



# Security System and Secure Registration for Plant & Machinery

Identification of stolen plant has now been made easier with CESAR

**“Stop Equipment Theft *NOW*”**



**“A CESAR registered machine is 4 times less likely to be stolen\*  
A CESAR registered machine is 6 times more likely to be recovered if stolen\*\*”**

\*compared with statistics produced by IMIA    \*\*source PANIU

Promoted by

**CEA**  
Construction Equipment Association  
thecea.org.uk

**AEA**   
aea.uk.com

**Call 03 450 700 440**  
**[www.cesarscheme.org](http://www.cesarscheme.org)**

Powered by  
**DATATAG**  
datatag.co.uk



# The Official Construction and Agricultural Equipment Security and Registration Scheme

## What are you waiting for? Your equipment to be stolen!

### CESAR – The Right Track

- A CESAR registered machine is **4** times less likely to be stolen\*.
- A CESAR registered machine is **6** times more likely to be recovered if stolen\*\*.
- Over 500,000 machines are now registered and protected with the CESAR Scheme.
- Visible and covert markings - a real deterrent.
- No annual fees - invest just once in marking and registering your equipment for life.
- Potential for lower insurance premiums of up to 20% and reduced excesses - CESAR is approved by all major insurers.
- Quick police access to the CESAR database - providing an instant trace on stolen equipment via Datatag's UK 24/7 Secure Contact Centre.
- Recognition by local and national government agencies - easier to get your equipment authorised to work on major construction sites.
- No recovery fees for stolen vehicles and plant.
- The first industry-wide official scheme - backed by the Plant Theft Action Group.
- CESAR is supported by the Home Office and the National Police Chiefs' Council (NPCC formerly ACPO).



## CESAR it or lose it!

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# CESAR - The Official Scheme

## Construction and Agricultural Plant & Machinery Security

**Plant and agricultural machinery theft is an estimated £1 million a week headache for the construction & agricultural industry and its insurers.\***

For the first time the industry has united behind one official construction and agricultural equipment security and registration scheme. The scheme is CESAR, the premier initiative to combat equipment theft.

To combat theft and aid recovery CESAR combines:

- State of the art Datatag ID technology
- Overt and covert deterrents
- A low one off cost to protect your machine for life
- A secure and accredited dedicated 24/7 UK Secure Contact Centre

The triangular CESAR registration plate has become the industry standard identification mark with support from local authorities, leading contractors, the farming community, hire companies, the police, insurers and finance companies.

The Construction Equipment Association (CEA) and the Agricultural Engineers Association (AEA) fully support the scheme along with other stakeholders including:

- Leading equipment manufacturers, importers and dealers
- The Home Office
- The police
- Plant hire companies
- Trade associations
- Major insurers



The chosen delivery partner for the official CESAR Scheme is Datatag ID Ltd.

*approximate figures\**

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# Datatag Technology



Unique Tamper-Evident Identification Label



Transponder glass tag



Transponder self adhesive tag



Re-registration Label



Datadots® mark machine components



Datatag DNA

Call 03 450 700 440  
[www.cesarscheme.org](http://www.cesarscheme.org)

# “CESAR STOPS THEFT”

## CEA - Who We Are

The Construction Equipment Association (CEA) is the Trade Association that represents the UK Construction Equipment sector. Our members are established Original Equipment Manufacturers (OEMs), component and accessory suppliers, the trade press and specialist research companies. Company size varies from major multinationals to micro businesses.

For further information see: [www.thecea.org.uk](http://www.thecea.org.uk) - [info@thecea.org.uk](mailto:info@thecea.org.uk) - Tel 020 8253 4502.

## AEA - Who We Are

The Agricultural Engineers Association (AEA) was established in 1875 to promote the technical, trade and commercial interests of British manufacturers and suppliers of agricultural machinery. Since then it has championed the cause of manufacturers of agricultural machinery and more recently outdoor power equipment. Today its members cover a broad spectrum of manufacturers of land based equipment from combine harvesters to secateurs and everything in between.

For further information see: [www.aea.uk.com](http://www.aea.uk.com) - [ceo@aea.uk.com](mailto:ceo@aea.uk.com) - Tel 0845 6448748.

## Datatag - Who We Are

Datatag was developed as a powerful theft deterrent and aid to retrieval of stolen property. Datatag has achieved this by the implementation of “State of the Art” identification technologies specifically designed to be virtually impossible to remove or deface, thereby aiding rapid identification and return to rightful keeper. Datatag technologies are some of the most sophisticated available, developed to combat crime and defeat criminals.

Since its introduction in 1992, Datatag has drastically reduced the rates of stolen property including Motorcycles, Scooters, Plant & Machinery, Cycles and Personal Watercraft etc. It is endorsed by many insurers, authorities, organisations and governing bodies and Datatag’s unique secure database has received the highest standard of accreditation in database security. Critically, Datatag provides a service to the Police and its customers, 24 hours a day, 7 days a week.

## Datatag Technology

The Datatag scanners are the final ingredient in Datatag’s powerful arsenal against theft. These hi-tech scanners are individually programmed to only read the Datatag transponders (otherwise known as ‘tags’) and play a key role in property identification. Datatag has invested heavily, arming UK Police Forces with literally thousands of scanners providing them with the ultimate tool to combat thieves.

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## Leading OEM's manufacturers support



**Installation by** : Factory  
**Models Fitted** : All Construction except Horticultural & Agri  
**Fitted Since** : November 2007  
**ECV Since\*** : March 2020



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



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



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



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



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



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



**Installation by** : Option  
**Models Fitted** : All  
**Fitted Since\*** : March 2021



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



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



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



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



**Installation by** : Factory  
**Models Fitted** : All  
**Fitted Since** : January 2020



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



**Installation by** : FINNING  
**Models Fitted** : All  
**Fitted Since** : March 2010  
**ECV Since\*** : January 2021



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



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



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



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



**Installation by** : Factory  
**Models Fitted** : All  
**Fitted Since\*** : January 2020  
**ECV Since\*** : January 2020



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



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



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



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



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



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



**Installation by** : Factory  
**Models Fitted** : All  
**Fitted Since\*** : January 2021

## OEM's providing CESAR as an option

**LIEBHERR**

**Mecalac**



\* ECV Fitment