



FOR IMMEDIATE RELEASE

June 27, 2013

Contacts: *Carole Walker, Coloradans Against Auto Theft Co-Chair*
303-790-0216 or toll free 800-355-9524

Bear Kay, Coloradans Against Auto Theft Co-Chair
303-239-5774 or 303-594-2580 (cell)

**Coloradans Against Auto Theft Summer Campaign Heats Up
During National Auto Theft Prevention Month**

Thief Reminds Citizens: Lock Your Car or It Will Be Stolen

Denver—The **Coloradans Against Auto Theft (CAAT)** coalition kicks off National Auto Theft Prevention Month with a new public awareness campaign to remind Coloradans to lock their vehicles this summer as auto theft is increasing in the state. The CAAT campaign is conducted statewide in conjunction with law enforcement agencies, insurance companies and community partners, and encourages the general public to never leave their car doors unlocked, their windows cracked or anything personal or valuable in plain sight. Additionally, Colorado has seen a spike in drug related crimes and often those crimes involve stolen vehicles; in half these cases, the car was an easy target for the thief because it was left unlocked.

“According to auto theft task forces and investigators, auto theft is increasing in Colorado,” said Colonel Scott Hernandez, Chief of the Colorado State Patrol (CSP). “Our Auto Theft Intelligence Coordination Center (ATICC) recorded 11,003 auto thefts in its database in 2012, as compared to 9,331 in 2011. Colorado Springs has seen the sharpest increase where auto theft is up 60% compared to last year. A number of factors contributed to this increase including improvements to the Colorado Bureau of Investigation’s data collection system, which may have captured more reports of auto theft in 2012 than in previous years.”

Lockdown Summer Campaign: “Unlocked Cars Get Stolen”

To get the auto theft prevention message out to Coloradans statewide, CAAT is launching its campaign at Garden of the Gods, a popular summer destination for tourists and locals alike. The main message to patrons: Unlocked Cars Get Stolen. Auto theft spikes in the summer because people tend to let their guard down and make risky decisions such as leaving the window cracked or hiding a key under the wheel while they hike. “While Garden of the God's is a safe place, it's our responsibility as community partners to remind our visitors that they need to put safety first and always lock their car wherever they go to enjoy summertime in Colorado,” remarked Snook Cipolletti, Park Ranger, Garden of the Gods.

-more-

The Lockdown message will be supported through a paid media campaign in Colorado Springs, including outdoor, online and mobile advertising with an estimated 11 million impressions. Coloradans will notice the campaign across the Colorado Springs area on several billboards along I-25 and throughout town, bus backs, and bus boards and on geographically targeted sites including www.Gazette.com. The campaign will also be supported through community partnerships, including Red Rocks Amphitheatre, where Lockdown messaging will appear in parking lots. The Lockdown website has undergone a refresh and now features a geo-locator tool that allows citizens to search auto thefts in their zip code.

Lockdown summer advertising campaign gives people insight to how a thief thinks



**YOU LEFT YOUR CAR UNLOCKED.
I LEFT WITH YOUR CAR.**

LOCKDOWN
COLORADANS AGAINST AUTO THEFT

LOCKDOWNYOURCAR.ORG

**SOUTHERN COLORADO MOTOR
VEHICLE THEFT TASK FORCE**

Did You Know?

- In 2012, a total of 11,003 motor vehicle thefts were reported by law enforcement agencies in Colorado—an 18% increase in motor vehicle thefts from 2011. (ATICC Consumer Report)
- Using the FBI's average valuation of \$6,089 per stolen vehicle, this amounts to an estimated \$67 million in losses during 2012.
- Car theft is typically a part of other serious criminal enterprises, such as terrorism, illegal drugs, homicides and identity theft.
- 50% of all stolen cars have the keys in them, meaning, the simple act of removing the keys cuts theft in half. (NHTSA)
- 40% of Coloradans leave their car running unattended at some point.
- 40% of Coloradans know someone who has had a car stolen.

What Can You Do?

The Lockdown consumer website, www.lockdownyourcar.org, provides important tips:

- Lock your doors
- Roll up your windows
- Think twice about where you park your car

-more-

- Invest in an anti-theft device
- Never leave your wallet in your car
- Remove valuable items
- Don't leave personal information in your car

Colorado auto theft task forces, made up of regional law enforcement agencies and other motor vehicle safety and insurance partners, are a part of the CAAT coalition to decrease auto theft. For more information on Lockdown, visit www.lockdownyourcar.org.

CAAT Coalition Partners

- Attorney General's Auto Theft Initiative
- Auto Theft Intelligence Coordination Center (ATICC)
- Beat Auto Theft Through Law Enforcement (BATTLE)
- Colorado Auto Theft Investigators (CATI)
- Commerce City, Thornton & Adams County ALPRs
- East Metro Auto Theft Team (EMATT)
- Metropolitan Auto Theft Task Force (MATT)
- San Luis Valley
- Southern Colorado Theft Task Force
- Western Colorado Auto Theft Task Force (WCATT)

Resources for Auto Theft Information

- Coloradans Against Auto Theft – www.lockdownyourcar.org
- Colorado Auto Theft Prevention Authority
- Rocky Mountain Insurance Information Association – www.rmiiia.org
- Colorado Auto Theft Investigators – www.coloradoautotheft.org
- National Insurance Crime Bureau – www.nicb.org

About Coloradans Against Auto Theft (CAAT):

Coloradans Against Auto Theft (CAAT) is a statewide auto theft prevention initiative to raise awareness about the problem and educate the public on what they can do to reduce their chances of falling victim to auto theft. CAAT is a coalition of law enforcement agencies, the Colorado State Patrol, insurance partners, LoJack and AAA Colorado. CAAT and the state auto theft task force efforts are funded in part by the Colorado Auto Theft Prevention Authority (CATPA).

###