

CATTRAK™ CATALYTIC CONVERTER THEFT PROTECTION SYSTEM

THE PROBLEM

Catalytic Converters are being **stolen** at an alarming rate!

Catalytic Converter Thefts by Year¹

- ➔ 2018 1,298
- ➔ 2019 3,389
- ➔ 2020 14,433
- ➔ 2021 50,000
- ➔ 2022 64,000
- ➔ *And the numbers keep rising!*

Why are Catalytic Converters so attractive to thieves?

They contain some very **valuable metals**

- ➔ **Rhodium** \$14,430.00 per ounce²
- ➔ **Palladium** \$1,950.00 per ounce²
- ➔ **Platinum** \$942.00 per ounce²



THE CATTRAK™ SOLUTION & PROCESS

CatTrak is an easy to use permanent label & metal etching product

- Permanent high temperature silver mylar combination Warning Label-Stencils are applied to each catalytic converter, engraving a permanent PIN & Toll-Free reporting number.
- The supplied dauber bottle is used to apply the CatTrak Catalytic Converter Engraving Solution to the stencil surface, **permanently etching the unique catalytic converter PIN & Toll-Free reporting number into the catalytic converter.**
- The supplied door jamb sticker, with PIN and Toll-Free Phone Number, is applied to the door jamb.
- The supplied Warning Stickers are placed on the vehicle windows.
- A *PIN Stencil Label* is applied to the deal jacket or the PIN is entered into the DMS, according to the stores process.
- Using the Capital Processing Systems, Inc. (CPS) proprietary online reporting tool, the dealership reports the PIN and VIN to CPS. This process is best performed in the back office but can also be done in the Finance and Insurance or other Department. Once the PIN and VIN are entered in the reporting module, an email will be sent to the user's email address with an attached Certificate of Catalytic Converter Etching, which can be inserted into the deal jacket and provided to the vehicle purchaser upon sale.
- Under its Strategic Partner Agreement with the National Insurance Crime Bureau (NICB), CPS registers the PIN and VIN making it available to all law enforcement nationwide.



¹<https://www.nicb.org> ²kitco.com 5yr average as of 5/9/23