

# PREVENT & PROTECT *FROM AUTO THEFT*

**PLATINUM SECURITY**  
PROTECTION 



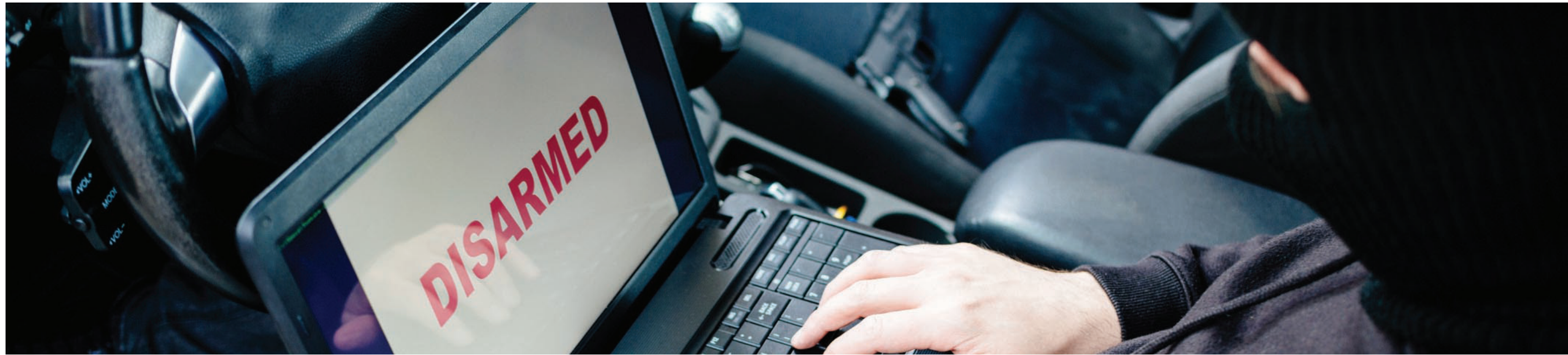
EA7500DB (03/18)

# VEHICLE THEFT *IN CANADA*

- According to Statistics Canada, motor vehicle theft is one of the most common police-reported offences in Canada.
- Over **114,863** vehicles were reported stolen in 2023; that's roughly 314 vehicles a day.
- **1 in 6** of stolen vehicles are never recovered.
- Automobile theft costs Canadians approximately **\$1 Billion** a year, including the cost for insurers to fix or replace stolen vehicles, as well as millions for police, health care, court system and correctional services.



# THIEVES AVOID PLATINUM *SECURITY PROTECTED VEHICLES*



## WHAT IS PLATINUM SECURITY PROTECTION?

Incorporates three components:

### 1. Identification Code

A non-removable, police-traceable identification code is permanently etched on all the major glass of your vehicle or imprinted onto selected body panels of your vehicle. The identification code is registered into a national database that is cross-referenced to the manufacturer's Vehicle Identification Number (VIN), the selling dealership, and the vehicle's owner.

### 2. Warning Decal

Visible warning decals on the driver and front passenger windows identify the vehicle as being registered with a national theft prevention company. These decals warn thieves that the vehicle's key components are marked.

### 3. Theft Recovery

The Platinum Security Protection aids in recovering stolen vehicles and provides some benefits in the event of vehicle theft.

**THE PLATINUM SECURITY PROTECTION SYSTEM  
DISCOURAGES THIEVES FROM STEALING MARKED VEHICLES.**

# WHY WOULD A PROFESSIONAL THIEF PASS ON A MARKED VEHICLE TO STEAL AN UNMARKED ONE?



- The identification code makes the vehicle more challenging to sell and the parts less profitable to chop shops.
- It costs thousands of dollars to replace all the etched windows or labeled body panels.

## WHY IS GLASS ETCHING OR BODY PANEL LABELING BETTER THAN OTHER SECURITY PROTECTION SYSTEMS?

- No monitoring fee.
- It cannot be disarmed, disabled or disconnected.
- The identification code is permanent.
- It creates a direct link between the vehicle, the dealership and the vehicle's owner.
- Other systems help to prevent theft or assist in theft recovery; Platinum Security Protection does both.



# COMPENSATION



**If Platinum Security Protection fails to prevent theft and your vehicle is stolen and deemed a total loss, you will receive:**

- Up to \$5,000.00 towards a replacement vehicle at the selling dealer.
- Rental vehicle and/or accommodation reimbursement if the vehicle was more than 150 kms from home at the time of theft.

**Additional features:**

- Coverage is transferable to the next owner.
- The \$5,000.00 credit benefit at the dealership is transferable to another individual if you choose not to use it.
- Coverage is renewable for a subsequent term.

**If the vehicle is recovered, you will still receive:**

- Up to \$1,000.00 towards the comprehensive deductible for the repair of damages.
- Up to \$1,000.00 towards your home insurance deductible if you claim for property stolen from your recovered vehicle.

# PLATINUM SECURITY PROTECTION



Note: The contents provided in this brochure are only a summary of terms and conditions. Please refer to the actual agreement for complete details of the benefits and limits of liability. See your dealer for details.



320 Sioux Road  
Sherwood Park, AB T8A 3X6

Administration: 1.800.381.2580  
etch@firstcanadian.ca  
Fax: 1.800.304.4031  
Claims: etchclaim@firstcanadian.ca