



## **STOP FUEL THEFT NOW!**

### **TruckProtect North America: Protecting Fuel, Protecting Profits with Neck-It!**

TruckProtect North America is pleased to announce the North American launch and the immediate availability of the world's best fuel theft prevention device for heavy trucks.

Available to fit all makes of Class 7/8 vehicles sold within North America – including Freightliner, International, Kenworth, Peterbilt, Volvo, Western Star and Mack - the European designed and engineered Neck-It! anti-siphon device is, today, deterring fuel theft in over 100,000 vehicles around the world, just a few years since its launch. For a limited time, this class-leading product is available for just \$75, with further fleet discounts available on application.

“Despite the fact that diesel prices have receded from the high point seen last summer, fuel theft is still an issue for any truck operator,” says Chris Helm, senior VP sales and marketing of Frisco, TX-based TruckProtect North America. “Today, diesel is far more widely used as a fuel within North America, and, as a result, thieves are targeting heavy trucks more than ever before. It doesn't matter if you fall victim to a simple and often undetected, low-volume regular skimming of a few gallons, or to the attentions of one of the increasing number of organized fuel thieves; the impact is still the same. Fuel is one of the biggest single operational costs borne by truck operators, so any needless loss hits straight onto the bottom line. Today, with both margins and profits under attack from the economic downturn, investing in Fuel Security is an imperative business need.”

Neck-It! fits in minutes and requires no drilling or gluing. It contains no moving parts and deters siphoning by having holes much smaller than 1/2 inch, yet allows hands-free high-speed fuel filling without splash-back, and provides a robust first line of defense against a problem that is growing on an almost daily basis. Should Neck-It need to be removed at any point, this can be achieved in a workshop; in a parking lot, however, thieves will probably choose to look elsewhere.

“European truck operators are used to paying a high price for diesel, and are used to guarding it very carefully,” says Helm. “Neck-It! has proved to be the choice of both the major fleets and the owner operators across the European market, and we have no reason to believe that it will not receive a similar welcome in North America.

“Truck operation is all about Total Cost of Ownership, but TCO means nothing if one of the major operating costs increases through preventable theft,” continues Helm. “What point is there in operating a truck that represents many thousands of dollars' investment if its profitability is ruined by actions preventable through just a \$75 investment?”

Neck-It! is available from TruckProtect North America, and the company may be contacted at 615 866 7984. Additionally, retailers interested in distributing the TPNA range of fuel theft prevention devices should contact Chris Helm at the same telephone number, or via email at [chris.helm@truckprotect.com](mailto:chris.helm@truckprotect.com)

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