- Chubb Insurance Company of Canada
- Federation Insurance Company of Canada
- ING Wellington
- Lombard Canada
- Sovereign General Insurance Company
- The Economical Insurance Group (includes Hartford Insurance)
- The Guarantee Company of North America
- Zurich Canada (includes Preeminence of Zurich)

### Insurance insider's report

With vehicle theft reaching alarming proportions across Canada, industry insiders see vehicle tracking systems like the Boomerang as a step in the right direction.

Just ask Jane Rogers, an 18-year veteran of the insurance industry with extensive vehicle theft experience.

"There isn't a claims person in the insurance industry that would not endorse tracking systems for high-end vehicles," said Rogers, now Manager of Insurance Services at Burl-Oak Investigative Services.

According to Rogers, the need for vehicle tracking systems stems from the fact that auto theft has dramatically risen over the past 10 years. For industry-run organizations, such as the Insurance Crime Prevention Bureau, the rise could very well point to a crisis in the making. In a nutshell, there have been significant changes in auto theft during the last decade. The main culprit? A rise in international demand. An increasing number of international clients have the desire and financial means to fraudulently obtain high-end vehicles from North America.

How should car owners respond to these changes? What should they do to combat this problem?

## Survey Says...

While there may be great interest in the insurance premium reductions that come with owning Boomerang Tracking Systems, it is not necessarily a primary motivator for most users.

This is one of the major findings from a survey of current and prospective customers of Boomerang Tracking Inc. Overall, the Boomerang product had considerable appeal to all survey respondents:

- Boomerang owners appreciated the peace of mind that it gave them over and above the factory-installed security system in their vehicles.
- Prospects saw how the device could add to their confidence and minimize the "inconvenience" factor (if their vehicle were stolen).

When Boomerang customers and prospects were asked to identify three "motivators" to buy The Boomerang, respondents developed collages that essentially combined three ideas:

- Avoid the incredible inconvenience of a stolen vehicle (something of which most owners really don't think about).
- Gain peace of mind from knowing that your vehicle, if stolen, is extremely likely to be found — and found within 60 minutes.
- Boomerang's tracking technology is complex, sophisticated and superior to almost everything else currently available.

In other words, car owners like you believe that the strongest appeals of the Boomerang are its 95% recovery rate and the fact that vehicles equipped with the device are recovered within 60 minutes.

**Boomerang offers peace of mind over and above the factory-installed security system in their vehicles.**

At present, the Insurance Bureau of Canada, together with the Insurance Crime Prevention Bureau, have been making efforts to educate the consumer on behalf of the industry, endorsing tracking systems as the best deterrent to successful theft of the vehicle.

Said Rogers: "I think everyone understands that cheaper anti-theft devices like The Club are, for the most part, ineffective against the professional car thief. That's why the consumer is offered discounts by the insurer for equipping their vehicles with high-quality tracking systems like the Boomerang."

**According to insurance veteran Jane Rogers, the Insurance Bureau of Canada, together with the Insurance Crime Prevention Bureau endorse vehicle tracking systems as the best deterrent to successful theft.**

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