



NEWS RELEASE

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NEW SECURITY SYSTEM SENDS CAR THIEVES DOTTY

Ford Mustang and new T-Series owners will be among the most secure on our roads as a result of Ford Australia's adoption of the Australian-owned DataDot security system.

A small, rice-sized grain of adhesive paint, DataDots is etched with lines of text that are a compacted version of each car's unique vehicle identification number (VIN).

Around 10,000 of the microscopic DataDots will be sprayed onto the underbody, engine bay, exhaust, panels, gearbox, differential, dashboard, air-conditioning ducts, seats, boot lids and door trims of each new Mustang and T-Series. Within minutes of application, they form a near indestructible bond.

The dots contain an ultra violet trace, allowing police to quickly determine whether or not a car has been sprayed with DataDots. The DataDots can be quickly 'read' using a simple magnifying reader. If the number does not match the VIN plate, the car is not legitimate.

Improved vehicle identification has been identified as a vital link in the National Motor Vehicle Theft Reduction Council's integrated professional theft strategy. DataDots will play a major role in that strategy by making it virtually impossible to effectively alter – or 'rebirth' - a marked vehicle and pass it through the registration system prior to re-sale.

Trials of the DataDot in the UK and Europe resulted in a dramatic drop in theft rates of motorcycles and scooters, and subsequent discounts on insurance premiums for vehicles sprayed with DataDots.

Ford Australia President, Geoff Polites, said the company was currently investigating what other Ford cars might include the DataDot security system.

*Issued by Ford Australia Communications
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