



MEDIA RELEASE

For Immediate Release

Friday, July 11, 2014

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“Watch Your Car” Month — Get Your FREE VIN Etching!

Lancaster, TX – Summer is the hottest season of the year for vehicle theft, with July ranking as one of the highest auto theft months of the year according to the FBI. In the State of Texas, July is “Watch Your Car” Month designated to auto burglary and theft prevention awareness. The City of Lancaster is committed to decreasing auto burglaries and increasing theft prevention awareness in our community. The Lancaster Police Department advises residents to have their Vehicle Identification Number (VIN) etched into their vehicle’s window. VIN etching is the process of acid stenciling your vehicle’s 17-digit identification number onto the window glass of the vehicle. The stencil is relatively small and does not hamper your view through the windows in any way. Because the etching is done at the bottom of your windows, it is not noticeable and does not take away from the attractiveness of your vehicle. On Wednesday, July 23, 2014 the Texas Auto Burglary and Theft Prevention Authority will be in Lancaster at 3250 W. Pleasant Run Road from 10:00 a.m. to 2:00 p.m. VIN etching vehicle windows for **AT NO COST!**

VIN etching serves several purposes. First, many thieves will steal a vehicle and change its identity by removing the VIN plate on the dashboard and replacing it with a different one. They will then sell the stolen vehicle to an unsuspecting buyer. By having the identification number placed on additional parts of your vehicle, thieves who might want to change the identity will be deterred knowing they will also have to change out all the window glass in addition to the dashboard VIN plate. This is an investment most thieves will not make. Second, should your vehicle ever be stolen, law enforcement will have an easier time recovering and identifying your vehicle since the identification number is readily available on multiple parts of the car. And third, VIN etching qualifies insurance consumers for a Level I insurance discount, which can result in a 2% to 10% discount on the comprehensive portion of your insurance premium, as long as you don’t already have a theft deterrent on your vehicle that qualifies for the Level I discount. On the day your vehicle is etched, you will be given a form to provide to your insurance company to let them know the process has been completed.

We look forward to seeing you! Thank you for your assistance in preventing vehicle theft! If it rains, the event will be canceled. For more information, visit www.lancaster-tx.com or call 214-653-3430. The City of Lancaster invites you to “like” the City on [Facebook.com/CityofLancasterTX](https://www.facebook.com/CityofLancasterTX), follow us at [Twitter.com/Lancaster_TX](https://twitter.com/Lancaster_TX) or register for weekly e-mail alerts regarding upcoming events on our website at www.lancaster-tx.com by clicking on “Notify Me”.

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