

## **PRESS RELEASE**

### **ANTI-THEFT NUMBER PLATE SECURES POLICE SEAL OF APPROVAL**

SecurePlate, the world's first anti-theft number plate, has won the trusted seal of approval from a national crime prevention initiative supported by top police chiefs.

The patented number plate, made by Hills, the UK's largest number plate manufacturer, features the Secured By Design hallmark, a sign that the product has passed a series of stringent standards backed by the Association of Chief Police Officers (ACPO).

SecurePlate, the only system to meet the DVLA's theft-resistant standards, is specially designed to shatter into pieces, making it impossible for use on any other vehicle. Supt John Wake, head of ACPO's Vehicle Crime Intelligence Service, has endorsed the concept of SecurePlate "as the way forward in combating number plate theft."

"It is a very simple and cost-effective system that has long-term benefits for car owners. It is beneficial not only for the duration that you own the vehicle, but also has added value when you sell it on," he said.

According to latest figures, more than 40,000 number plates were stolen in 2005, a staggering 25% increase on the previous year. They are used by criminals to commit a variety of offences, such as disguising stolen vehicles and evading payment for fuel at garage forecourts.

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## **Anti-theft number plate secures police seal of approval/2..**

"The Secured By Design initiative helps consumers choose products which have passed police scrutiny and meet the very highest specifications. SecurePlate is a unique, patented system and should not be confused with other products on the market, such as clutch head screws, which claim to foil thieves but are neither foolproof nor DVLA-approved," explained Mark Debenham, SecurePlate's sales and marketing director.

SecurePlate can be fitted at around 150 car dealerships in the UK, including groups covering all major manufacturers, and typically costs around £49.99 for the most popular marques. Full stockist details and further product information can be viewed at [www.secureplate.com](http://www.secureplate.com) or call Hills Numberplates on 0121 623 8106.

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