



Dear Public Service Director:

Did you know that last year over 45,000 vehicles were stolen in the U.S. with the keys left inside?

Technology has made cars and trucks much harder to steal these days, but unfortunately too many people make it easy for thieves by forgetting rule number one – lock the doors and take the keys with you. Seven out of every 100 thefts reported last year involved someone admitting they left the keys inside, and many more people are too embarrassed to admit their mistake.

And as cars get harder to steal, some professional thieves have moved on to easier and more profitable targets – trucks carrying valuable cargo. Last year, there were nearly 800 reported thefts with the average load valued at over \$230,000. Theft of electronics and retail goods can add to the cost the consumer pays, but thefts of food and pharmaceuticals can cause illness and even death when contaminated goods are resold on the black market.

The National Insurance Crime Bureau (NICB) is the nation's leading not-for-profit organization dedicated to fighting insurance fraud and vehicle theft. We've been doing that for over 100 years. We're asking you to help us continue our efforts by letting your viewers know about these important issues.

We rely on tips from the public to alert us to car thefts and cargo theft rings. We work closely with law enforcement at the local, state and federal levels to investigate and ensure those responsible are prosecuted.

As part of our efforts to increase the public's awareness, we have created the enclosed PSAs.

"If Only Cars Could Talk" combines real life and animation to drive home the point about taking your keys when you leave the car. It is available in a 60 and 30 second version. "Cargo Theft" uses whiteboard animation to alert the viewer to this growing problem. It is also available in 60 and 30 second formats.

We trust you will find these beneficial to your audience and air them as time permits.

Best regards,

A handwritten signature in black ink that reads "Roger Morris". The signature is fluid and cursive, with the first name "Roger" and last name "Morris" clearly legible.

Roger Morris
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