

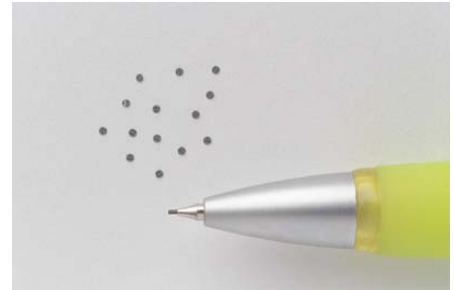
Law Enforcement Alert

Lexus / DataDot HID Anti-Theft Program

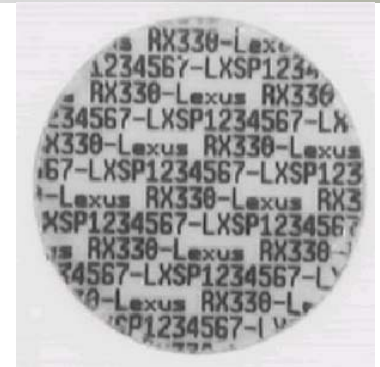
In recent months, Lexus has received reports of a high incidence of theft of HID xenon headlight thefts on RX300, RX330 and 400H model vehicles. These vehicles are fitted with HID headlights which use an advanced technology Xenon lighting system which has been targeted by criminals in some major metropolitan areas, particularly in New York and New Jersey.

In an attempt to reduce the chance of these thefts and increase the potential of tracking and prosecution of those involved, Lexus plans to launch an anti-theft program which will incorporate the fitment of a new bracket and application of DataDot identification technology to the headlights and compliance plate.

DataDots are a unique identification technology whereby microdots, each the size of a grain of sand, will be applied to each Lexus vehicle. Over 2,000 DataDots will be applied to each vehicle (1,000 per headlamp) using an adhesive containing a UV trace. Each headlamp marked will have a silver DataDot warning decal fitted, and window decals will also be fitted to the driver's and passenger side windows.



Each vehicle marked will have its own unique DataDot code (as shown right) which will be linked to the Vehicle Identification Number and nationally registered on the NICB / ISO database and DataDot law enforcement database.



Lexus dealers have been provided a template to ensure that DataDots are fitted to all key areas of the headlamp. These include the sides, front and back of the assembly, ballast, lamp housing, internals and the back of bulb. DataDots will also be fitted to the vehicle compliance plate.

To locate DataDots, law enforcement can either identify warning decals fitted, or alternatively use a standard black light to wand over a suspect headlamp. If Dots are present, the adhesive will glow blue under the black light. Simply identify and remove one DataDot and read with a standard 60x magnifier. These magnifiers are available from Radioshack or via the DataDot website at www.datadotusa.com.

The use of DataDots will enable law enforcement to quickly identify the true owner of the headlamps and the actual vehicle from which they may have been removed. In this way an audit trail can be provided to prove the headlamp was in fact stolen from a particular vehicle or fitted to another vehicle.

DataDot actively works with law enforcement in sting operations around the United States and its staff are available to assist law enforcement with any investigations or to provide additional information as required. A complete Law Enforcement guide to DataDots is available from the website, www.datadotusa.com or via email to scottm@datadotusa.com.

Any additional questions about this program should be addressed to the Lexus USA Customer Assistance Center at 1-800-255-3987.