

TOP 10 RECOVERIES

AS AT FEBRUARY 28 2003

- 1) DODGE CARAVAN
- 2) JEEP GRAND CHEROKEE
- 3) FORD F250
- 4) ACURA INTEGRA
- 5) DODGE DURANGO
- 6) DODGE RAM
- 7) FORD F350
- 8) GMC SIERRA
- 9) HONDA CIVIC
- 10) CASE 580

BOOM RECOVERIES

PERIOD > OCT. 1 2002 to FEB. 28 2003

VEHICLES	379
VALUE	\$ 15,617,227
INCIDENTAL VALUE	\$ 1,012,925
TOTAL VALUE RECOVERED	\$ 16,630,152

INCEPTION TO FEB. 28 2003

VEHICLES	2,287
VALUE	\$108,546,931
INCIDENTAL VALUE	\$ 6,662,260
TOTAL VALUE RECOVERED	\$115,209,191

* All values shown above are approximate.

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SPEAKER'S CORNER



Serge Laporte
Vice President, Sales and
Business Development

YOU DEAL WITH IT VIRTUALLY EVERY DAY. WHETHER YOU'RE AN INSURER OR ENFORCER OF THE LAW, VEHICLE THEFT IS AN INESCAPABLE REALITY – AND A FRUSTRATING HEADACHE.

Vehicle theft has reached epidemic proportions across Canada, causing enormous financial losses in every community and is a huge burden on law enforcement. Hence, the need for comprehensive anti-theft systems.

TODAY'S SOLUTIONS TO VEHICLE THEFT

There are two types of barriers to successful vehicle theft:

- **Preventative (front-end) systems**
Immobilizers, alarms and clubs
- **Recovery (back-end) systems**
Vehicle tracking systems

The big question: Given today's vehicle theft epidemic, are preventative and recovery systems mutually exclusive? Perhaps not.

While immobilizers are increasingly standard for many car models, theft rate has not declined in Canada. In fact, it has continued to rise, particularly in urban centres like Toronto.

What does this mean to you? Maybe it's time to consider both preventative and recovery systems as barriers to successful vehicle theft.

SELECTING THE RIGHT SYSTEM

Home invasions, carjackings and new methods of bypassing immobilizers have made tracking systems a pivotal part of the solution to growing auto theft. How should you help your clients select a tracking device? How will you know you've made the best choice? As it can be slightly daunting to select the right system, here are some facts to consider:

BOTTOM LINE: THE BOOMERANG TRACKING SYSTEM IS A PROVEN SOLUTION TO VEHICLE THEFT FOR BOTH INSURERS AND LAW ENFORCERS.

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NewsFlash:

BOOMERANG TRACKING MARKS HISTORIC WEEK WITH RECORD RECOVERIES

Boomerang Tracking marks off the final week of March with an impressive number of recoveries, valued at over \$ 1.7 million, including incidentals. Visit our website for more details!

TRACKINGTALE:

HOTEL MISSISSAUGA



Boomerang Tracking's in-house tracking team tracks stolen Lexus to the parking lot of a Mississauga hotel.

BOOMERANG TRACKING HAS MADE STRONG IN-ROADS INTO THE ONTARIO MARKET. LUCKILY FOR ONE THORNHILL RESIDENT...

THE CRIME

Bright and early one morning, a Thornhill woman was unpleasantly surprised to find that her 2000 Lexus LX 470 had disappeared – right from her driveway. Anyone else would have panicked on the spot. Not her. By choice, her luxury vehicle – valued at over \$80,000 – was equipped with a Boomerang® tracking device, Canada's premier stolen vehicle recovery solution.

THE TRACK

As soon as she noticed that her car was missing, she contacted Boomerang Tracking to report the theft. Within less than an hour, our in-house tracking team had tracked the stolen Lexus to the parking lot of a Mississauga hotel, not the most obvious destination for a stolen vehicle.

THE RECOVERY

Much like other Tracking Tales, the recovery of the 2000 Lexus LX 470 revealed not only the stolen Lexus, but also led the Peel Police Auto Theft Unit to four additional stolen vehicles: a BMW 328, a Toyota Sequoia, an Acura MDX and a Dodge RAM.

In total, the five vehicles are estimated to be worth almost \$300,000. In addition to this impressive vehicle recovery, the operation also enabled the police to arrest three individuals on the scene.

THE EPILOGUE

What is the moral of this Tracking Tale? Said best by the satisfied Boomerang Tracking client:

"The Boomerang is undoubtedly the most important tool to guard against the loss of a car from theft. The challenge is now to educate the public about the availability of the product, and to educate the insurance companies on how beneficial the presence of a Boomerang [tracking device] is to them. Our insurance company saved \$80,000 due to our car having a Boomerang, yet they do not offer a discount on premiums to those with such a device!"

THE GEOGRAPHIC SCOPE OF THE BOOMERANG TRACKING SYSTEM OFFERS VEHICLE OWNERS PEACE OF MIND WITH THE KNOWLEDGE THAT THEIR VEHICLE IS PROTECTED ACROSS NORTH AMERICA, 24 HOURS A DAY.

BOOMBRIEFS

▶ NEWSTRAC CONTEST WINNERS ANNOUNCED

Congratulations to the seventeen lucky winners of our NewsTrac Contest from this past fall drawn on January 17, 2003 in Montreal. Winners were drawn from questionnaires submitted with a perfect score. Boomerang Tracking would like to thank everyone for their participation – stay tuned for more to come.

▶ BOOMERANG HOLDS FIRST AUTO THEFT SYMPOSIUM

Boomerang Tracking will hold its first annual Auto Theft Symposium, designed exclusively for insurance executives, to address the latest trends, statistics, and practices regarding the auto theft industry in Quebec. This informative session will explore the key issues, challenges and technology through a series of presentations and discussions on April 30 in Montreal.

▶ NEW TECHNOLOGY FLYER RELEASED

Boomerang Tracking recently released a new technology flyer, clearly demonstrating the differences between cellular technology and GPS/GPS-cellular based systems. Be sure to contact your Account Director to order yours today!



▶ BOOMERANG NAMED FINALIST IN OCTAS 2003 AWARDS

Boomerang Tracking has been named a finalist in the OCTAS awards, organized by the Fédération de l'informatique du Québec, which recognizes excellence in the Quebec information technology sector. Winners in each awards category will be announced on May 24, 2003.

THE ADVENTURE BEGINS...

Four cars were stolen from the Forest Hill area of Toronto by home invasion. In all cases, thieves broke into homes to obtain the keys to these vehicles.

One of the victims who awoke to discover the theft of his two automobiles from his driveway immediately reported the incident to the Toronto Police Service. They, in turn, contacted Boomerang Tracking as one of the stolen vehicles had recently been equipped with a Boomerang tracking device.

A TORONTO-MONTREAL ALLIANCE

Boomerang Tracking was able to track the cars to Montreal – specifically, to the underground garage of a Holiday Inn near Old Montreal. The track, spanning two provinces, recovered much more than the Boomerang-equipped vehicle.

Upon further inspection, the tracking team located two additional expensive vehicles

with Ontario license plates in the same garage – accounting for all four vehicles stolen by home invasion from the Toronto area. Once all four vehicles were confirmed stolen, the Anti-Gang division of the SPVM (Service de Police de la Ville de Montreal) responded immediately. In total, the track led to approximately \$230,000 in recovered assets.

THE ABORTED GETAWAY

Before police had a chance to take safe possession of the stolen vehicles, six individuals jumped into them and sped off. Montreal Police apprehended them shortly thereafter. The operation, involving the coordination of two law enforcement divisions from two provinces, led to the arrest of six thieves who were given sentences ranging from six months in jail to \$15,000 in fines.

COURTESY OF BOOMERANG

None of these events would have been possible had the stolen vehicle been equipped

with a GPS system. The wireless network used by Boomerang Tracking is superior to this technology, which is rendered ineffective underground, in a container or outside the direct sight line of a satellite. Boomerang Tracking's technology can recover vehicles within an hour, on average, reducing the likelihood of damage to the vehicle.

FOR MORE INFORMATION

For more information on this operation or how you can incorporate Boomerang Tracking in special police operations, contact Jean Lalonde, Director of Security, at 514.234.8722 (extension 230) or e-mail him at: jlalonde@boomerangtracking.com.

THIS RECENT TRACK HIGHLIGHTS THE IMPORTANCE OF THE BOOMERANG IN-HOUSE TRACKING TEAM AND ITS VALUE AS A LIAISON BETWEEN POLICE FORCES IN DIFFERENT PROVINCES.

Continued from page 1

FEATURES TO LOOK FOR	WHAT BOOMERANG TRACKING OFFERS
IN-HOUSE TRACKING TEAM	<ul style="list-style-type: none"> • Rapid Response: Immediate response upon theft notification • Personal Safety: Trained tracking professionals quickly and professionally deal with tracking the vehicle around the clock. Online tracking features available with GPS systems could unnecessarily endanger people who choose to intercept vehicle thefts themselves. • Support to law enforcement authorities: <ul style="list-style-type: none"> • In many cases, leads to theft rings and other stolen assets • Helps to quickly resolve auto theft cases with recovery in about one hour • Aids in expediting search warrants
TRAINED CERTIFIED DEALER NETWORK	<ul style="list-style-type: none"> • Quality assurance measures: <ul style="list-style-type: none"> • Consistent, quality installation • Ongoing training and dealer support • Installation certification program in place
DEDICATED INSURANCE COMPANY SUPPORT	<ul style="list-style-type: none"> • In-depth tracking information available for each incident • Dedicated resources supporting insurers and brokers • Assistance and support in possible cases of fraud
PROVEN SUCCESS	<ul style="list-style-type: none"> • Widespread support from insurers and law enforcers • Millions of dollars in recovered assets • Financial stability and a solid future
MONEY-BACK GUARANTEE OPTIONS:	<ul style="list-style-type: none"> • In the unlikely event that a Boomerang-equipped vehicle is not recovered, we offer two options*: <ol style="list-style-type: none"> 1. Installation of an equivalent Boomerang tracking device in a new vehicle, including service fees for one full year or 2. Refund of the Boomerang device's purchase price, installation cost and service fees.

*Certain conditions apply. Please refer to the Boomerang Tracking Service Agreement.

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 Mailbox, 9280 L'Acadie Boulevard, Montreal, Quebec H4N 3C5. Our fax number is 514.385.4719. Our e-mail address is marketing@boomerangtracking.com.

- Q:** *How should Boomerang Tracking clients proceed in the event that their vehicle is stolen?*
- A:**
1. Clients should contact the Boomerang Tracking emergency hotline at 1.888.234.8722 immediately to enable Boomerang Tracking's in-house tracking team to respond in the fastest possible manner.
 2. After Boomerang Tracking has been notified, clients should contact law enforcement authorities to report the theft and obtain a police report number.
 3. Clients should call back the Boomerang Tracking emergency number with their police report number for verification

DID YOU KNOW?

...Boomerang Tracking will launch a new 5-year limited warranty on all Boomerang and Boomerang2 devices effective May 1, 2003. Check your mail for complete details on this new initiative in customer care.

...All past issues of the NewsTrac newsletter (as well as its predecessor, the Insurance Quarterly) are available online at: www.boomerangtracking.com/en/news/archive.asp

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

Boomerang Tracking Inc. markets and distributes the Boomerang® Tracking System, a proprietary product using technology patented by the Company. The Boomerang and Boomerang2™ devices are the central devices in a cellular-based asset tracking system utilizing the wireless systems of major regional telecommunications companies. The Boomerang Tracking System is capable of locating stolen automobiles, heavy equipment and valuable objects. Members of the insurance industry endorse the Company's proven recovery record. 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. Boomerang is a registered trademark and Boomerang2 is a trademark of Boomerang Tracking Inc. The shares of Boomerang Tracking Inc. trade on The Toronto Stock Exchange under the symbol BMG.

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INFORMATION ON RECENT TRACKS

To quickly get vital recovery data, contact Jean Lalonde at 514.234.8722 (extension 230). You may also write to: tracking@boomerangtracking.com

MARKETING MATERIAL

marketing@boomerangtracking.com

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Kindly direct all suggestions, comments and subscription request to the marketing department at:

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