

## LASER BEAMS IN ON KIA SECURITY

### Kia moves to Retainagroup's direct-to-glass laser marking system



Since 1994, all Kia cars – around 200,000 to date – have been protected against theft by Retainagroup security marking and registration on the International Security Register (ISR). Now, the overt marking of six windows per car has become much faster with the use of patented, state-of-the-art laser technology.

“Kia has always recognized that overtly marking glass with our unique code and 24-hour telephone number, with vehicle and owner details recorded on the ISR, is a major deterrent to vehicle theft,” explained Retainagroup managing director, Wendy Rowe. “But instead of using stencils and special marking fluid, Kia is now using our in-house developed laser system which reduces the etching time to just 40 milliseconds per mark. It’s very easy to use as well as being totally safe.”

Security marking and ISR registration of all Kias, including the latest Picanto and recently launched cee’d models, is done at the company’s import centre at Killingholme on the North Lincolnshire coast. Last year, over 35,800 Kias were registered in the UK, with the Cee’d now being built in Slovakia. Glass marking and ISR registration is provided by Kia at no additional cost to customers.

Retainagroup is the country’s leading supplier of vehicle glass and component security etching, marking and registration systems. Each discreet mark comprises the Kia logo as well as a code unique to the vehicle and the ISR’s 24/7 ‘phone number. Marking and registration is a proven theft deterrent and the unique code is a powerful tool in helping to detect the growing problem of vehicle cloning.

Being in possession of a Retainagroup marked and registered vehicle poses a very real risk to a thief. A single telephone call – at any time of the day or night – by the police, a dealer or a member of the public can quickly and easily determine whether there is police interest in the vehicle or if its details do not match those recorded on the ISR. Retainagroup statistics prove that vehicles protected by the system are over 50 per cent less likely to be stolen.

Hamish McCowan, Kia after sales and operations director said: “It has always been vital to Kia in the UK that our customers’ investment in their car and enjoyment of their car are top priorities – so protecting the cars from theft is essential. Retainagroup has always looked to stay ahead of the game in deterring theft and the new laser etching and data capture system continues to give us and our customers peace of mind whilst also speeding up the entire marking and registration process. Our new state-of-the-art import centre at Killingholme allows us to place even greater emphasis on first class preparation of customers’ cars and the Retainagroup system fits perfectly with that”

Wendy Rowe added: “Kia appreciates that vehicle crime hasn’t gone away; it has simply changed in ways that alarms and immobilizers alone are not designed to combat.”

Kia is one of 14 UK manufacturers providing Retainagroup marking and ISR registration as standard and joins Toyota, Lexus and Skoda in using the laser marking system. The Association of Chief Police Officers’ Vehicle Crime Intelligence Unit (AVCIS) is keen to see greater use of overt marking (readable without specialist or workshop equipment), with the most practical solution being the overt and repeated marking of vehicle glass. AVCIS believes that it benefits law enforcement and the detection of stolen vehicles at the roadside and that it aids identification when stolen vehicles are broken up or containerized. This is especially true when registration, engine and vehicle identification numbers (VIN) have been removed or changed.

[www.retainagroup.com](http://www.retainagroup.com)  
[www.theisir.org](http://www.theisir.org)

### **About Retainagroup**

Since 1982, Retainagroup Ltd. has been marking vehicle glass and components with unique security code numbers and their 24-hour telephone on behalf of many manufacturers including: Alfa Romeo, Fiat, Hyundai, Kia, LDV, Lexus, Mazda, Proton, Saab, SsangYong, Skoda, Suzuki and Toyota. Other Retainagroup customers include BMW, Ford, Harley-Davidson and Subaru. The Retainagroup security marking and registration system uses state-of-the-art laser technology, stencils with chemical etching, and ultra-destruct and anti-tamper stickers to mark around 700,000 vehicles a year. Well over 55 million vehicle windows have been marked. Retainagroup also operates the International Security Register (ISR) of over eight million vehicles. Operating 24 hours a day, 365 days a year, the ISR is used by police, manufacturers, dealers, insurers and the public to check vehicle details, ownership and police stolen vehicle records. Retainagroup has offices and facilities in London and in Ashford, Kent.

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**MARK IT – REGISTER IT – RETAIN IT**