

IT'S **MYBIKE**  
www.itsmybike.co.uk

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## ..or quick getaway?

Bike theft is increasing. Bikes have become far more valuable, the average price of a bike has doubled from around £350 to over £700 making them a far more lucrative target. As car theft has declined, 70% between 1995 and 2011, bike theft has gone up by 44%.

Attempts to deal with the problem have tended to focus on two areas, property marking and what is known as "target hardening" which more often than not means increasingly heavy duty locks and fixings. But the number of stolen bikes still keeps going up.

At It's MINE, we like to keep things simple.

Car theft went down because of better security, so we looked at how we could use the lessons learned from car theft prevention. We also looked at the decision making process a thief goes through when he is deciding to take the risk of stealing a bike. Research shows that thieves will only steal what they can sell quickly.

They prefer to get rid of what they have stolen within half an hour, preferably through a fence.

During that half hour they have to get rid of any security and repair any damage. Most thieves are opportunists but, because of the increased value of bikes, more are specialising in bikes,

Our approach is based on good scientific evidence and is designed to deter a thief in the first place. It involves three microchips, one on the frame and one on each of the wheels. Getting the chips off will mean having to use a hammer and chisel potentially destroying the value of what he is trying to steal.

Our chips are exactly the same ones that are used for pets. The reason we went for these chips is that they are a proven technology and the scanners to read them are widely available and cheap at around £40.



A large number of bikes are actually recovered, 48% in the US, but few are reunited with their owners, only 5% in America. This is because there is no way of identifying them.

This lack of identification means it is also difficult for police to prove that a bike has been stolen. Much to their annoyance they regularly have to hand back bikes to thieves that they know have been stolen.

Yet cyclists often wonder why the police do not seem motivated by bike theft.

Cyclists can enter their details free on the Police, National Mobile Property Register at [www.immobilise.com](http://www.immobilise.com) which 43 police forces in the UK have access to.



For more information go to [itsminetechnology.com/itsmybike.php](http://itsminetechnology.com/itsmybike.php).

**Protection against loss & theft for:** Bicycles, Tricycles, Panniers, Saddle Bags, Wheels, Saddles, Handlebars, Pumps, Helmets, Lights, Dynamos, Trailers, Roof Racks, Rucksacks, Sat Nav, Mobile Phones, Tablets & Laptops