

# NEW BEDFORD POLICE DEPARTMENT



871 ROCKDALE AVENUE • NEW BEDFORD, MA • 02740

## P R E S S   R E L E A S E

(PR - 5 - 19)

For Immediate Release

May 6, 2008

Lieutenant Jeffrey P. Silva

*See Also: N/A*

Public Information Officer

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### NEW BEDFORD POLICE SPONSORING CRIME PREVENTION EVENT

**New Bedford, Massachusetts** - The New Bedford Police Department in conjunction with the Massachusetts State Police and the Governor's Auto Theft Strike Force is hosting an Automobile Glass Etching Crime Prevention Initiative this Saturday, May 10<sup>th</sup>, from 9:00 AM until 2:00 PM at Ashley Ford in New Bedford located at 395 Mount Pleasant Street.

Vehicles will have their Vehicle Identification Numbers (VIN's) chemically etched onto their windows to permanently identify the vehicles and help recover them in the event they are ever stolen. More importantly, known car thieves recognize the added risk to them when stealing a vehicle with etched VIN's, so they may decide not to steal your vehicle at all once they see that the window glass has been permanently etched with your vehicle's VIN.

The chemical etching process only takes about ten to fifteen minutes to do, can save you up to 15% on the comprehensive portion of your vehicle insurance and no appointment is necessary. The cost is \$10 which covers the price of the materials. Anyone with a valid vehicle registration and driver's license is encouraged to attend.

An informational bulletin has been included for your convenience.



# Automobile Glass Etching



## **CRIME PREVENTION EVENT**

***SAVE 15% on Your  
Comprehensive Insurance!***

**Where: Ashley Ford  
When: Saturday, May 10<sup>th</sup> 9am-2pm  
Cost: \$10 per vehicle (cash only)**

**Sponsored by:  
The New Bedford Police Department  
The Massachusetts State Police  
The Governor's Auto Theft Strike Force**

- Bring your vehicle to Ashley Ford to have your auto glass chemically etched with your vehicle's Vehicle Identification Number (VIN)
- This procedure deters car thieves from stealing your vehicle. It may also save you up to 15% on your comprehensive auto insurance!
- The process takes approximately 10-15 minutes to complete. No appointment is necessary.
- A vehicle with a current and valid registration, and the driver with a valid driver's license in possession are required.



**395 Mt Pleasant St, New Bedford  
(508) 996-5611 or 1-800-395-1342**

**Directions:**

Take Route 195 to Route 140 North.  
Take exit 3~Hathaway Rd.  
Turn left onto Hathaway Rd.  
Turn right onto Nauset St.  
Turn right onto Mt Pleasant St.