



200 Lowder Brook Drive, Suite 1000  
Westwood, MA 02090-9902

Mr. Sam Sample  
123 Any Street  
Anytown, USA 12345

**Vehicle theft costs you more than equipment.**



200 Lowder Brook Drive, Suite 1000  
Westwood, MA 02090-9902

**Make a smart business decision:  
Protect your construction fleet with LoJack  
and save \$100 off each unit you buy.\***

Reply today and get a FREE LoJack ROI calculator.

Mr. Sam Sample  
123 Any Street  
Anytown, USA 12345

Dear Mr. Sam Sample:

For construction pros like you, equipment is your livelihood – and you understand its value goes far beyond simple replacement costs. That’s because your backhoes, front-loaders, skid-steers, compressors are **mission-critical**. But with open cabs, universal keys, and a ready resale market, poorly secured vehicles (that often don’t have the titles or registrations of cars and trucks) are extremely **tempting – and vulnerable** – to rings of professional thieves.

What happens when they strike your fleet? **You’re out.** You’re out of equipment while you wait for replacements. You’re out of patience while you haggle with insurance agents. Soon, you’ll be out of time as your job site shuts down while workers idly wait for new equipment. **In short, you’re out of luck and money** – or even out of business.

**Not with the LoJack Stolen Vehicle Recovery System – the *only* system used by police.**

When you install LoJack on your construction fleet, you’re taking a smart step to minimize the impact thieves can have on your business. LoJack is the complete solution that helps police **recover your stolen vehicles and equipment** – and keeps your business up and running. That’s a **smart decision that saves you money.**

- **Rapid Recovery** – More than 90 percent of stolen vehicles equipped with LoJack are recovered by police – usually within a day, and often within a few hours. Your job sites experience minimal impact.
- **Lower Insurance Premiums** – Depending on your coverage, LoJack can decrease portions of insurance premiums on your vehicle fleet – and prevent the deductibles and increased premiums that accompany fleet theft.
- **A Compelling Return On Investment** – Minimize downtime and keep the team on the job. Avoid the insurance runaround. Your investment in LoJack can be returned with the recovery of just one stolen vehicle.

**A Free Calculator – And A Faster ROI With LoJack**

Now, we’ll make your ROI even greater. Reply today for your **free LoJack ROI calculator** and you’ll qualify for a **special discount of \$100 off** every LoJack unit you buy for your fleet of vehicles and equipment. Return the slip below or call 877-775-6522. This special discount offer expires Dec. 31, 2003, so don’t delay.

Sincerely,

[signature]

Name  
Title

P.S. Construction-vehicle theft is a \$1 billion problem – and growing every week. Protect the heart of your business – your equipment fleet – with LoJack and earn a special \$100 savings for each vehicle. **Call 877-775-6522 today.**

\*New customers only, up to 50 units.

CODE

Please detach and return this portion in the enclosed postage-paid envelope.

**YES, I’d like my FREE LoJack ROI Calculator. And please register me to take advantage of a special \$100/unit discount for my construction vehicles and equipment.**

Please make any corrections to the information below:

Mr. Sam Sample  
123 Any Street  
Anytown, USA 12345

Please provide the following:

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

**Protect your fleet today.**  
Reply by mail or for faster service, fax this reply card to : XXX-XXX-XXXX or call **877-775-6522.**





200 Lowder Brook Drive, Suite 1000  
Westwood, MA 02090-9902

**Don't leave your business vulnerable to theft. Make the sharp financial decision:**

- Free study on how to avoid losses from theft
- Free calculator to help you add up your ROI
- Big savings on LoJack – the only stolen vehicle recovery system used by police

Mr. Sam Sample  
123 Any Street  
Anytown, USA 12345

Dear Mr. Sam Sample:

For construction pros like you, equipment is your livelihood – you understand its value goes far beyond simple replacement costs. That's because your backhoes, front-loaders, skid-steers, compressors are **mission-critical** to business. But with open cabs, universal keys, and a ready resale market, poorly secured vehicles (that often don't have the titles or registrations of cars and trucks) are extremely **tempting – and vulnerable** – to rings of professional thieves.

What happens when they strike your fleet? **You're out.** You're out of equipment while you wait for replacements. You're out of patience while you haggle with insurance agents. Soon, you'll be out of time as your job site shuts down while workers idly wait for new equipment. **In short, you're out of luck and money** – or even out of business.

**Not with the LoJack Stolen Vehicle Recovery System – the only system used by police.**

When you install LoJack on your construction fleet, you're taking a smart step to minimize the impact thieves can have on your business. LoJack is the complete solution that helps police **recover your stolen vehicles and equipment** – and keeps your business up and running. That's a **smart decision that saves you money.**

- **Rapid Recovery** – More than 90 percent of stolen vehicles equipped with LoJack are recovered by police – usually within a day, and often within a few hours. Your job sites experience minimal impact.
- **Lower Insurance Premiums** – Depending on your coverage, LoJack can decrease portions of insurance premiums on your vehicle fleet – and prevent the deductibles and increased premiums that accompany fleet theft.
- **A Compelling Return On Investment** – Minimize downtime and keep the team on the job. Avoid the insurance runaround. Your investment in LoJack can be returned with the recovery of just one stolen vehicle.

**Get Complete Details in LoJack's "Construction Vehicle Theft Report." Plus Get A Free Calculator – AND Qualify for \$100 Off Every LoJack You Buy\***

Now, your ROI is even greater. Reply today for your "Construction Vehicle Theft Report" and **free LoJack ROI calculator.** Best of all, you'll qualify for a **special discount of \$100 off** every LoJack unit you buy for your fleet of vehicles and equipment. Return the slip below or call 877 775 6522. This special discount offer expires Dec. 31, 2003, so don't delay.

Sincerely,

[signature]

Name  
Title

P.S. Construction-vehicle theft is a \$1 billion problem – and growing every week. Protect the heart of your business – your equipment fleet – with LoJack and earn a special \$100 savings for each vehicle. **Call 877-775-6522 today.**

\*New customers only, up to 50 units.

CODE

Please detach and return this portion in the enclosed postage-paid envelope.

**Yes, I'd like my FREE LoJack "Construction Vehicle Theft Report" and ROI Calculator. And please register me to take advantage of a special \$100/unit discount for my construction vehicles and equipment.**

Please make any corrections to the information below:

Mr. Sam Sample  
123 Any Street  
Anytown, USA 12345

Please provide the following:

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_



**Protect your fleet today.**

Reply by mail or for faster service, fax this reply card to : XXX-XXX-XXXX or call **877-775-6522.**





**MEN  
NOT AT  
WORK**

**When thieves hit your  
construction site, you lose  
more than equipment.**

*Protect your fleet – and keep  
the crew working – with LoJack.*

**LO/JACK®**



## Your fleet is vulnerable.

Your equipment – backhoes, front-loaders, skid-steers, bulldozers, forklifts, even trailers with compressors and generators – they're the largest investments your company makes. But they're vulnerable to all-too-common theft. Construction-vehicle theft is the \$1 billion problem that costs companies like yours big money every week. And there are hidden costs that can devastate your business:

**Lost Productivity** – Without your essential – and expensive – equipment, your job site shuts down. That means no revenue while your employees are idle.

**Missed Deadlines** – Missing equipment creates havoc on your tight project schedules. Will your customers understand when you miss a contract deadline?

**Insurance Costs** – Even if you are insured, you still pay deductibles and/or higher premiums with each theft -- and waste time filing and processing claims.

**Replacement Vehicles** – Replacing depreciated vehicles and temporary rentals create the unplanned budget problems that can bring your project into the red with just one theft.

## LoJack: the smart investment to protect your fleet.

The fact is: there are three types of fleet managers today: theft victims, future theft victims – and LoJack customers. For more than 15 years, the LoJack Stolen Vehicle Recovery System has been helping construction firms like yours protect their fleet vehicles, equipment, and cargo from theft.

We install a small hidden transmitter (with backup battery) in your equipment. If your equipment is stolen, police can pinpoint its location by tracking the LoJack transmitter's silent signals. Recoveries usually occur within a day – and often within a few hours.

- **LoJack for Construction** is designed to withstand water, dust, extreme weather, and the punishment of an active work site. This ruggedized model is ideal for construction equipment and heavy-duty commercial vehicles.
- **Base LoJack** for light-duty trucks, SUVs, and cars.
- **LoJack for Trailers** to protect untethered trailers.

**Protect your fleet. Reply by mail or call today.**

### **ONLY system used by Police**

LoJack offers the only stolen vehicle recovery system in partnership with the police.

### **Compelling ROI**

There are no monthly fees with LoJack. You can recoup your investment in LoJack with just one recovery.

### **Superior recovery rate**

Police recover more than 90 percent of stolen vehicles equipped with LoJack – more than 100,000 worldwide.

### **Lower insurance premiums**

Depending on your policy, LoJack can help decrease the costs of insuring your LoJack-equipped fleet.

### **Guaranteed**

If your LoJack-equipped vehicle under warranty isn't recovered by police in 30 days, we'll replace your LoJack unit free of charge.

# Make the sharp business decision: Discover the LoJack ROI

*\$100 Off – And A Free Calculator To Let YOU Do The Math!*

Don't put your business at risk waiting for theft to happen – make the sharp business decision and equip your fleet with LoJack. If an average construction vehicle is worth \$20,000, you can often recoup your investment with the recovery of just one stolen vehicle. Add in your lower insurance premiums, unnecessary deductible payments, and reduced "downtime" and it's easy to see that LoJack is the smart investment for construction fleet managers.

But don't take our word for it – send for your free LoJack calculator. Plus, when you reply, you'll also qualify for a special \$100 discount on every LoJack system you purchase for your fleet.\*

**Return the reply slip enclosed with this brochure – or call 877-775-6522.  
But hurry – the special discount expires Dec. 31, 2003.**



**LO/JACK<sup>®</sup>**

LoJack Corporation  
200 Lowder Brook Drive, Suite 1000  
Westwood, MA 02090  
877-775-6522  
www.lojack.com

\*New customers only, up to 50 units.

© 2003 LoJack Corp. All rights reserved. Printed in the U.S.A.  
LoJack is a registered trademark of LoJack Corp. All other registered or unregistered trademarks, servicemarks, or tradenames are property of their respective holders.

# Make the sharp business decision: Discover the LoJack ROI

*\$100 Off – And A Free Calculator To Let YOU Do The Math!*

Don't put your business at risk waiting for theft to happen – make the sharp business decision and equip your fleet with LoJack. If an average construction vehicle is worth \$20,000, you can often recoup your investment with the recovery of just one stolen vehicle. Add in your lower insurance premiums, unnecessary deductible payments, and reduced "downtime" and it's easy to see that LoJack is the smart investment for construction fleet managers.

But don't take our word for it – request your FREE "Construction Vehicle Theft Report" and free LoJack ROI calculator. Best of all, you'll qualify for a special discount of \$100 off every LoJack unit you buy for your fleet of vehicles and equipment.\*

**Return the reply slip enclosed with this brochure – or call 877-775-6522.  
But hurry – the special discount expires Dec. 31, 2003.**



LoJack Corporation  
200 Lowder Brook Drive, Suite 1000  
Westwood, MA 02090  
877-775-6522  
www.lojack.com

\*New customers only, up to 50 units.

© 2003 LoJack Corp. All rights reserved. Printed in the U.S.A.  
LoJack is a registered trademark of LoJack Corp. All other registered or unregistered trademarks, servicemarks, or tradenames are property of their respective holders.

