

## Facts you should know about auto theft.<sup>2</sup>

- Vehicle theft is one of the most frequent crimes committed in Canada according to police reported data.
- Police reported close to 93,000 motor vehicle thefts in 2010. That's roughly 254 stolen vehicles each day.
- About two-thirds of all stolen vehicles were taken from public areas such as parking lots and streets. The remaining third were taken from private residences.
- Insurance Bureau of Canada (IBC) statistics show that car theft costs Canadians about \$1 billion a year including health care expenses, court policing, legal and out of pocket costs such as deductibles.<sup>3</sup>

Contact your local Kia dealer, call our toll-free number at 1-866-475-8864, or visit [kia.ca/kiaprotect](http://kia.ca/kiaprotect) to learn more about Kia Protect products.

Toll free assistance:  
1-866-475-8864

[kia.ca/kiaprotect](http://kia.ca/kiaprotect)

1. Some conditions & benefit limits apply. See contract/policy for full details.
2. Source: Statistics Canada, 2010.
3. Source: Insurance Bureau of Canada (IBC) 2010.

The contents provided in this brochure are only a summary of certain terms and conditions of the contract/policy. Please refer to the actual contract/policy for complete details of coverage and exclusions. The terms and conditions of the contract/policy shall supercede the contents provided in this brochure. The contract/policy may not be available in all Provinces or Territories and specific provisions may vary based upon individual provincial or territorial requirements.



## Kia Theft Deterrent System.

For New, Certified Pre-Owned™, and Used Vehicles.

The Kia Protect logo features the stylized 'KIA' logo followed by the word 'Protect' in a bold, sans-serif font. The background of the entire advertisement is a dark, moody photograph of a person's hands wearing black leather gloves, using a red string to pick the lock of a car door. A white line graphic runs diagonally across the upper right portion of the image.

**KIA** Protect



## Kia Protect Anti-Theft offers:

- Reliable method for discouraging would-be thieves from stealing your vehicle.
- 100% reimbursement for the Kia Protect Anti-Theft product purchase price in the event your vehicle is stolen and recovered within 30 days.
- Discount benefit of up to \$5,000 to help compensate for unrecovered/total loss vehicles.<sup>1</sup>

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## Discouraging auto theft with the power of vehicle identification.

Cars with no visible signs of theft deterrent are easy targets for thieves. With over 400 cars stolen per day in Canada, would-be thieves have plenty of vehicles to choose from. Kia Protect Anti-Theft is a system designed to help deter potential thieves from stealing your vehicle. In the event your car goes missing, Kia Protect Anti-Theft will increase the odds of vehicle recovery and may provide a benefit to reduce the cost of purchasing a replacement vehicle.

Kia Protect Anti-Theft combines a clearly visible warning label with permanent, pre-registered numbers embedded on body panels throughout your vehicle to make it a less attractive target for would-be thieves. The pre-registered number adds your vehicle to a national database to improve its traceability. The police traceable window decal will make it obvious to potential thieves that your vehicle is registered and help convince them to leave it alone. In the event your vehicle is stolen and then recovered with damage or stolen goods, Kia Canada will reimburse you for your Kia Protect Anti-Theft purchase. If your vehicle is stolen and not recovered within 30 days or is declared a total loss by your insurance provider, your selling dealer will provide you with up to a \$5,000 discount on the cost of purchasing a replacement new or used vehicle.<sup>1</sup>

## Reliable theft prevention for your vehicle.

Car thieves will think twice about stealing your vehicle when it is equipped with Kia Protect Anti-Theft. The system offers:

### Multiple term options

Kia Protect Anti-Theft term options range from 24 to 84 months.

### Protection for recovered vehicles

Provides a full refund of the purchase price of the Kia Protect Anti-Theft product in the event your vehicle is stolen and recovered with damage or stolen goods.<sup>1</sup>

### Protection for unrecovered or total loss vehicles

Provides up to a \$5,000 discount at your selling dealer towards the purchase of a replacement vehicle in the event your vehicle is stolen and unrecovered for 30 days or recovered and declared a total loss.<sup>1</sup>

## Vehicle identification.

All Kia's come equipped with permanent and unique tracking numbers discreetly embedded in various body panel locations throughout the vehicle to improve its traceability.



Statistics show that roughly 40% of vehicles stolen in Canada are never recovered.<sup>2</sup> With the Kia Protect Anti-Theft window decal installed, thieves are instantly notified that your vehicle is traceable.