

# Boomerang 2002 Tracker



Your Boomerang Tracking Update

## Road to recovery

### Boomerang's Top 10 Recoveries (as at May 31, 2002)

- Jeep Grand Cherokee
- Dodge Caravan
- Acura Integra
- Dodge Durango
- Ford F350
- Honda Civic
- GMC Jimmy
- Nissan Pathfinder
- Chevrolet Blazer
- Jeep Cherokee

### Boomerang Recoveries

Period	Vehicle Recoveries	Approximate Value
January 1 – May 31, 2002	291	\$12.7 million
Inception – May 31, 2002	1,660	\$81 million

**To date, we have recovered over 1,660 vehicles and heavy equipment armed with the Boomerang, representing a total value of more than \$81 million (as of May 31, 2002).**



**Linda Farha**

Vice President, Marketing and Communications  
Boomerang Tracking Inc.

## THE solution to today's vehicle theft epidemic

With technology comes innovation. With innovation comes evolution. In asset protection and recovery, innovation and evolution go hand in hand in ensuring the availability of the most effective, cost-efficient asset recovery systems.

By leveraging our cutting-edge technology, we have developed and launched a new and exciting solution to today's vehicle theft epidemic - Boomerang2™. Why offer a second-generation Boomerang? To meet a market-driven need.

### A proactive solution for vehicle recovery

In response to the growing demand for more sophisticated, proactive tracking systems, Boomerang Tracking launched Boomerang2 in Quebec and Ontario (where we've recently opened an office in Mississauga).

Some insurers have already recommended its installation. Why? The device offers these benefits:

- Cutting-edge wireless technology to locate your car anytime, anywhere across North America
- Instant theft notification (we will know your vehicle is stolen even if you don't)
- Immediate response to the theft (your Boomerang2 will send a signal to our in-house tracking team who will immediately commence tracking)
- 24-hour monitoring and tracking
- Rapid recovery resulting in little or no damage to the vehicle
- Ability to recover your vehicle and the personal property in it

### The typical Boomerang2 owner

**Who can benefit from Boomerang2?** Our research tells us that the more vehicle owners travel and leave their cars unattended, the more they have experienced car theft. Who fits this profile? Mainly owners of high-end cars and business travelers who must leave their vehicles in public areas for extended periods of time.

Even vehicles equipped with immobilizers should consider Boomerang2 as vehicles equipped with immobilizers alone can be stolen with the use of a flatbed truck. Once gone, the vehicle and its contents would be lost forever.

### No need to compromise personal safety

Even if your vehicle is completely theft-resistant due to an immobilizer, thieves have been known to resort to carjackings or home invasions to steal cars (possibly yours). With a system like Boomerang2, you would no

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## Speaker's Corner (continued)

longer have to compromise your security in this type of situation. This device ensures that your stolen vehicle will be safely recovered (typically undamaged) within one hour.

### The ideal Boomerang vehicle

While the Boomerang2 is suitable for a wide variety of vehicles, it is specially designed for the complex electronics of several newer model vehicles, particularly certain luxury European brands as follows:

- BMW
- Volkswagen
- Mercedes
- Porsche
- Volvo
- Jaguar
- Audi
- Acura
- Land Rover

### 24/7 standby

With Boomerang2, owners of high-end cars and business travelers who must leave their vehicles in public areas for extended periods of time never have to worry about leaving them unattended. That's because Boomerang2, together with our in-house tracking team, are always standing by to protect your vehicle every second of the day.

For more details on Boomerang2, please do not hesitate to contact us.

**Boomerang2 is today's most sophisticated, proactive tracking system.**

Sign up at [marketing@boomerangtracking.com](mailto:marketing@boomerangtracking.com) to receive your future newsletters online.



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Boomerang Tracking Inc. assembles, markets and distributes the Boomerang Tracking System, a proprietary product using technology patented by the Company. The Boomerang Tracking System is the central device in a cellular-based asset tracking system utilizing the wireless systems of major regional telecommunications companies. The Company's proven recovery record has received endorsement by members of the insurance industry. The Boomerang Tracking System is installed through a network of authorized dealers located throughout the provinces of Quebec, Ontario and British Columbia. The Company's head office, research and development, production and corporate installation facilities are located in Montreal, Quebec. The shares of Boomerang Tracking Inc. trade on The Toronto Stock Exchange under the symbol BMG.

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Kindly direct all suggestions, comments and subscription request to the marketing department at: Boomerang Tracking Inc., 9280 de l'Acadie Boulevard, Montreal, Quebec H4N 3C5 Canada, [marketing@boomerangtracking.com](mailto:marketing@boomerangtracking.com) T 514.234.8722 T 1.877.777.8722 F 514.385.4719

## Car thief-proof your vehicle

You wouldn't invite a thief into your home — why invite them into your vehicle? Worse, why encourage them to steal it?

These are exactly the type of questions today's vehicle owners must ask themselves — particularly in the face of a vehicle theft epidemic that shows no signs of abating in the foreseeable future.

Aside from equipping your car with Boomerang2, what can you do to discourage thieves from stealing your car? Follow these useful tips:

1. Don't leave your car unlocked.
2. Don't leave your car (locked or unlocked) with the key in the ignition.
3. Whenever possible, park your car in well-lit areas (preferably where there are lots of people).
4. When you park your car at home, ask your neighbours to keep an eye on it (and do the same for them).
5. Know the grade of any second-hand parts you buy (if the price is too good to be true, chances are they're stolen).
6. If you have an alarm on your vehicle, use it!
7. Avoid leaving your keys with others (keys can be stolen or copied).
8. If you must leave a spare key on the outside of your car, be sure that it is well hidden.
9. If your insurance company doesn't have a photo of your car, take one yourself and keep it in a safe place (it will make the job easier for police to recover your car if it is stolen).

## 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 T 1.877.777.8722 or [info@boomerangtracking.com](mailto:info@boomerangtracking.com).

#### • Tracking Follow-up

To confirm the status of your recently stolen vehicle, contact Antoinette Pennimpe at 1.877.777.8722 extension 365.

#### • 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 at [www.boomerangtracking.com](http://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 [marketing@boomerangtracking.com](mailto:marketing@boomerangtracking.com).

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