

# What is DATATAG?

- Approximately 26,000 motorcycles and scooters are stolen each year in the UK and the majority of these are less than 3 years old. These are often stripped and rebuilt around genuine frames and as such recovery rates are low, with the Police unable to prove ownership beyond doubt.
- For the first time the industry has come together to promote security and suggest ways in which customers can protect their machines better.
- For security marking the industry has backed Datatag. Supported by Police authorities and the Home Office all new motorcycles will be sold marked, tagged, registered and traceable by Datatag, reducing theft and providing peace of mind to riders.
- Datatag is a crime prevention product that is designed to deter theft and enable law enforcement to identify powered two wheels and their components quickly and easily. The data captured by your dealer will be provided to Datatag for security and crime prevention reasons and to assist law enforcement in proving title of the powered two wheeler. Your data will not be used for marketing purposes or shared with any other 3rd parties.
- Datatag ID Ltd is the country's foremost supplier of security marking technology and is the chosen delivery partner for the official marking schemes for not only the motorcycle industry but also the construction, agriculture and marine industries as well.

### The Datatag Technology Installed on Your New Motorcycle:

1) **Tamper evident warning label** - this should ONLY be installed on the frame, near the headstock and never on easily removed parts such as the swing arm or chain guard. This label is **THE primary identifier** to say that your bike is protected by the MASTER Scheme. UK Police Forces have been briefed to look for it on all new motorcycles to demonstrate that the motorcycle is a genuine UK bike, and to use the information to check if there is any police interest in the machine.

#### If this label has not been fitted correctly you risk:

- The inconvenience of suspicion when stopped by the Police due to no visible label.
- Dealer part exchange may be questioned as to whether the machine is a UK bike or import or even a genuine bike?
- Suspicion of yours being a stolen bike when selling privately.



Label shown at actual size

Primary ID Number  
(Example number shown)



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\*PNC data supplied by RTG Ltd

### 2) Datatag Glass Tag (not included with MASTER LITE system)

This transponder is roughly the size of a grain of rice and is hidden in the electrical parts, panel and seat. It contains a unique code number which is permanently programmed into its integrated circuit. The number cannot be altered or deleted.



### 3) Tamper Evident Warning and Re-Registration Label (not included with MASTER LITE system)

Specially designed decals warn off any potential thieves. Generally fitted under the seat. They also act as a reminder for second or third keepers to register the machine in their name.



### 4) Datadots®

A superior microdot identification system developed for ease of use. Each MASTER Scheme system contains a bottle of hundreds of Datadots that the dealer uses to mark your engine, brakes, suspension, instruments, levers and other valuable components. Once installed, any remaining Datadots must be discarded by the dealer.



### 5) Ultra Destruct Visible Identification Labels (Off road motorcycle system only in place of UV Etching)

Specially designed ultra-destruct labels comprise a unique alpha numeric code. They mark the major structural components of your motorcycle, for example: frame, wheels, forks, swing arm, rear suspension unit.



### 6) "Stealth" UV Etching (Fitted on mainly road only motorcycles and scooters)

This new innovative marking technology uses ULTRA VIOLET markings to permanently etch a unique code into your bike's valuable body panels.

Your dealer will have carefully installed this technology on all of your bike's bodywork. When installed correctly, the UV etches are virtually invisible in daylight and only show under UV light, meaning that your bodywork is not scarred by ugly marks and dealers have been advised to position these out of direct eye sight.



**PLEASE NOTE: ALL OF THE ABOVE IDENTIFICATION TECHNOLOGIES ARE INSTALLED ON YOUR MOTORCYCLE, BY YOUR DEALER, AT PDI. CHECK WITH THEM IF YOU ARE NOT SURE.**

**IMPORTANT: ONLY YOUR DEALER has the correct installation instructions.**

**IMPORTANT: ONLY YOUR DEALER can register your motorcycle on our database.**

**IMPORTANT: As the customer you cannot install OR register a MASTER Security System.**

**CUSTOMERS ARE NOT TO FIT ANY SPARE COMPONENTS TO ANOTHER BIKE.** If you want to know more about the Datatag technology installed on your motorcycle, or are unsure where the technology has been installed, please speak with your supplying dealer.

**If you have any questions about the Official Security Scheme or the Datatag technologies and where they have been installed on your machine - ASK YOUR DEALER. Ask your dealer to show you where they have installed all of the above technologies on your new motorcycle.**

***Remember, with your new motorcycle, security marking comes as standard.***