

February 21, 2003

Mercury launches an 'anti theft' first

With modern cars being built much harder to steal, water police in most states are reporting an upsurge in marine thefts, as criminals switch to stealing boats and outboards (and highly priced accessories) which can be 'rebirthed' and sold over the border with little risk of detection.

To help counter this trend, Mercury Marine has launched a highly innovative 'DataDot' boat and equipment anti-theft security promotion, which will help protect owners buying new Mercury (inboard and outboards), Mariner engines, Quicksilver inflatables and Savage and Bermuda boats.

DataDot is already being very successfully used in the automotive industry by companies such as Ford, BMW, Subaru, Porsche and others as an invisible anti theft device, only detectable with special Police UV lights fitted with a special magnifier.

Mercury Marine's Director of Sales and Marketing John Temple says,

"Through our new DataDot promotion, which runs until the end of 2003, for the first time in the boating industry authorised Mercury dealers can add to their customer's peace of mind with every sale they make by including this unique Australian designed low cost, invisible hull and equipment security system.

"Using Mercury's huge buying power, we are available to exclusively offer it through our dealers for A\$159, which is more than \$130 below normal retail price.

The system is endorsed by the Boating Industry Association.

Australia's largest recreational boating insurer, Club Marine is supporting Mercury with its efforts to reduce boat thefts. Club Marine's Marketing Manager Peter Ryan says,

"We have approved DataDot as an anti theft device that can reduce Club Marine policy theft excesses by up to A\$1,000."

How DataDot anti theft system works

DataDot is an invisible to the naked eye, clear paint which contains thousands of micro-dots about 1mm in diameter, carrying the boat's registered Hull Identification Number (HIN).

Before a dealer delivers a new boat (or major piece of equipment), DataDot is sprayed onto the boat's hull, outboard (or inboard) engine, hatch covers, valuable fittings, anchors, electrical equipment, rods and reels etc.

There are just too many DataDots for a thief to try to remove. They are resistant to being washed, scrubbed

or buffed off and will protect for years and years.

DataDot warning stickers supplied with the spray kit, are displayed at key points on the hull and other valuable equipment to warn that this boat is protected by the invisible anti-theft system.

More information: www.mercurymarine.com.au or for your nearest participating Mercury Dealer

Mariner Dealers Ph 1800 114 600

MerCruiser Dealers Ph 1800 114 700

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