



NO REGRETS LOCK IT OR LOSE IT

July is Vehicle Theft Prevention Month Public Awareness Campaign

July is Vehicle Theft Prevention Month, and for 2021, the International Association of Auto Theft Investigators (IAATI) is asking for your agency to join us in a month long campaign that will promote combating auto theft together. Our “**NO REGRETS - Lock It or Lose It**” Campaign promotes the advantages of how the simple act of locking vehicle doors can be the most significant step in vehicle theft prevention in our communities.

IAATI is an international organization representing 58 countries with representatives from law enforcement, judicial systems, the insurance industry, and many other private and corporate partners. Any one of them can provide you statistics and the realities of vehicle theft and how it is a major contributing factor to the criminal element in any part of the world. We also know you only have to look as far as your own regional crime data to see that this is true. With this in mind, we come together to develop some resources to make it easy for your agency and you to join in the fight against auto theft and share this information with your citizens.

Below you will find verbiage for a state proclamation submission, a press release, and several media files that your agency can use on the various social media platforms. Please add your agency logo to ours to show that we are together in this effort. When everyone does their part to combat auto theft, there are NO REGRETS to Lock it or Lose It.

We look forward to seeing your agency in the media and online as we come together to combat auto theft.

For more information on IAATI, its members, or other resources we offer
please visit iaati.org.

mediarelations@iaati.org



Sample Press Release

No Regrets - Lock It or Lose It July is Vehicle Theft Prevention Month

The month of July marks National Vehicle Theft Prevention Month in the United States. The International Association of Auto Theft Investigators (IAATI) and corporate partners located throughout the world are committed to increasing awareness and prevention of vehicle crimes while promoting proactive measures to protect vehicles from theft and burglary.

IAATI law enforcement and insurance members report most vehicle thefts are crimes of opportunity and therefore preventable. Simple steps taken by owners and drivers can help to reduce these crimes of opportunity. These steps include:

- Locking vehicle doors and remembering to close all windows and sunroofs
- Removing keys, and spare keys, from your vehicle
- Parking in a garage or behind a locked gate in well-lit areas whenever possible.
- Removing any documentation that could be used to steal your identity.
- Removing all guns and weapons from a parked vehicle
- Using additional security devices to assist in safeguarding vehicles from theft.
- Safeguarding your car keys at all times
- NEVER leave a vehicle running while unattended.

When everyone does their part to combat vehicle theft there are ***“No Regrets to Lock it or Lose it.”***

Crime data shows a motor vehicle was stolen every 44 seconds in the United States in 2019, and more than 721,800 owners and drivers fell victim to vehicle theft last year, resulting in a \$6.4 billion economic loss. In 2020 Interpol’s Stolen Motor Vehicle Task Force tracked 248,976 motor vehicles reported stolen throughout the world.

(Your Jurisdiction/State/Country) reported (##,###) stolen vehicles in (Year); resulting in a \$###.# million economic loss for the state. (Your Jurisdiction/State/Country) ranks ##th in total number of thefts in the U.S. and ##th for rate of theft (thefts per 100,000 residents). Preliminary reports by the National Insurance Crime Bureau (NICB) indicate a sharp increase in US vehicle thefts for 2020; final data will be released in Fall 2021.

Paul Thomas IAATI, 1st Vice President, states “We all must take a no regrets approach and always ensure we lock our vehicle each time we leave it. This means taking your keys with you and ensuring there are no spare keys left in the car. Too often we give offenders a ‘free ride’ by leaving our cars unlocked, or the key inside. Unfortunately, offenders then go on and use these stolen vehicles to commit multiple other crimes which mean that many others in our community also become a victim from a single auto theft offense.”

Help us take a stance against vehicle crimes and have NO REGRETS Lock it or Lose It.
For more information and theft prevention tips, visit iaati.org.

Sample Verbiage Proclamation

WHEREAS, nationwide there were an estimated 721,885 vehicle thefts in 2019, resulting in a \$6.4 billion economic loss for the United States; and

WHEREAS, (YOUR STATE) reported (# OF STOLEN) stolen vehicles in 2019; resulting in a \$(YOUR STATE DATA) million economic loss for the state; and

WHEREAS, (YOUR STATE) ranked (##)th in total number of vehicle thefts in the U.S. and was (##)th for rate of theft (thefts per 100,000 residents); and

WHEREAS, Preliminary reports by the National Insurance Crime Bureau (NICB) indicate a sharp increase in vehicle thefts nationally for 2020; and

WHEREAS, vehicle thefts are often coupled with egregious acts of violence, human trafficking, smuggling, fraud, and constitute a threat to our state's communities, residents, and law enforcement; and

WHEREAS, many vehicle thefts are preventable through simple steps taken by owners and drivers to include removing the keys, locking the vehicle, parking smart, and using additional security devices.

NOW, THEREFORE, I, (YOUR STATE GOVERNOR), Governor of the State of (STATE), do hereby proclaim July 2021 as

Vehicle Theft Prevention Month

and encourage all (STATE CITIZENS) to increase their awareness of vehicle theft and related crimes and take responsibility for their property through proactive efforts to reduce vehicle crime in (STATE).



Media Posts

Below are several social media ads with suggested text to accompany them. These ads are adequately sized for Facebook, Twitter, Linked In, and Instagram. Please feel free to add your agencies/companies logo alongside the IAATI logo. The distribution of these ads is set to start July 1st, 2021, and run for the entire month of July. How and when these ads are posted will be at the discretion of your agency. Feel free to use one, two, or all of the ads as you join us in the NO REGRETS Lock it Or Lose It campaign.

Thank you in advance for your participation and support. Our most effective weapon to combat vehicle theft crimes has been and will continue to be cooperation. We appreciate having you and your agency join the fight.

Facebook, Twitter, LinkedIn



Instagram



July is Vehicle Theft Prevention. With 721,800 vehicles stolen in the United States during 2019, with a high number of those being reported left unsecured, we need you to have NO Regrets Lock It or Lose It. Lock doors, take keys, and never leave a running vehicle unattended.
#Vehicletheftprevention



July is Vehicle Theft Prevention. A vehicle is stolen every 44 seconds in the United States. We need everyone to have NO Regrets Lock It or Lose It. Lock doors, take keys, and never leave a running vehicle unattended.
#Vehicletheftprevention

Media Posts



Doesn't your vehicle deserve two seconds of your time? Lock your vehicles, every time all the time. There are No Regrets Lock it or Lose it.

#Vehicletheftprevention



We lock our doors for the thief we didn't see. No Regrets Lock It or Lose It.

#Vehicletheftprevention



The best vehicle theft prevention starts with you. No Regrets Lock it Or Lose It. Lock doors, take keys, and never leave a running vehicle unattended.

#Vehicletheftprevention

Media Posts



Keep it simple No Regrets Lock It or Lose it. The simple act of locking your car increased the chances people just leave your stuff alone! Lock doors, take keys, and never leave a running vehicle unattended. #Vehicletheftprevention



Thieves are in the area! Lock doors, take keys, and never leave a running vehicle unattended. #Vehicletheftprevention



Locking your door should feel this good! No Regrets Lock It or Lose It. Lock doors, take keys, and never leave a running vehicle unattended. #Vehicletheftprevention





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