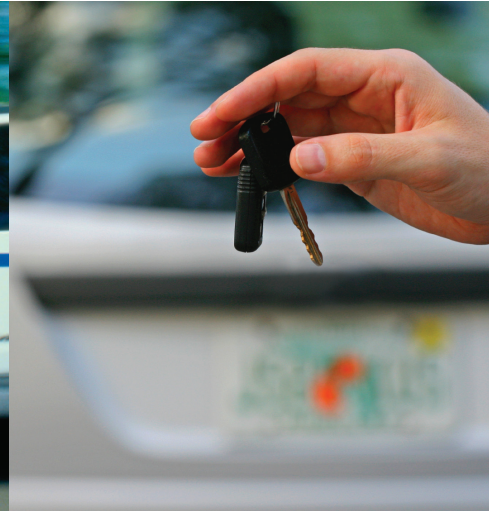




# GPS Tracking System Stops Thieves in Their Tracks

u-TRAO System Responsible for Recovering Stolen Merchandise and Vehicles



## Objective

GPS My Truck needed to provide its customers the ability to manage vehicles and employees more efficiently and, when necessary, quickly locate stolen vehicles and goods

## Solution

u-TRAO, GPS Vehicle Tracking powered by Uplink

## Results

- Stolen merchandise valued at \$375,000 located quickly, saving both the trucking and insurance companies – as well as law enforcement – money and man hours
- Thieves apprehended quickly
- In total, 27 containers of stolen merchandise recovered by law enforcement

## Problem

Experts say two-and-a-half loads of cargo theft occur every day in the U.S., the highest ever on record. According to FreightWatch International's, a logistics security firm annual report on cargo theft in the U.S., cargo thefts were up four percent in 2010, year over year. Specifically, the theft of precious metals, including copper, aluminum and other metals, jumped from 15 in 2008 to 43 in 2010.

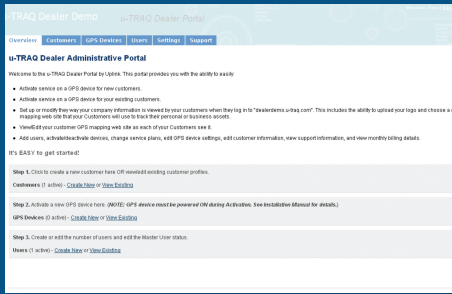
This rise in cargo theft is costly to merchandise owners and insurers alike. SouthWest Transportation Security Council, a nonprofit industry group that represents more than 200 freight-shipping companies, estimates that the average loss in each cargo theft is \$350,000, not including the cost of the truck. Chubb Corp., a major insurer based in Warren, N.J., estimates its 2009 thefts amounted to \$435 million of products.

An example of the growing cargo theft crisis occurred in January 2011 when a high-end tractor trailer owned by J Cioffi Leasing & Trucking, Inc. was stolen out of a shipping yard in New Jersey. The masked thieves drove the truck 30 miles to a non-descript warehouse where they housed stolen merchandise. With great precision, they unloaded the merchandise, drove back to the shipping yard and stole a second load, even stopping for coffee at the local convenience store along the way. When employees of the shipping yard arrived for work at 7 a.m. that morning, they noted the missing merchandise and an all-points bulletin was issued.

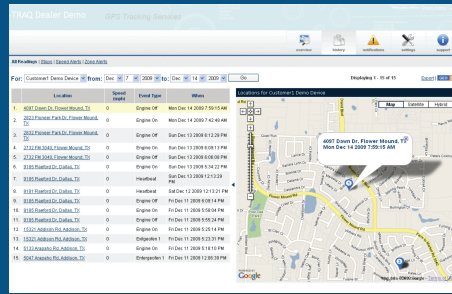
## Solution

Fortunately for J Cioffi Leasing & Trucking, they had contracted with GPS My Truck to install the u-TRAO GPS tracking solution in its fleet.

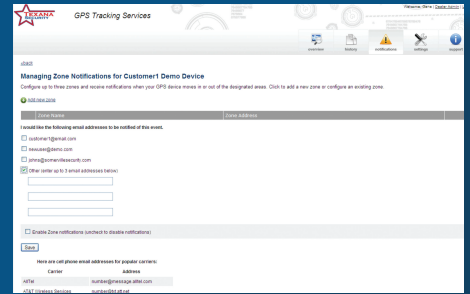
u-TRAO is a miniature GPS tracking device. The u-TRAO device uses the nation's GPS satellite system to determine a vehicle's location, and a cellular transmitter in the device sends that location to a mapping website, making the exact spot of the vehicle visible online. In addition, the u-TRAO design uses a unique compression antennae strategy so that no wires are seen inside the vehicle. With this powerful system, the location of the stolen merchandise was recorded along the thieves' path every five minutes. J Cioffi therefore was able to print a detailed trail of the stolen trucks' every movement, leading them directly to the missing merchandise.



**1: Easily manage users and accounts**



**2: Pin-Point Vehicle Location with 60 days of history**



**3: Alert settings when vehicles leave designated zone**

## Results

Within hours, J Cioffi Leasing & Trucking's merchandise was retrieved and the thieves apprehended. The stolen goods (loads of copper tubing) were worth over \$375,000 to the company, not including the price of the tractor trailer. In addition, the retrieval of the J Cioffi trucks led authorities to find other stolen goods in the same location. In all, 27 containers of stolen merchandise were recovered. This was a tremendous relief to the merchandise owners, shipping companies and insurance companies involved, as they were able to close multiple past insurance claims.

As a u-TRAQ dealer, GPS My Truck was able to rely on Uplink's reliable service and support in the early morning hours to provide its customer with the information needed to recover the merchandise.

In addition, the u-TRAQ system helped to identify the thieves for law enforcement. When the crew stopped at a local convenience store they removed their masks and were captured on the store's camera. Thanks to the u-TRAQ system, authorities were not only able to track the convenience store stop, but could easily identify a short window of time to pull the store's video for identification and eventual capture.

## About GPS My Truck & Uplink

GPS My Truck has been servicing the vehicle tracking needs of small to large enterprises and government agencies since 2001. With more than 35 years of collective hands-on experience, the company offers standard and customized integrated products for fleet and logistics industries, as well as armored car services.

Uplink Security has been delivering reliable, innovative wireless alarm products to the electronic security industry for more than 15 years. With a vast North American dealer network, Uplink provides wireless communications for burglary, fire, medical monitoring and home automation systems, plus GPS vehicle tracking services. u-TRAQ by Uplink offers alarm companies the opportunity to sell additional security products to their commercial or residential customers. The company offers a small plug-n-play device that simply attaches to a vehicle's OBD port or a hard-wired alternative for commercial trucks. The u-TRAQ application is designed with dealer branding in mind, allowing for the quick and easy upload of unique logos, selection of colors and entry of contact information during account set-up. The easy-to-use mapping feature can be configured so users can track the vehicle's location, report on trips, starts/stops and receive email notifications when a vehicle has left a pre-determined perimeter or ignition is started in a specified period. Robust customer management tools are also provided.

[www.gpsmytruck.com](http://www.gpsmytruck.com) | (888) 865-4173

# u-TRAQ<sup>®</sup>

by **Uplink**

*"Companies can't manage what they can't see. With cargo thefts continually on the rise, the u-TRAQ system is a must-have for today's shipping companies. This level of technology is required more than ever to save millions in dollars and goods."*

**-Jim Burgio, GPS My Truck**

*"We contracted with GPS My Truck to help us more efficiently manage company vehicles and employees. But the value of that relationship has proven itself 10 times over with the easy recovery of this merchandise. The fact that we were able to track and measure every motion of our stolen merchandise, including speed and stops, allowed us to apprehend our materials and the bad guys, saving us hundreds of thousands of dollars."*

**-Carl Hightower Vice President, J Cioffi Leasing & Trucking**