CESAR
The Official CESAR Scheme
Presented by Datatag ID Ltd
A landmark in theft deterrence
now in the agricultural market
CEA
AEA
Powered by
datatag

Organised Crime on a Massive Scale

Approx. £1 - £1.5 m stolen each week in UK

Official figures state plant stolen to the value of £70m per year

Industry estimates this figure is much higher

Insurance Industry research estimate could be as high as £750m - £1 billion per year

Overall costs to Europe suggested at £4.5 billion

On average 3,500–4,500 machines stolen yearly

Approximately 300-400 machines per month

Average of 10-12 machines per day

Prior to CESAR average recovery rate only 5%

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First Party Fraud within Automotive sector up 56.9%

(2009 Q1 – 2010 Q1)

FLA Members in support

Rising unemployment & spending cuts further increases in Fraud are predicted

The Vicious Circle – Big Reward & Small Risk !

Global Market Demand
Farming, Construction,
parts or even scrap metal
No L/H or R/H steering issues

Easy Low Cost Shipping
Thousands of container s leaving UK each day. Few checks for exports but more checks and concern for imports

Current Low Machine Security
One key starts all !
Limited immobilisation
No single registration scheme

Worldwide Recession
Increased Fraud, crime increasing distress machinery sales, contracts lost

Poor Site & Farm Security
Blasé attitude
Key's left in machine etc

SPOC - Security & Fraud Database
How or where do Insurers, Banks, Dealers Auctions, Customers, Police, Port & Border security make checks?

Lack of Specialist Police
No resource or targets
Limited Knowledge
"All look the same"

Criminal Experts
"As good at their job as you are !"
Basic & sophisticated methods to disarm electrics, sat-tracking, cloning, fake but accurate documents etc

How do criminals do it?

- They have the confidence to dress up or act as Construction & Farm workers
- They can easily gain access to sites and farms
- Easily steal machines or transport machines away
- Quickly export machines out of the country or sell them on

At International shipping ports like this, it is common for thousands of containers to leave the country without checking inside or if the documents match what is inside !

More attention or security checks are made on containers arriving in the country – but this is TOO LATE !

National Police Computer errors & problems

Example of how a simple spelling mistake listed on Police National Computer causes problems !

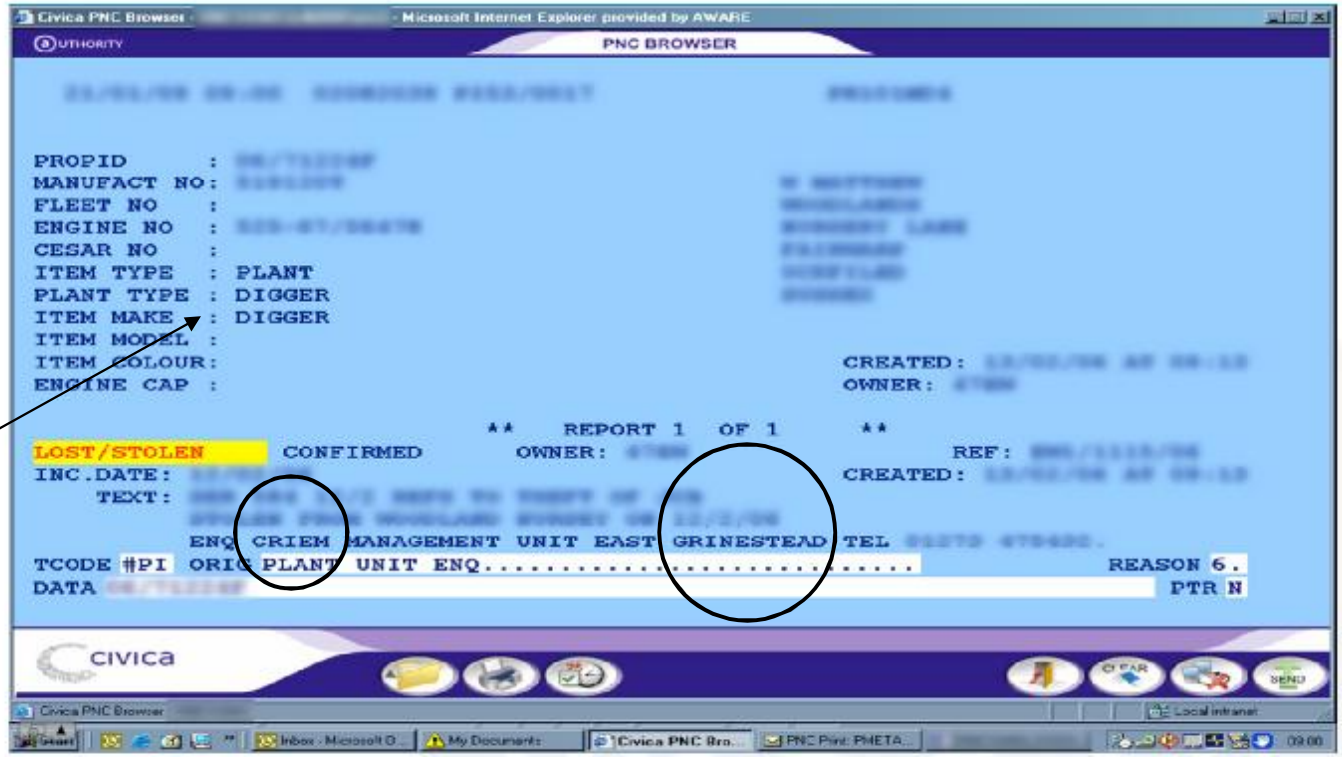
This should say "Ifor Williams" and be two words

National Police Computer errors & problems

Another example:

This machine will NEVER be found because it's listed as a "Digger Digger"

Also note basic spelling mistakes



Typical Problems Encountered by Police Officers

- What are these machines?
- How do the Police identify them?
- Are they registered anywhere?
- How do we access this information ?
- Who do they belong to?
- How can we tell if they are stolen?
- Should they even be here?

Introduction and update of the Official CESAR Scheme

The Official Security & Registration Scheme for Construction & Agricultural Machinery

Presented by CEA AEA

The Official CESAR Scheme is owned and managed by the leading Industry Associations but powered by Datatag who were awarded the contract to run the scheme after a lengthy competitive tender process.

Powered by datatag

Leading Construction & Agricultural Machinery & Trade Associations working together to raise awareness and STOP THEFT

Promoted by CEA Promoted by AEA

The Official CESAR Scheme is owned by the Industry trade associations and powered by Datatag

Powered by datatag

The Art of Identification

The Official CESAR Scheme powered by Datatag - A brief overview

The Official CESAR Scheme is owned and managed by the leading Industry Associations but powered by Datatag who were awarded the contract to run the scheme after a lengthy competitive tender process.

A brief overview of the company that runs the Official CESAR Scheme

- **Datatag launched 19 yrs ago (1992) by Yamaha and Mitsui supported by the Motorcycle Industry Association to combat the problem of increased theft**
- **Datatag protects vehicles and property globally inc ATV's, Cycles, Caravans, F1 Cars & F1 Boats, Karts, Outboard Engines, Boats, Gas Boilers, Laptops, Trailers, Clothing, "Sat-Nav" systems, Car Radio's, Antiques and even Bonsai trees but main markets are:**
  - **Motorcycles & Scooters** 65% approx
  - **Horsebox & Trailers** 70% approx
  - **Jet Ski's** 100% approx
  - **Construction Machinery** 100% target approx
  - **Agricultural Machinery** 100% target approx
- **Datatag used by customers and Police in many countries inc: UK, Holland, Belgium, Italy, Bermuda and Ireland with other countries soon including Spain, Portugal, France, & Germany etc.**

The Official CESAR Scheme is owned and managed by the leading Industry Associations but powered by Datatag who were awarded the contract to run the scheme after a lengthy competitive tender process.

A brief overview of the company that runs the Official CESAR Scheme

- **Datatag meets current ISO 9000:2000 & LPS 1224 accreditation**
- **Datatag meets the required criteria and standards and is ISO 9000:2000 registered-certificate no: 665a and LPS 1224 certificate no: 665 issue 1**
- **Datatag is ACPO CPi Endorsed** ***(Association of Chief Police Officers)***
- **Datatag is a "Secured by Design" company an initiative supported by the Home Office and ACPO crime prevention initiatives**
- **Datatag use a 24/ 7 - 365 International call centre to deal professionally and efficiently with Police, Customer and Industry enquiries**
- **Datatag – Is now an Independent Company**
- **Previously launched by Yamaha Motor UK 1992 with ownership by Mitsui & Co and Mitsui Europe now privately owned since Aug 2007**

Datatag offices based in Chertsey, Surrey

The Official CESAR Scheme is owned and managed by the leading Industry Associations but powered by Datatag who were awarded the contract to run the scheme after a lengthy competitive tender process.

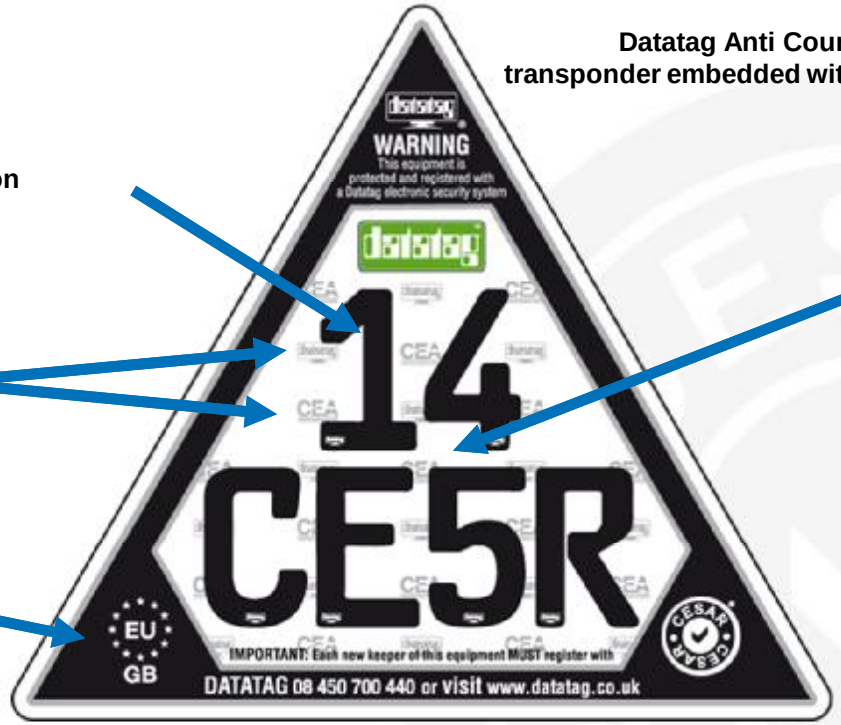
Unique Identification Plate Security Features

Datatag Anti Counterfeit addition of unique RFID chip or transponder embedded within Identification Plate to allow instant verification with Datatag scanner

Use of special text to hinder falsification

Tamper evident ID plate & Anti Counterfeit measure inc Datatag's registered name and trademark to help deter copies and aid prosecution under proceeds of crime act.

EU & Int Country Code and 24/7 telephone number to aid country origin at border crossing and ports etc



Special CESAR ID Plate text to hinder falsification:

(*FE Schrift or* Falschungerschwerende Schrift)

Note how a number 6 cannot be changed to look like a number 8

Powered by datatag

Special CESAR ID Plate text to hinder falsification:

(*FE Schrift or* Falschungerschwerende Schrift)

Presented by CEA Presented by AEA

Or how a letter E cannot be easily changed to look like a letter F

Powered by datatag

Special CESAR ID Plate text to hinder falsification:

(*FE Schrift or* Falschungerschwerende Schrift)

Or how the letters P and R would be difficult to change

Powered by datatag

Other Datatag Security Identification Technology

- **Although ID Plate very difficult to remove it could be subject to attack and damage**
- **Datatag miniature RFID transponders or tags will be permanently concealed within each machine such as wiring, acoustic foam, dashboard and cab area etc**
- **A thousand unique Datatag Datadots applied to protect all of the valuable parts making it virtually impossible for the thief to locate and remove.**
- **Datatag DNA - Each machine will be protected with a unique chemical “DNA” coded invisible solution. Criminals now have to be 100% confident they have removed every last molecule to avoid detection and confirmation of the real keeper.**

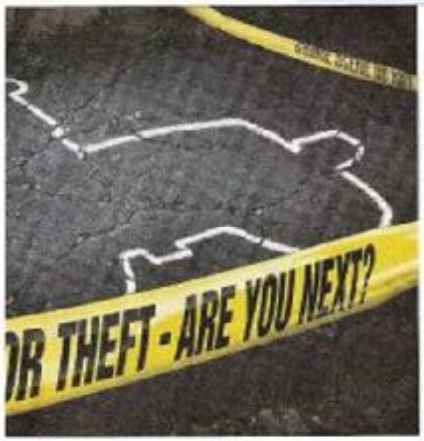
CESAR Scheme Publicity

showing what awareness can be created

ecurity Special PART 1

Thefts of farm machinery, especially tractors and telehandlers, are rising fast. David Cousins and Nick Fone look at how the industry is fighting back

Make sure your tractor's a tough target for thieves



JUST UNDER 600 TRACTORS WERE STOLEN IN THE 12 MONTHS TO OCTOBER 2009, WITH A VALUE OF £22M

Recent CESAR Scheme publicity

Plant protection

Plant security is moving up the agenda for contractors and plant hirers, evolving from an on-cost into a management tool. But criminals are changing their tactics too. **Colin Bowman** reports

60,000* CESAR Registered Machines so far…….

Fitted as standard at the factory or by official dealers

by the following companies with more planning to join the CESAR Scheme soon.

* approx figures

Promoted by CEA

Promoted by AEA

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CESAR Scheme – Provides Ease of Identification

Presented by CEA

Promoted by AEA

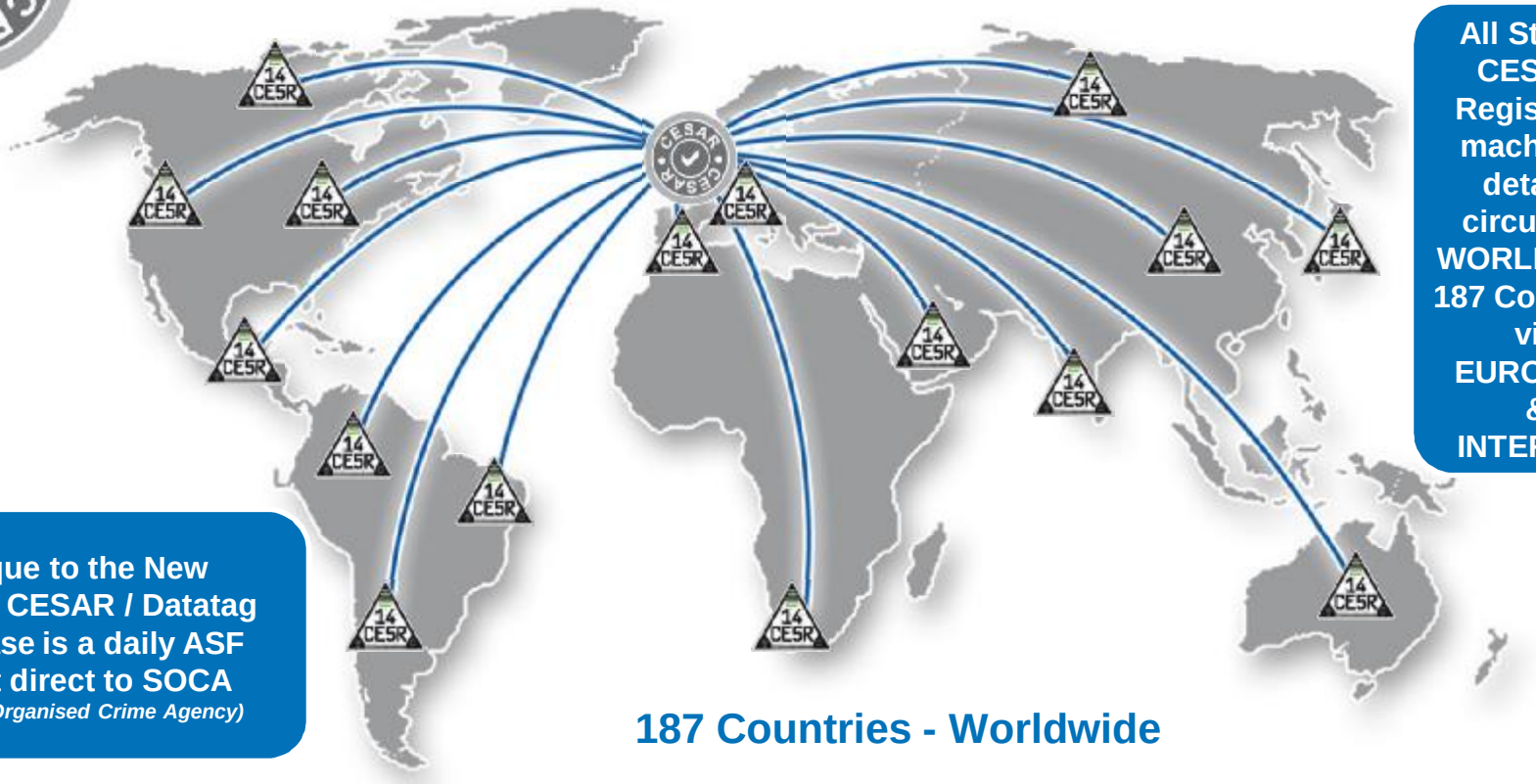
Powered by datatag

CESAR Identification Plate

The CESAR system has a number of security technologies and features and the triangular identification plates are made from a special tamper evident material which breaks into pieces if an attempt is made to remove and fix the plates to another machine i.e. to clone another machine !

If a Police Officer see's a machine with a CESAR plate damaged like this – they should be suspicious and make further investigations

Worldwide Alert



All Stolen CESAR Registered machines details circulated WORLDWIDE 187 Countries via EUROPOL & INTERPOL

Unique to the New PANIU / CESAR / Datatag database is a daily ASF report direct to SOCA
(Serious Organised Crime Agency)

187 Countries - Worldwide

Major Insurance company Support & Police Funders

Initial agreement reached to provide data on stolen & recovered machinery

Will create the most accurate, up to date, secure single point of contact for the Industry available 24/7 – 365.

Initial agreement reached to use CESAR to re-identify all recovered machinery to speed up disposal and increase resale values thus, reducing losses.

Provide new keepers with official documentation, peace of mind, added value with yearly insurance savings etc and remove any concerns in the future

Promoted by CEA AEA

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The Insurance Market is changing by adopting and insisting on new security standards like the new Thatcham 5 Star Accreditation Scheme

	Stars	Requirement	Functionality
Mandatory	★	Unique International Vehicle Identification Number and Secure Accredited Registration Plus other Covert Markings	**The Official CESAR Scheme**
Mandatory	★	Electronic / Electromechanical Immobiliser System	**Thatcham Cat P2**
Mandatory	★	Keys – a unique key for each vehicle. This may be the immobiliser key	**Thatcham OEM Plant Criteria**
Optional	★	Perimeter security Cabs with lockable doors and windows;	**Thatcham OEM Plant Criteria**
Optional	★	After Theft System for Vehicle Recovery (May include additional functionality such as fleet management systems)	**Thatcham Cat P5**

Thatcham Accredited

Powered by datatag

The first Thatcham 3 Star machine launched in 2009

Thatcham®
Accredited
Whole of Vehicle Marking

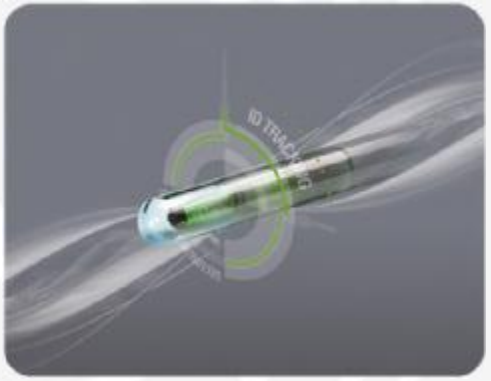
Other CESAR Developments & Uses

CESAR system being introduced for smaller valuable Construction & Agricultural machinery

mpact CESAR system launched for the ATV / Qu Bike Market

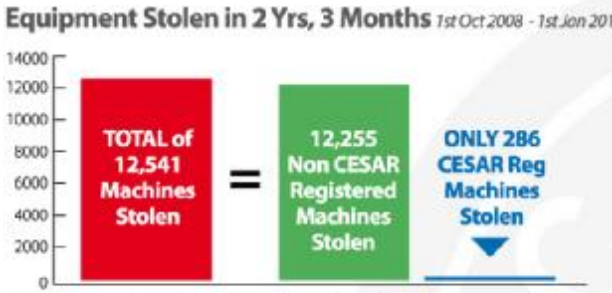
RFID Technology can or is helping with;

- Linked to latest Service & Maintenance records (could help increase residuals)
- Linked to latest Safety Inspection records and annual test (like a vehicle MOT)
- Easy access to latest Certification records and PAT testing etc
- Hirer details/ Hire duration/ On/Off Hire etc
- Log/guarantee of hours worked
- Real time validation of Lifting Tickets, Certificates, Inspection, Service & Maintenance history before use on site & no of buckets
- Continuous improvement in Health & Safety with reduced admin
- Driver training & qualifications etc



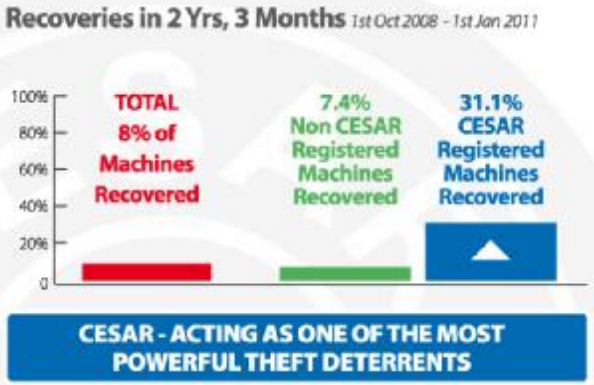
CESAR Results & Success so far….

- **50,000* CESAR systems are now protecting the newest machines *(i.e. up to 3 yrs old)* and these are the most targeted by professional criminals due to market demand, their good condition and high value.**



43 : 1* for every CESAR registered machine stolen on average, 43 non CESAR registered machines have been stolen so far. *(*approx figures)*

A fraction of all the machines stolen in the above 2 year, 3 month period are CESAR registered - ONLY 2.28%



CESAR - ACTING AS ONE OF THE MOST POWERFUL THEFT DETERRENTS

Chart Data provided by PANIU New Scotland Yard

- **This could equate to a massive reduction in losses or Insurance pay outs for UK Insurers by over £170 million per year****
- **A machine is currently 4 times LESS likely to be stolen if it's registered with CESAR**
- **A machine is currently 6 times MORE likely to be recovered if it's registered with CESAR**

** approximate figures ** Based on the figures in slide 2 the cost to the Insurance Industry*

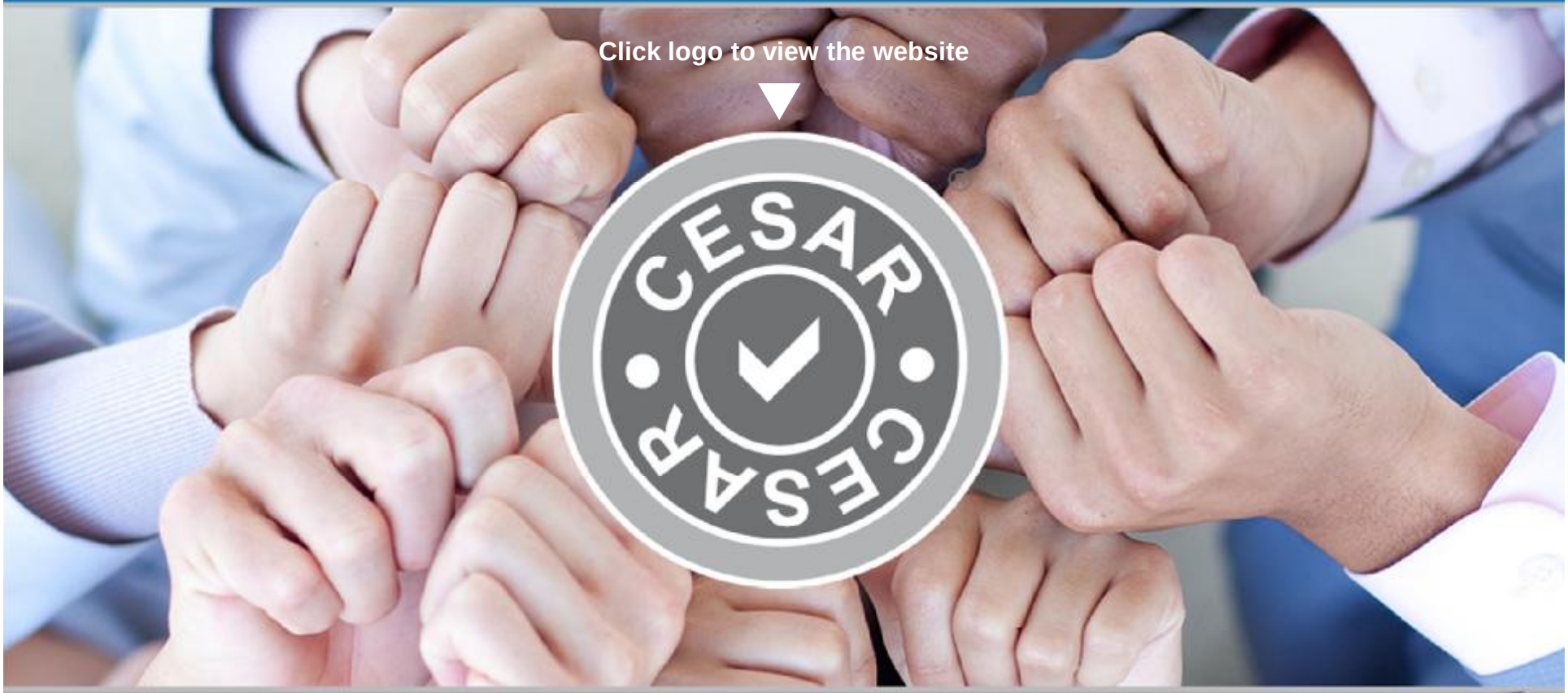
In partnership with the Insurance industry

In partnership with the Finance industry

In partnership with the Major manufacturers

In partnership with the Police

Together we can and already have made a BIG difference



Thank you – visit www.cesarscheme.org for further information