

TRACKER[®]
WWW.TRACKER.CO.UK

Vehicle information and location solutions



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TRACKER[®]
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**The UK's leader in Stolen Vehicle Recovery
and Vehicle Asset Management systems.**

“TRACKER is committed to leading through innovation – developing vehicle systems that can help companies and individuals protect their vehicles and maximise their efficient use.”

Kevin Watters, Managing Director, TRACKER



Growing from strength

Since 1993, TRACKER has fitted Stolen Vehicle Recovery, and more recently Vehicle Asset Management systems to more than 530,000 vehicles including passenger cars, HGV's, LCV's and plant equipment.

Thanks to TRACKER Stolen Vehicle Recovery products, the Police have recovered more than 11,000 stolen vehicles with a net worth of £192m resulting in over 1,550 arrests.

Additionally TRACKER Vehicle Asset Management systems enable businesses to maximise fleet efficiency and improve customer service through knowing precisely where drivers and vehicles are located at any given time.

- TRACKER operates from headquarters in Uxbridge, Middlesex employing over 220 people in seven divisions.
- A quality assured company with ISO 9001 accreditation, TRACKER has won many industry awards, including the Fleet Excellence Award for ten consecutive years.

TRACKER Retrieve is launched

The first recovery is a Ford RS Cosworth



1993

First commercial vehicle recovery

TRACKER uncovers an Aladdin's cave of stolen vehicles



1994

Police helicopter recovers the 300th TRACKER fitted vehicle

TRACKER helps convict six vehicle thieves



1995

1,000th track

Kent Police recover Cosworth



1996

TRACKER Monitor is launched

TRACKER tackles smuggling operation



1997

TRACKER helps Police smash stolen vehicle operation



1998

to strength

TRACKER Communicator
fleet management system
is launched

TRACKER Stolen Vehicle
Recovery systems lead to
1,000th arrest

TRACKER Reporter
fleet management
system is launched

TRACKER costs thieves
£100 million

TRACKER recovers
£10 million plant
8,000 stolen vehicles
are retrieved

TRACKER sponsors SEAT
Cupra Championship

**TRACKER wins "Fleet
Management's" Fleet
Excellence award for
the tenth year running**



1999

2000

2001

2002

2003

2004

» The TRACKER Stolen Vehicle Recovery system first went live in September 1993 when the company was granted a radio frequency covering the whole of the UK.

- » It was soon taken up by all 52 UK Police forces who were keen to use the system in their fight against vehicle crime. A successful £8.1m share issue followed.
- » During its first five years, TRACKER consolidated its grip on the Stolen Vehicle Recovery market, increasing turnover from £250,000 in 1993 to over £16m by 1998.

- » TRACKER spent an initial period on the Alternative Investment Market (AIM) prior to full listing on the London Stock Exchange. In 1999 the management team completed a leveraged buy out that was backed by leading City institutions, valuing the company at £39.3m.
- » Two years of extensive research and development culminated in TRACKER's entry, in 1999, into the Vehicle Asset Management market with TRACKER Communicator. TRACKER's fast-expanding Stolen Vehicle Recovery and Vehicle Asset Management product range saw turnover rise to £34m* by 2003.

A decade of growth



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TRACKER Network (UK) Limited

Growing from strength to strength

* Figure unaudited at time of going to press



“Some of the functions we can now offer are not only new to TRACKER but are also new to the industry and are not offered by any other manufacturer in the industry.”

Peter Crinson, Product Development Manager TRACKER



Leading through Innovation

» Motorola: Bringing TRACKER systems to life

At the heart of every TRACKER Stolen Vehicle Recovery installation lies a sophisticated electronics system manufactured by the market leading Motorola Automotive & Industrial Electronics Group. Working closely with Motorola ensures that all TRACKER systems incorporate the latest technology and are manufactured to rigorous quality standards in the most advanced production facilities available.

» ntl: Nationwide wireless networks

TRACKER Stolen Vehicle Recovery systems rely on a nationwide VHF network managed and maintained by ntl, the UK's largest third party supplier and maintainer of radio systems. ntl is an innovative, progressive company that constantly develops its product range to deliver the 24/7 reliability on which mission-critical, wireless systems such as TRACKER depend.

» Celestica: Harnessing the power of GPS and GSM

The world's third largest electronics company Celestica has been instrumental in the design and electronics of TRACKER's Vehicle Asset Management systems. Celestica's unparalleled industry

TRACKER owes its lead in the Stolen Vehicle Recovery and Vehicle Asset Management industry to extensive investment in research and development, and a commitment to partnering exclusively with world-class technology suppliers.

experience has enabled the design and production of a unique system that integrates both GPS (Global Positioning System) and GSM technologies. Managed by sophisticated control software, this small, highly efficient product meets with 'full unit type approval'.

» US Department of Defence

Satellite system for pinpoint accuracy

Both TRACKER Horizon (Stolen Vehicle Recovery) and TRACKER Reporter and Communicator (Vehicle Asset Management) utilise the GPS constellation of satellites to determine vehicle position. GPS is acknowledged as the global navigational standard offering worldwide coverage to an accuracy of 20 metres or better.

» Live information via Web and WAP

TRACKER's Vehicle Asset Management systems allow fleet operators to view and manage live vehicle information and monitor vehicle efficiency simply by logging onto the Internet. At the forefront of Wireless Application Protocol (WAP) technology, TRACKER Communicator also offers customers access to live and historic vehicle data via WAP-enabled phones.





TRACKER Stolen Vehicle Recovery systems have assisted the Police in the recovery of over £192m worth of vehicles and the arrest of more than 1,550 criminals.

A vehicle is stolen every two



minutes in the UK...

With TRACKER, **peace of mind comes as standard**

TRACKER has pioneered Stolen Vehicle Recovery systems since the company launched in 1993 and negotiated agreements for its system to be operated by all 52 UK Police forces.



"We only licence products that have a decisive effect on security improvement and pass our thorough tests. We are pleased and confident to give an accreditation to TRACKER's Stolen Vehicle Recovery systems, which have already shown their worth for the country's Police forces."

Alan McInnes, General Manager
Association of Chief Police Officers (ACPO) CPI

With vehicle crime accounting for a quarter of all recorded incidents, the Police were quick to see TRACKER's potential and fit our systems to all Police patrol cars, helicopters and fixed-wing aircraft.

All three variants TRACKER Retrieve, TRACKER Monitor and TRACKER Horizon meet the criteria set out by the ACPO CPI 'Secured by Design' initiative and carry the 'Police Preferred Specification' endorsement.

TRACKER coverage spans Great Britain and Northern Ireland and has now been further expanded to include France and Spain.



Police Preferred Specification



Pioneering vehicle



“Our customers increasingly require that we officially approve a tracking device. Of all the Stolen Vehicle Recovery devices, TRACKER Network offers by far the most effective systems.”

Mark Gillett, Audi UK



TRACKER technology and service features have evolved constantly since its 1993 launch to offer an outstanding solution to the Stolen Vehicle Recovery challenge.

protection and security

» TRACKER Retrieve

- The first Stolen Vehicle Recovery system to be used in the UK from 1993
- Once a vehicle unit is activated, a silent signal is tracked by the Police on direction-finding computers
- Built around proven Motorola technology and using land-based transmitters that offer no hiding place – even if a vehicle is hidden underground or in a container
- No external aerial to reveal the TRACKER installation

» TRACKER Monitor

- Launched in 1996, building on the success of TRACKER Retrieve and incorporating additional technology
- Able to sense unauthorised vehicle movement and automatically alert TRACKER's 24 hour control room

» TRACKER Horizon

- Introduced in 2000 using technology first developed for the Vehicle Asset Management marketplace
- The only Stolen Vehicle Recovery system to use dual location technology – offering immediate positioning via the GPS satellite constellation and location/retrieval by the Police via proven radio systems

» Partnering with the manufacturers

TRACKER maintains strong links with the automotive and construction sector and is approved by 36 top vehicle manufacturers including:

- | | |
|-----------------|----------------|
| • Audi | • Aston Martin |
| • BMW | • Lexus |
| • DAF | • Toyota |
| • Jaguar | • Morgan |
| • JCB | • Lotus |
| • Mercedes-Benz | • Seat |
| • Volkswagen | • Volvo |

All of these manufacturers promote TRACKER Stolen Vehicle Recovery systems within their dealerships as part of their total vehicle security offering. TRACKER also maintains a strong independent dealer network that sells TRACKER products to motorists and fleet operators nationwide.

» The insurers' choice

TRACKER Stolen Vehicle Recovery systems enjoy a **Category Q** listing from Thatcham, the insurance industry's official body for testing and approving security products. Many insurance companies acknowledge TRACKER's significant benefits by offering discounts when TRACKER is fitted.





“After extensive research we concluded that the TRACKER product was the best suited to our needs and will be by far the most cost effective. TRACKER has proven it can provide a reliable and flexible solution which can be adapted as ADTs business changes.”

Keith Marshall, ADT Service Director



a revolution in fleet efficiency

TRACKER Vehicle Asset Management systems feature powerful tools that enable fleet operators to improve the way they do business.

By knowing precisely where a vehicle is located at any given time, operators can boost efficiency, better managing their fleets to reduce fuel and other transport costs.

Knowing where fleet assets are positioned – down to an accuracy of 20m – also improves driver security. TRACKER Vehicle Asset Management reports detailing location, vehicle speed, engine activity and journey timings can be used to great effect when it comes to mitigating against today's increasingly frequent and expensive insurance claims.

Above all, TRACKER fleet management systems enhance the customer service operators are able to offer through better planned routes, more precise delivery or collection schedules, reduced costs and faster deliveries.

» Working with O2

TRACKER has been working with O2 since August 2000, supplying vehicle equipment and services as part of O2's PinPoint Fleet manager corporate fleet tracking product.

O2 chose TRACKER's flagship TRACKER Communicator, to provide a total fleet management solution operated in conjunction with BT's ISDN service. TRACKER Communicator offers radically improved efficiency in areas such as vehicle fleet management, customer service, vehicle security and driver efficiency.

» ADT Fire and Security take control with TRACKER

The UK's leading fire and security company ADT carried out extensive research before choosing TRACKER Communicator to help control its large fleet of field service engineers.

The challenges facing ADT included continually shifting schedules and a need to respond quickly to emergency call outs. The information TRACKER Communicator provides enables ADT to manage the fleet more effectively and efficiently saving money and increasing customer satisfaction.





“TRACKER is a very important 'tool' that helps us do our job better and maintain the levels of service our existing customers expect. The fact that we have TRACKER in our vehicles also compliments the MHS brand, which stands for reliability, quality, flexibility and responsiveness. We would certainly recommend TRACKER to other fleet operators and do so on an ongoing basis.”

Kevin Spiers, MHS Central Facilities Manager

TRACKER has developed two fleet management products designed to help businesses enhance their mobile fleet operations whether large or small.

Discreet units are fitted easily to any vehicle type working with software that can be quickly integrated with existing systems. Comprehensive after-sales service maximises up-time and return on investment.


Strategic fleet management solutions

» TRACKER Reporter – a powerful solution ‘off the shelf’

- TRACKER's entry-level package that offers a high level of functionality
- Simple to install and can be used with any web-enabled computer or standard WAP mobile
- Offers minute-by-minute updates of vehicle location and comprehensive day end reports enabling users to monitor fleet performance quickly and accurately

» TRACKER Communicator – tailor-made to customer specification

- A bespoke fleet management package configured to specific client needs
- Offering the same ease of use as TRACKER Reporter; TRACKER Communicator helps businesses boost efficiency, security and customer service levels.

» For further information on how **TRACKER Stolen Vehicle Recovery** and **Vehicle Asset Management** products could help your vehicle security and mobile fleet operations please contact us today:  **01895 234 567** www.TRACKER.co.uk



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TRACKER reserves the right to alter product specifications and pricing without prior notice.

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