

# Mailbox

Your readership is of paramount importance to us. That's why we would greatly appreciate your comments and suggestions. Please feel free to submit any ideas, comments, suggestions or questions to us. We welcome letters, faxes and e-mail.

**Mail should be addressed to:**  
9280 L'Acadie Boulevard, Montreal, Quebec H4N 3C5  
**Our fax number is:** 514.234.3050 or 1.888.234.8641  
**Our e-mail address is:** info@boomerangtracking.com

## If a car is stolen and the thieves remove its battery, will the Boomerang still work?

The Boomerang is equipped with a back-up battery that will last several days. Should a vehicle's battery be disconnected, the Boomerang will function off of its back-up battery, allowing our tracking team sufficient time to locate the stolen vehicle. In general, our average recovery time is about one hour.

## Can a Boomerang be installed in a motorcycle, snowmobile or personal water craft?

For the moment, we do not recommend the installation of the Boomerang device in these types of vehicles. While larger vehicles offer a multitude of places where a Boomerang may be hidden, smaller vehicles offer only a few possible locations, compromising the Boomerang's security.



This quarterly publication for the insurance industry is an official Boomerang Tracking Inc. newsletter. This newsletter may be distributed to members of the insurance industry, employees, as well as at various Boomerang conferences, events and shows.

Boomerang Tracking Inc. assembles, markets and distributes the Boomerang, the central device in a wireless 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.

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



## Contact us

Here's how to contact each department:

- Stolen Vehicle Reports**  
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.  
T 1.888.234.8722

- Customer Service**  
cs@boomerangtracking.com  
T 1.877.777.8722

- Statistical Requests**  
To quickly get vital recovery data contact Antoinette Pennimpede at 514.234.8722 (extension 365). You may also write to: insurance@boomerangtracking.com

- Marketing Material**  
marketing@boomerangtracking.com

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### Service Centres

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5935 des Grandes Prairies Boulevard  
St. Leonard, Quebec H1P 1A5  
T 514.326.8722  
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Ottawa, Ontario K1R 5T5  
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## Road to recovery

### Boomerang's Top 10 Recoveries (January 31, 2002)

- Jeep Grand Cherokee
- Dodge Caravan
- Acura Integra
- Ford F-350
- Chevrolet Blazer
- Jeep Cherokee
- Dodge Durango
- Honda Civic
- Nissan Pathfinder
- GMC Jimmy

### Boomerang Recoveries

Period	Vehicle Recoveries	Approximate Value
October 1, 2001 – January 31, 2002	258	\$12.4 million
Inception - January 31, 2002	1,430	\$70.9 million

**To date, we have recovered over 1,430 vehicles and heavy equipment armed with the Boomerang®, representing a total value of more than \$70 million (as of January 31, 2002).**

### What's Inside

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# Speaker's Corner



**Linda Farha**  
Vice President, Marketing and Communications  
Boomerang Tracking Inc.

With the support of the insurance industry, Boomerang Tracking has led the way in asset protection and recovery. Through this alliance, we have ensured the availability of the world's most effective, cost-efficient asset recovery system.

By leveraging our technological leadership and the insurance industry's unmatched expertise in asset protection and recovery, we have provided vehicle and heavy equipment owners with new and exciting solutions to today's vehicle theft epidemic.

### What can you expect from us now?

#### The dawn of Boomerang2™

In response to growing demand for more sophisticated features, we recently launched Boomerang2. Already, some insurers have recommended its installation. Why? The device offers, amongst other things, instant theft notification, immediate response to theft, 24-hour monitoring/tracking and, in turn, rapid recovery.

### Who can benefit from Boomerang2?

Our research tells us that the more an owner travels and leaves their car unattended, the more he or she has experienced car theft. Therefore, we believe that Boomerang2 can provide the world's most advanced car protection for owners of high-end cars and business travelers who must leave their vehicles in public areas for extended periods of time.

### State-of-the-art service

To maintain the integrity of our product line and process, we recently opened three new state-of-the-art service centers: two in Montreal, at 5935 des Grandes Prairies Boulevard and 9280 de l'Acadie Boulevard and one in Ottawa on 340 Catherine Street.

Dedicated solely to our products and services, these centres are staffed by bonded certified Boomerang technicians, who sign off each installation, ensuring that each implementation is functional and well hidden. And, as a first for the industry, the centres offer to send installation confirmations to insurance companies and brokers.

### In the final analysis

This is all part of our ongoing commitment to make Boomerang Tracking a complete turnkey provider of real asset recovery solutions.

**By leveraging our technological leadership and the insurance industry's unmatched expertise in asset protection and recovery, Boomerang Tracking can provide new and exciting solutions to today's vehicle theft epidemic.**



# Tracking Tale

## Boomerang2 triumphs with first recovery

On January 18, 2002, Boomerang Tracking made history. How? By successfully recovering the first stolen vehicle equipped with Boomerang2, our newest "intelligent" wireless tracking system.

What started as a typical day for the owner of a 2002 Honda Civic could have ended in total frustration — but it didn't. That's because this vehicle was equipped with a Boomerang2 that offers 24-hour peace of mind and security with its instant theft notification feature.



On January 18, Boomerang successfully recovered a 2002 Honda Civic, its first stolen vehicle equipped with the Boomerang2 device. Picture source: www.honda.com.

## The crime

When the 2002 Honda Civic was stolen at 12:25 am, the owner's Boomerang2 wirelessly notified our tracking team that the vehicle was mobile without the presence of its unique key chain transponder — provided upon purchase of the device — signifying that it was being stolen.

## The recovery

Dispatched immediately, the Boomerang tracking team located the 2002 Honda Civic hidden behind abandoned warehouses in Drummondville, Quebec less than an hour later.

What's amazing is that the track and recovery were done without the owner's knowledge that the vehicle had been stolen. Here's a customer, with a key immobilizer that had not prevented the theft (and, for that matter, many others in Canada), who can now sleep soundly knowing that Boomerang Tracking provides around-the-clock monitoring and tracking to protect their vehicle.

**Boomerang2 offers 24-hour peace of mind and security with its instant theft notification feature.**

## True Crime

**Gone are the days of the joyrider.** Auto theft is now big business for organized crime. Today, it includes several stages of activity that may occur in various parts of the country.

For example, a car can be stolen in Ontario, fitted with a new identity in Quebec, via the switching and/or counterfeiting (or "revinning") of vehicle identification numbers (VINs), then transported to Alberta for sale or to a Canadian port for shipment overseas.

It's why the black market for VINs is huge. Not only are valid VINs from legitimate salvage fitted onto stolen cars, but also altered and completely counterfeit VIN plates and ownership registration documents are produced. As Ontario has lagged behind most other provinces in implementing branding legislation, which require salvage sellers and insurance companies to invalidate the VINs before selling the cars, auto thieves have been going to Ontario to obtain VINs.

Last September, The Toronto Star reported that "hundreds of unsuspecting motorists in Toronto could be driving stolen luxury vehicles, duped by a sophisticated auto-theft ring."

"[Project Auto Broker] has revealed that these stolen vehicles were 'revinned' with counterfeit numbers and sold back into the retail market," Inspector Len

Favreau told The Toronto Star. "For \$20 each, the [crime ring] obtained from the Transportation Ministry the VINs of vehicles that had been sold legitimately offshore."

That's not the worst of it. Favreau also told The Toronto Star that "anybody who buys a [revinned] car] should realize they will lose the vehicle when we recover it."

How can insurers and their clients protect themselves from "revinning" losses? With the Boomerang or Boomerang2 tracking device.

Said André Boulay, VP Technology of Boomerang Tracking: "Our tracking devices give you real peace of mind. They cannot only find your car quickly — whether or not it's been 'revinned' — but their signal can also penetrate shipping containers used to ship cars."

**The Boomerang and Boomerang2 puts a dent in the problem of "revinned" stolen vehicles.**



## Boomerang Briefs

### Boomerang2 makes big splash

Following a very successful Boomerang2 launch, which highlighted the product's significant added value to clients, the insurance industry has begun to take notice. To date, many insurers have shown interest in Boomerang2 and started to recommend its use to their clients (particularly owners of high-end cars and business travelers).

### Boomerang makes quality control #1 priority

At Boomerang Tracking, installation quality control is a #1 priority. Why the fuss? We are committed to supporting users of the Boomerang and Boomerang2 Tracking Systems by randomly testing distributors of our devices. This not only ensures that their installations meet our standards, but also lets us maintain and possibly increase our already record-breaking recovery rate.



## NEW BOOMERANG FLYER...



**COMING SOON!**

# Boomerang Alliances



To date, the Boomerang Tracking System has 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 provides discounts for its installation. Here is a list of insurers who support the Boomerang in Quebec and Ontario.

## Quebec

- Allianz Canada
- Allstate Insurance Companies of Canada
- AXA
- 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
- CNA 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 and Canada Life)
- National Bank General Insurance
- Optimum General Insurance
- Promutuel
- The Citadelle Assurance
- The Guarantee Company of North America
- The Missisquoi Insurance Company
- Wawanesa Mutual Insurance Company
- Zurich Canada

## Ontario

- Allianz Canada
- AXA
- 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

## Insurance Industry Perspective

Much like a rumour, misinformation can spread quickly — much to your expense. This is certainly true when it comes to the ineffectiveness of immobilizers.

Canada's theft rate has remained essentially unaffected at over 160,000 cars annually. The Boomerang and Boomerang2 Tracking Systems both recover stolen vehicles and save insured drivers and society the time and money associated with vehicle theft.

## Immobilizers

### Easy to disable

It all comes down to the fact that disabling an immobilizer is easy and happens regularly. How do we know? For starters, many of the vehicles we recover — currently almost 1,400 stolen vehicles worth over \$70 million — are equipped with immobilizers. This includes Mercedes, BMWs, Jeep Cherokees, Grand Cherokees and Acuras.

## What does the ineffectiveness of immobilizers mean to you?

• Since vehicles equipped with immobilizers were stolen without the use of a key or tow truck, the thieves must have bypassed the electronic security system (once stolen, the car and its contents will be lost forever).

• Because thieves have not cracked Mercedes and BMW (1999 models and up) equipped with immobilizers, they must take these vehicles by force, increasing carjackings and break-and-enter offenses, leading to a higher risk of violence for the owners and their families.

## Police recommendations

The Toronto Police Service recently circulated an advisory that warns about the increasing number of home invasions and carjackings, making immobilizers ineffective. The very same advisory also suggested that investing in a cellular-based vehicle tracking system (like the Boomerang or Boomerang2) is "very important."

## Insurance Update: Collision Claims

Whenever an auto theft claim involves criminal activity, it is very likely that the stolen vehicle in question was involved in a collision — and the damage is significant.

You may think that your options are limited in terms of minimizing the number of collision claims that land on your desk. Think again. The Boomerang Tracking System can help you minimize the number of collision claims associated with criminal activity (i.e. auto theft).

How? By minimizing the chance of a police chase, which would greatly reduce the possibility of a collision between the stolen vehicle and others on the road. And since Boomerang recoveries take little time, the device also lessens the possibility of the car being dismantled by a chop shop.

The result? Less collision claims.

The Boomerang Tracking System, can help insurers minimize the number of collision claims.