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**ARIZONA AUTOMOBILE THEFT AUTHORITY AND TEMPE POLICE
DEPARTMENT UNVEIL NEW STATEWIDE PSA CAMPAIGN**

PHOENIX (November 18, 2005) Just weeks after dropping out of the number one (#1) spot for auto thefts, the Arizona Automobile Theft Authority (AATA), in partnership with the Tempe Police Department's Crime Prevention Unit, unveils a new statewide auto theft prevention public service announcement (PSA) campaign aimed at continuing the State's efforts to reduce auto thefts.

Through a grant from the AATA and collaboration with several community partners, the Tempe Police Department's Crime Prevention Unit produced a 30-second multi-media auto theft prevention PSA titled, "*Stop The Fast Break To Auto Theft.*" The PSA features the voice of the Phoenix Suns, Al McCoy along with a captivating basketball theme, aimed at educating the public about the high risk of auto theft.

The PSA will be unveiled at a media conference on Tuesday, November 22, 2005 at 9:30 a.m., at the Tempe City Council Chambers at 31 E. Fifth Street in Tempe, Arizona. Media packets, featuring the PSA on Beta and Hi-Definition DVD, will be distributed to all media outlets at the event. To view the PSA, visit the AATA website at www.azwatchyoucar.com.

"Although Arizona has dropped from the #1 to the #2 states for vehicle thefts, we still have a lot of work ahead of us and we're asking the public to continue its diligence and take extra precautions to protect their vehicles from theft," stated Enrique Cantu, AATA Executive Director. In addition, officials wish to remind the public that auto thefts tend to escalate during the month of December when thieves may prey on holiday shoppers and their unattended vehicles at shopping centers and malls. The community in general should exercise heightened awareness about protecting their vehicles and personal belongings during the holiday season.

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The AATA recommends a layered approach to protection which involves using several theft deterrent devices, along with common sense practices, to make vehicles tough to steal. Additional tips include:

- Lock it or lose it - Always lock your vehicles and take the keys with you.
- Never leave your vehicle running and unattended.
- Use visual theft deterrent devices such as steering wheel locks, brake locks, ignition column devices, vehicle identification number (VIN) etching on windows, tracking systems, and for greater protection, consider an immobilizer.
- Enroll in the FREE Watch Your Car Program.

These devices will discourage thieves and/or increase their chances of being caught. For additional information about the Watch Your Car Program or protecting yourself from vehicle theft, contact the AATA at 1-888-668-4433 or visit our web site at www.azwatchyourcar.com

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