



**Kevin. A. Howells** - *CEO / Managing Director*

**Nick Campolucci** - *Commercial Director*

# The Art of Identification *Emissions, Security & Fraud*





**Established  
because of the  
United Kingdom's  
success in  
winning the bid  
for the 2012  
Olympic games.**





# The Cost of Machinery Theft



**£1-£1.5 Million Pounds  
worth of machinery stolen  
in the UK each week**



**8 Million Euros worth of  
machinery stolen across  
Europe each week**



# Unique ID Plate Security Features



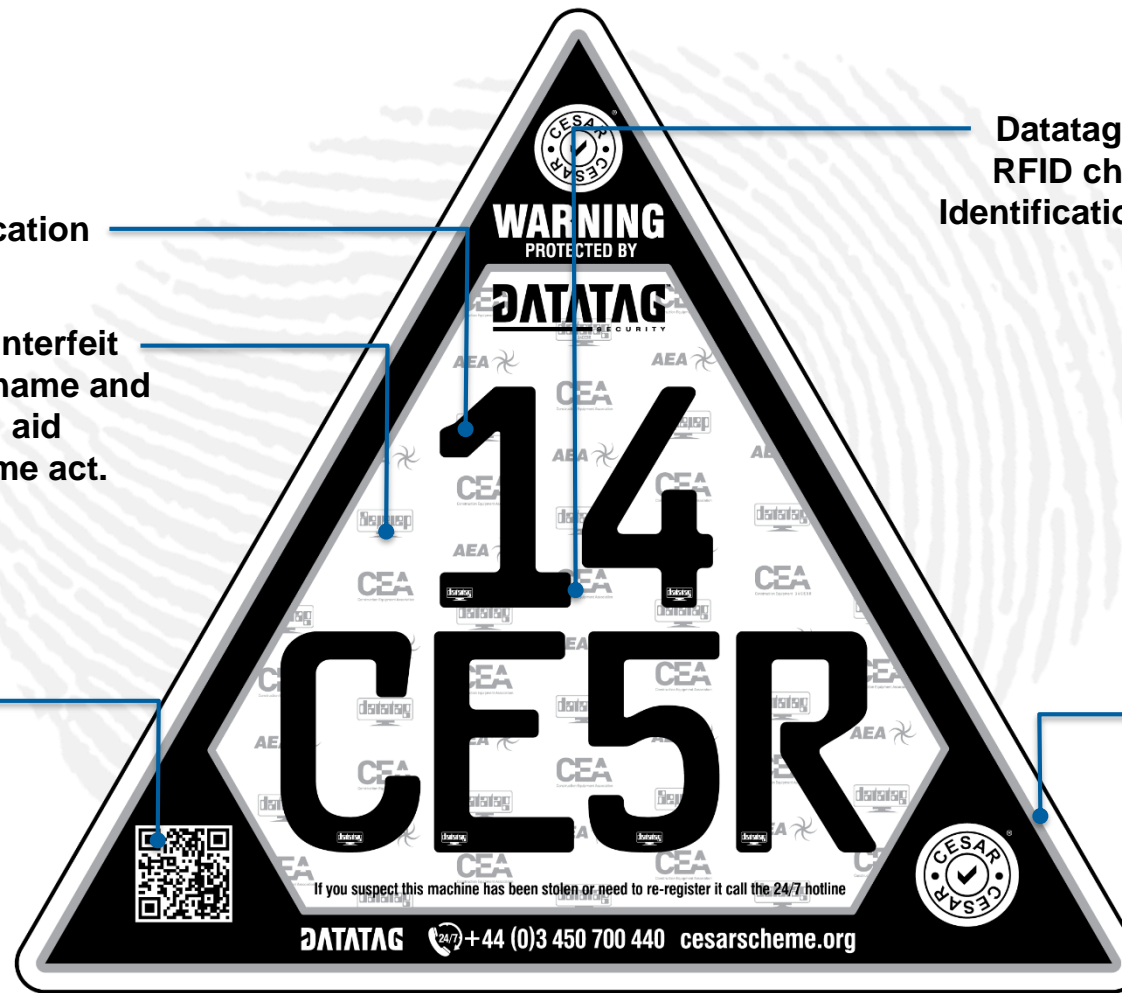
Use of special text to hinder falsification

Tamper evident ID plate & Anti Counterfeit measure inc Datatag's registered name and trademark to help deter copies and aid prosecution under proceeds of crime act.

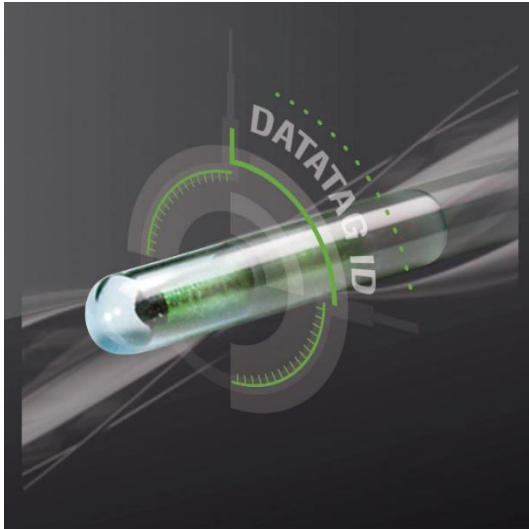
NEW – secure QR code and 24/7 telephone number to aid country origin at border crossing and ports etc

Datatag Anti Counterfeit addition of unique RFID chip or transponder embedded within Identification Plate to allow instant verification with Datatag scanner

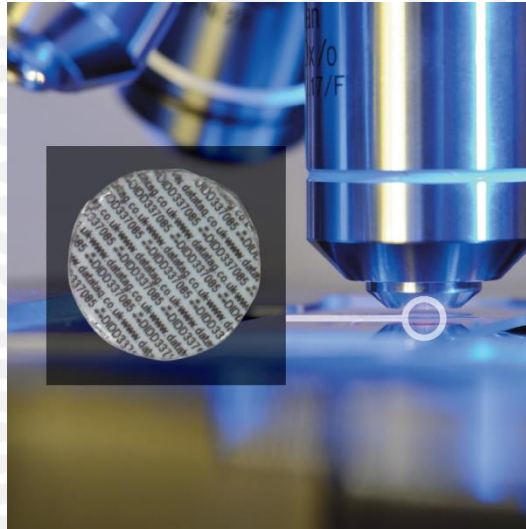
Unique tamper evident vinyl



## Unique RFiD Transponders



## Microscopic Datadots®



## Unique forensic DNA solution





# 24 Hour International Security Call Centre



- **Providing customer support**
- **Supporting law enforcement 24/7**
- **Multi lingual capabilities**



# HALL OF FAME



## Leading OEM's manufacturers support



**Installation by** : Import Centre  
**Models Fitted** : Mex Range  
**Fitted Since** : September 2007



**Installation by** : Factory  
**Models Fitted** : All Construction except Horticultural & Agri  
**Fitted Since** : November 2007



**Installation by** : Import Centre  
**Models Fitted** : All  
**Fitted Since** : April 2008



**Installation by** : Import Centre  
**Models Fitted** : All  
**Fitted Since** : June 2008



**Installation by** : Import Centre  
**Models Fitted** : All  
**Fitted Since** : September 2008



**Installation by** : Import Centre  
**Models Fitted** : All Articulated Machines  
**Fitted Since** : January 2009



**Installation by** : Import Centre  
**Models Fitted** : All  
**Fitted Since** : January 2010



**Installation by** : Import Centre  
**Models Fitted** : All  
**Fitted Since** : January 2010



**Installation by** : FINNING  
**Models Fitted** : All  
**Fitted Since** : March 2010



**Installation by** : Factory  
**Models Fitted** : All Agricultural except Horticultural  
**Fitted Since** : March 2010



**Installation by** : Factory  
**Models Fitted** : A5, 6, 7 and 8 Series Tractors  
**Fitted Since** : April 2010



**Installation by** : Import Centre  
**Models Fitted** : U17 & M-Series Tractors  
**Fitted Since** : Sept 2010 | Aug 2017



**Installation by** : Factory  
**Models Fitted** : All  
**Fitted Since** : January 2011



**Installation by** : Import Centre  
**Models Fitted** : All  
**Fitted Since** : January 2011



**Installation by** : Import Centre  
**Models Fitted** : All  
**Fitted Since** : January 2012



**Installation by** : Factory  
**Models Fitted** : All  
**Fitted Since** : June 2012



**Installation by** : Factory  
**Models Fitted** : All T6 & T7 Tractors  
**Fitted Since** : August 2012



**Installation by** : Factory  
**Models Fitted** : All  
**Fitted Since** : September 2012



**Installation by** : Factory  
**Models Fitted** : All  
**Fitted Since** : January 2013



**Installation by** : Import Centre  
**Models Fitted** : All  
**Fitted Since** : January 2013



**Installation by** : Factory  
**Models Fitted** : Telehandlers only  
**Fitted Since** : March 2013



**Installation by** : Factory  
**Models Fitted** : Pantera & Groundcare  
**Fitted Since** : June 2013



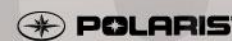
**Installation by** : UK Distributor  
**Models Fitted** : All  
**Fitted Since** : February 2014



**Installation by** : Factory  
**Models Fitted** : ATV  
**Fitted Since** : January 2015



**Installation by** : Factory  
**Models Fitted** : All  
**Fitted Since** : January 2016



**Installation by** : Factory  
**Models Fitted** : All  
**Fitted Since** : January 2017



**Installation by** : Factory  
**Models Fitted** : Drum rollers  
**Fitted Since** : July 2018



**Installation by** : Factory  
**Models Fitted** : Telehandlers  
**Fitted Since** : April 2019







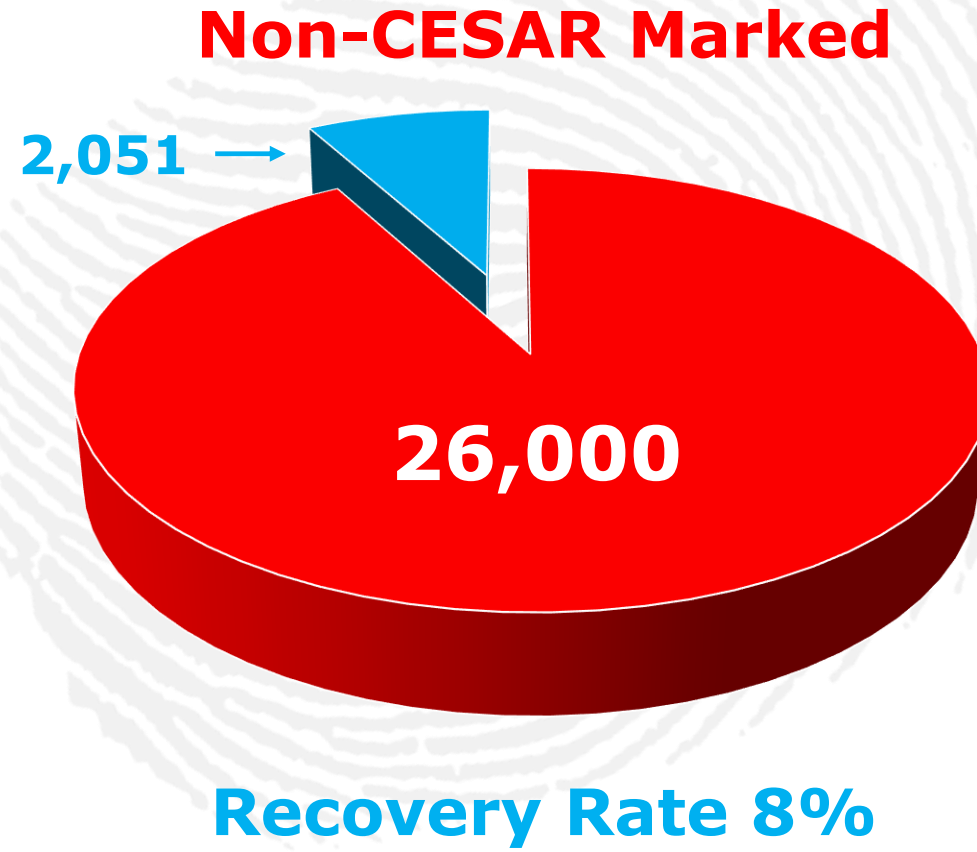
**Over 10 Years  
of success in  
reducing plant  
and machinery  
theft.**







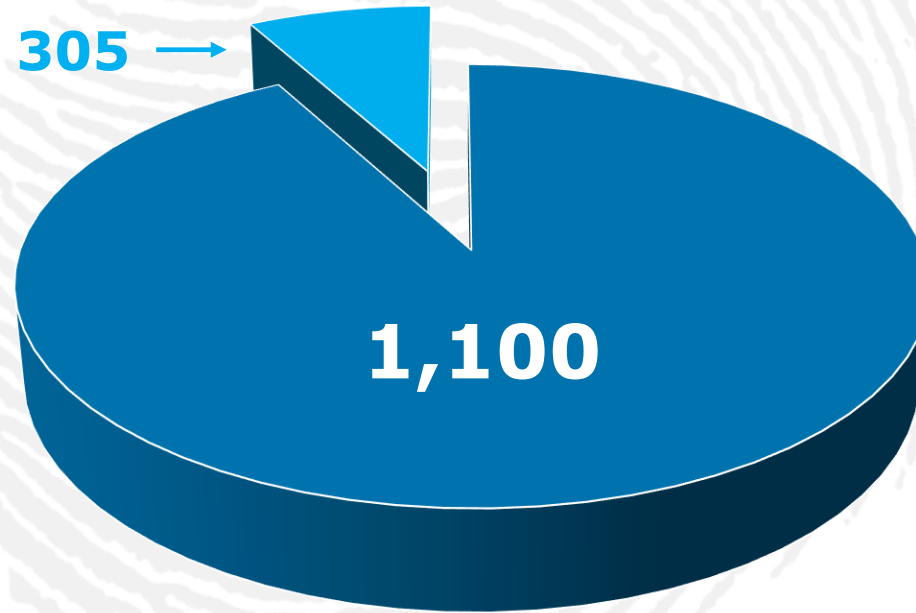
## 26,000 Machine Thefts Over Past 5 Years





## 1,100 Machine Thefts Over Past 5 Years

**CESAR Marked**



**Recovery Rate 28%**







**Since 2014...**

- **JCB theft down 68.5%**
- **John Deere theft down 50%**
- **Takeuchi theft down 38%**



News | TUESDAY 5 DECEMBER 2017 | EVENING STANDARD  
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MAYOR ANNOUNCES £750,000 PROJECT... AS HE POSES OUTSIDE TEMPLE IN HEAVILY POLLUTED DELHI

## Toxic air sensors for up to 1,000 sites in London

Pippa Crear in Delhi

LONDON is to trial a monitoring system which will analyse toxic air at up to 1,000 hotspots, including near schools, hospitals and construction projects.

Hundreds of sensors will be installed on the capital's busiest roads to measure traffic pollution. At present, 100 sites are monitored for air quality.

Data from hundreds of thousands more locations could also be collected by new mobile devices to give a fuller picture of the problem from next year. The project will focus on London's 438 worst polluted schools – all in areas that breach legal air pollution limits.

Mayor Sadiq Khan announced the £750,000 scheme on a trip to Delhi, which the World Health Organisation regards as having the worst air quality of any global city.

Mr Khan, who has asthma, braved the pollution at a photocall today in front of the Akshardham Hindu temple, which was wreathed in smog.

He has admitted that he has used his inhaler more often during his six-day trade mission. At the weekend, a

### SMOG DEAD WREATH

CAMPAIGNERS today laid a wreath of black flowers at one of central London's worst pollution spots to mark the 65th anniversary of the capital's Great Smog. The ceremony at the St Mary le Strand traffic island near Aldwych also served as an act of remembrance for the estimated 8,700 Londoners who have died prematurely as a result of air pollution this year. As many as 12,000 people are thought to have been killed by the "pea-souper" in December 1952. Today's event also marked the start of a joint clean air campaign in London and Delhi, which is still beset by smog.

cricket Test match in Delhi, between India and Sri Lanka, was halted due to toxic air.

The Mayor will work with his Indian counterparts to lead a new network of 20 cities fighting pollution. London will share data from its trial with the net-

## Pollution map reveals unsafe air quality at almost 2,000 UK sites

London, Leeds, Doncaster and Maidstone are among the worst affected



▲ The mayor of London issued a high pollution alert for the capital on Tuesday. Photograph: Nick Ansell/PA

Almost 2,000 locations across England, Wales and Northern Ireland have levels of air pollution that exceed **safety limits**, according to a **pollution map** released by campaigners.

## Air pollution killed 150

CHIEF REPORTER  
**ROBERT FISK**

risk@  
london.newsquest.co.uk



Health officials have called for more to be done to combat air pollution in Croydon after more than 150 deaths in a year were credited to poor air quality.

In London there were 3,389 deaths in 2010 of people over the age of 25 attributable to air pollution, with 155 of these in Croydon.

significantly higher than the London average of 105 deaths.

Public Health England (PHE) said long-term exposure to air pollution led to about 25,000 deaths in England during that year.

Health officials said that the latest estimates are for long-term exposure to pollutants, not short-term exposure to poor air quality as seen recently when the dust from the Sahara caused problems.

High levels of traffic in the

pollution in Croydon.

The estimates are calculated using the average annual concentrations of man-made particles less than 2.5 microns in diameter, and the impacts on health.

British Lung Foundation chief executive Dr Penny Woods said: "With the high levels of pollution we experienced recently there has been a lot of discussion about the short-term effects it can have on people's health, particular-

"However, this new report further highlights just how serious exposure to pollution can be to people's health in the long-term – this is something we urgently need to tackle."

An air quality action plan has been drawn up by Croydon Council to tackle the problem of emissions from traffic, industry and homes. Measures include encouraging more people to walk or cycle instead of driving, and stopping people from keeping g unnec-

## Air pollution: why London struggles to breathe

The UK capital was a pioneer in limiting cars, but it is now almost as dirty as New Delhi or Beijing

Leslie Hook and Steven Bernard in London AUGUST 21 2018

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# ANPR and Number Plates 'Police' Road Vehicle Emission Standards



# ANPR and Number Plates 'Police' Road Vehicle Emission Standards

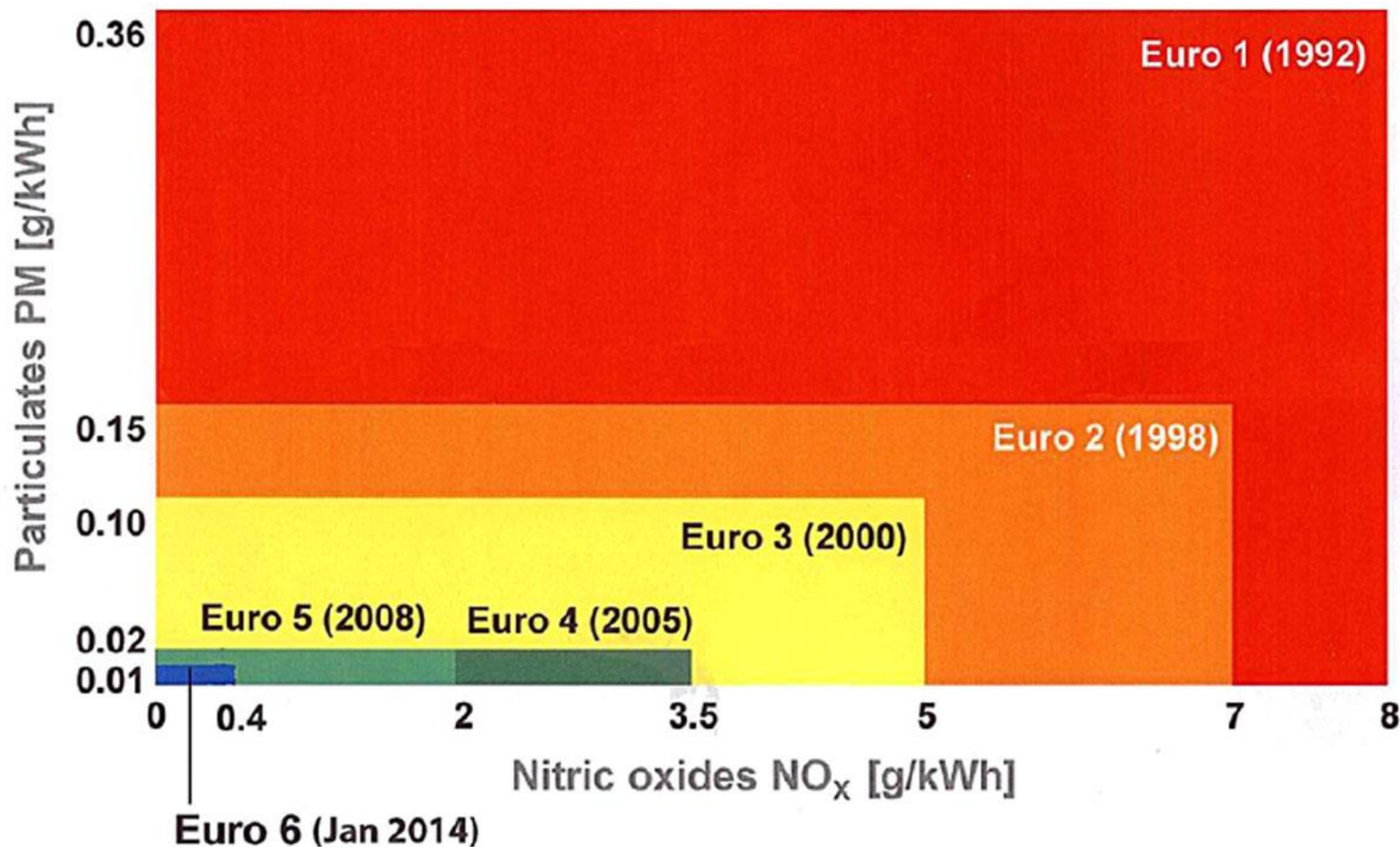


- **DVLA database is populated electronically from data supplied by manufacturer at point of registration**
- **This data includes engine emission data**
- **Cameras can be used to establish emission standards by reading VRM and matching data to DVLA data**

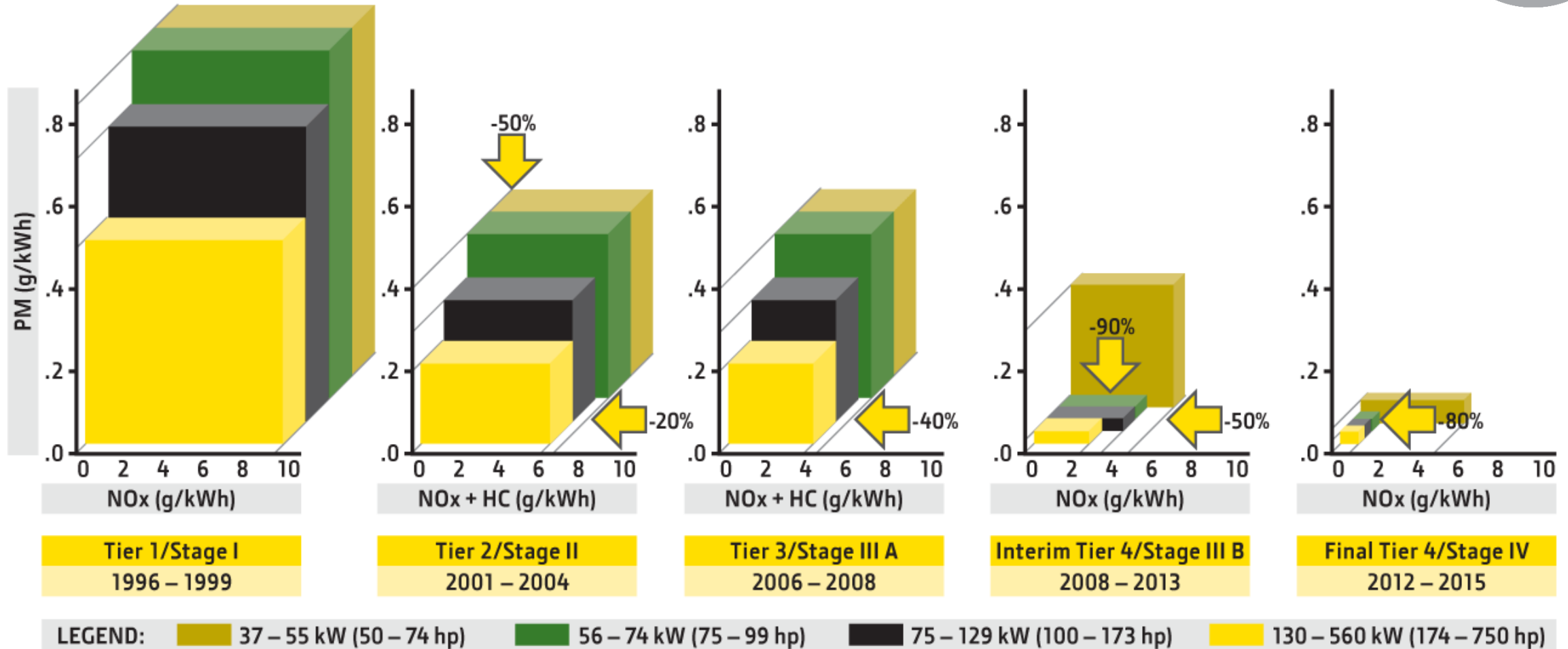


# EU Emissions Standards

## *Exhaust Emissions Euro 1-6*



# Radically Reducing Emissions





# How to Police Emissions?



# Problem; No 'DVLA' for NRMM?

*Non Road Mobile Machinery & Low  
Emissions Zones*







Example type approval number:  
e11\*97/68**LA**\*2010/26\*9999\*01

1st letter = EU  
Engine Emission  
Category

2nd letter = EU  
variable speed or  
constant  
speed designation  
A = variable speed,  
B = Constant speed

## Engine Category Letter

A-C  
D-G  
H-K  
L-P  
Q-R

## EU Emissions Stage

EU Stage I  
EU Stage II  
EU Stage IIIA  
EU Stage IIIB  
EU Stage IV









**Solution: for emissions,  
CESAR is the 'DVLA'  
for NRMM!?**



Over 300k Machines...  
Largest database of its kind in the World











# Simple & Easy Emissions Verification Check





# Simple & Easy Emissions Verification Check





# HS2

GREATER  
**LONDON**  
AUTHORITY





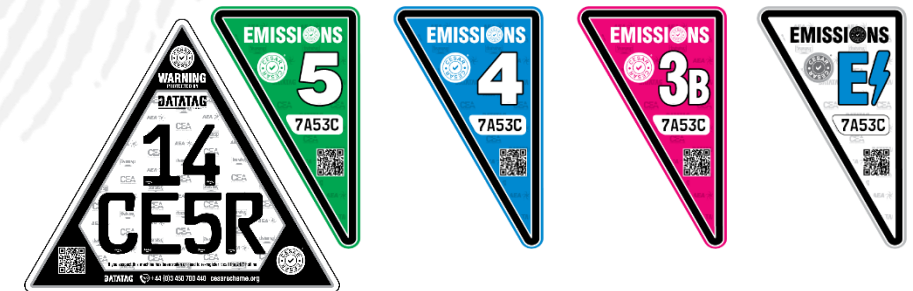


Feature	Advantage	Benefit
CESAR Platform	Secure	Confidence in quality of information
Colour Coded Label	Long Distance ID	Quick and Easy Immediate ID
Clear Stage Number	Easy for untrained personnel	Further simplified Immediate ID
Emissions related QR	Rapid full Interrogation	Time efficient deep dive interrogation
24-7 Call centre	Interrogation back-up	Reduces potential hurdles (From dead battery to broken internet)
Tamper-evident Labels	Guarantees info relates to m/c	Site managers/auditor confidence in historical interrogation

# Roll Out - New Machines



- ECV labels will be available to all current CESAR partner manufacturers who wish to offer the system to customers
- Supply of labels will be conditional on manufacturers supplying machine and emissions data electronically to the CESAR database
- Manufacturers currently not using electronic data transfer will be supported to switch to electronic if they wish to take advantage of the new ECV labels.

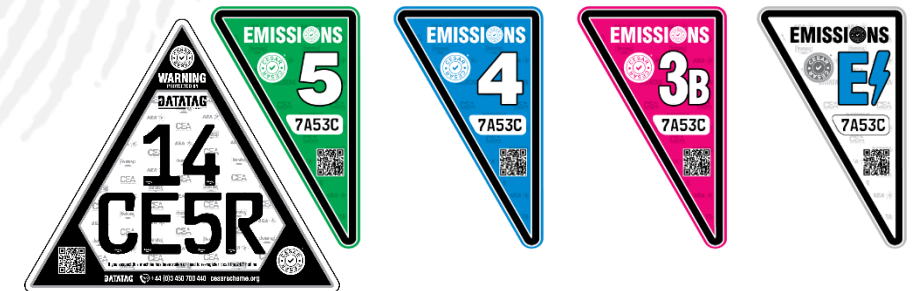




# Roll Out – Existing Fleet

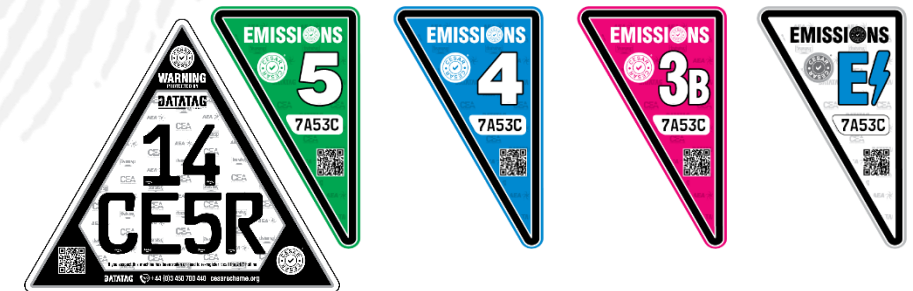


- Existing NRMM's will be able to access ECV labels as an 'bolt on' if CESAR Security is already installed
- Non-CESAR protected machines will be required to have a full CESAR system installed as part of the ECV system





- Supply of ECV labels will be restricted to NRMM manufactures and their CESAR approved official dealers
- Installation of ECV labels on existing machines must be carried out by a brand specific CESAR Approved official dealer
- The installing dealer will be responsible for carrying out the appropriate background checks on the machine technical data to ensure compliance with emission standards relevant to ECV label





# CESAR Emissions Compliance Verification

## Building a greener Construction & Agri Industry through monitoring & compliance

