

Subaru (Aust) Pty. Limited

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To Whom it may concern

Re: - DataDot Technology (Australia) Pty Limited

In January 2003 Subaru (Aust) Pty Limited decided after much research to implement the application of DataDots to its entire range of vehicles. We had been working for some time to improve the theft protection of our range of vehicles especially the higher theft risk profile vehicles such as Impreza WRX.

Previously we had worked to improve the active theft protection with the use of alarms and immobilizers and other entry prevention measures etc. After maximizing this area of protection we decided on the recommendation of the Australian National Theft Reduction Council to implement an identification strategy to minimize organized professional theft involving vehicle rebirth and or component disposal.

The reasons we chose DataDot and have continued to be happy with them as our supplier of a vehicle/component identification system is as follows:-

1. The DataDot system carries the exclusive endorsement of the Government appointed National Motor Vehicle Theft Reduction Council. It is also supported by an extensive infrastructure of registration and justice agencies that have been trained to recognise this unique vehicle identifier when carrying out the process of vehicle and or component identification.
2. Only DataDot were able to guarantee supply of VIN (vehicle identification number) identified microdots in a reasonable time frame to each of our vehicle ports of entry, for our vehicles that are directly imported from Japan. They have on every occasion met their commitment of receipt in each of our ports around Australia within 3 days of electronic receipt from us of the individual VIN lists. NB Subaru (Aust) Pty Limited imports approx 30,000 vehicles per year.
3. DataDot have implemented a Quality Assurance (QA) program that ensures through, documented processes, spot audits and training assistance to each of our application centres that the DataDots are correctly applied with the correct VIN DataDot.
4. DataDot are at all times extremely helpful to us and it is never a problem for them to come to our assistance at any time for any matter either technical or commercial.

5. The performance of the DataDot from a technical perspective has been entirely satisfactory although it is of course necessary to ensure that the application processes specified by DataDot are strictly complied with. It is also necessary to implement an internal record process that records and supports the application of a particular unique VIN DataDot to each vehicle.

I have no hesitation in recommending DatDot Technology (Australia) Pty Limited to any company who is considering the application of DataDots to their products. I consider DataDot to be an extremely professional and helpful company

Best regards

A handwritten signature in black ink, appearing to read 'D.A.', followed by a long horizontal flourish.

Derek Ashby  
National Manger  
Customer & Technical Services  
Subaru (Aust) Pty Limited