

## PRESS RELEASE

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### **DATADOTS PART OF UNIQUE THEFT DETERRENT AND POLICE SUPPORT PROGRAM LAUNCHED BY NISSAN**

DataDot Technology, along with Nissan North America and the National Insurance Crime Bureau (NICB) have worked together to develop a program for protecting the Xenon headlights of 2002 and 2003 Maxima sedans sold in New York, New Jersey, Connecticut, Massachusetts, Rhode Island and eastern Pennsylvania.

These headlights use an advanced technology Xenon lighting system that has been targeted by criminals primarily in metropolitan areas of New York and New Jersey. Vehicles manufactured by other auto makers that have Xenon headlights have also been affected.

The Nissan "theft deterrent and police support program" is designed to help reduce the chance of headlight theft on the Maxima and to help catch those who participate in these crimes. The program has three major components:

1. Special securing devices for the headlights have been designed to help discourage removal of the headlights.
2. A new type of identification technology called "DataDots™" is applied to the headlights. These have a unique identifying number that links to the Vehicle Identification Number (VIN). The microscopic DataDots help track reported thefts and will aid in the prosecution of those caught with stolen parts in their possession. Over 1,000 "DataDots™" are painted onto each headlight and on other vehicle components. "Protected by DataDots™" stickers are applied to the headlights and front door windows so thieves know they risk being caught with identifiable property.
3. Finally, Nissan implemented this program in areas around New York and New Jersey to reduce the likelihood that these crimes will move to other areas where they are not now occurring. Not only have customers in these states been contacted, but also Maxima owners in Connecticut, Massachusetts, Rhode Island and eastern Pennsylvania have been notified.

NICB gives law enforcement agencies the ability to conduct extensive searches of stored DataDots™ information and then cross reference their findings with that of NICB's comprehensive databases of automobile VIN and manufacturer shipping and assembly records.

DataDot Technology's President Distribution, Mr. Chris Stott, congratulated Nissan for taking this initiative and being the first U.S. auto manufacturer to incorporate the latest technology in component marking. "DataDots™ have been used by overseas auto manufacturers for almost three years now, resulting in dramatic reductions in auto theft. Over the next 12 months we will be introducing this technology to North American auto, motorcycle, truck and marine manufacturers".

No program will eliminate all auto-related crime, but DataDots, Nissan, NICB, and local law enforcement agencies believe these positive steps will help reduce thefts and assist in capturing those who are responsible.

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