

VIRGINIA STATE POLICE

HEAT



HELP ELIMINATE AUTO THEFT

Special Agent E. Smith

Special Agent M. Barrera

www.HEATreward.com

**WHAT IS THE
HEAT
PROGRAM?**

2024 STATISTICS

United States

850,708

vehicles stolen

\$7.5 Billion

in vehicles and parts

Source: NICB

**IS AUTO
THEFT STILL
A PROBLEM
IN VIRGINIA?**

2024 STATISTICS

Virginia

12,033

vehicles stolen

\$163+ Million

in vehicles and parts

2024 STATISTICS

Virginia

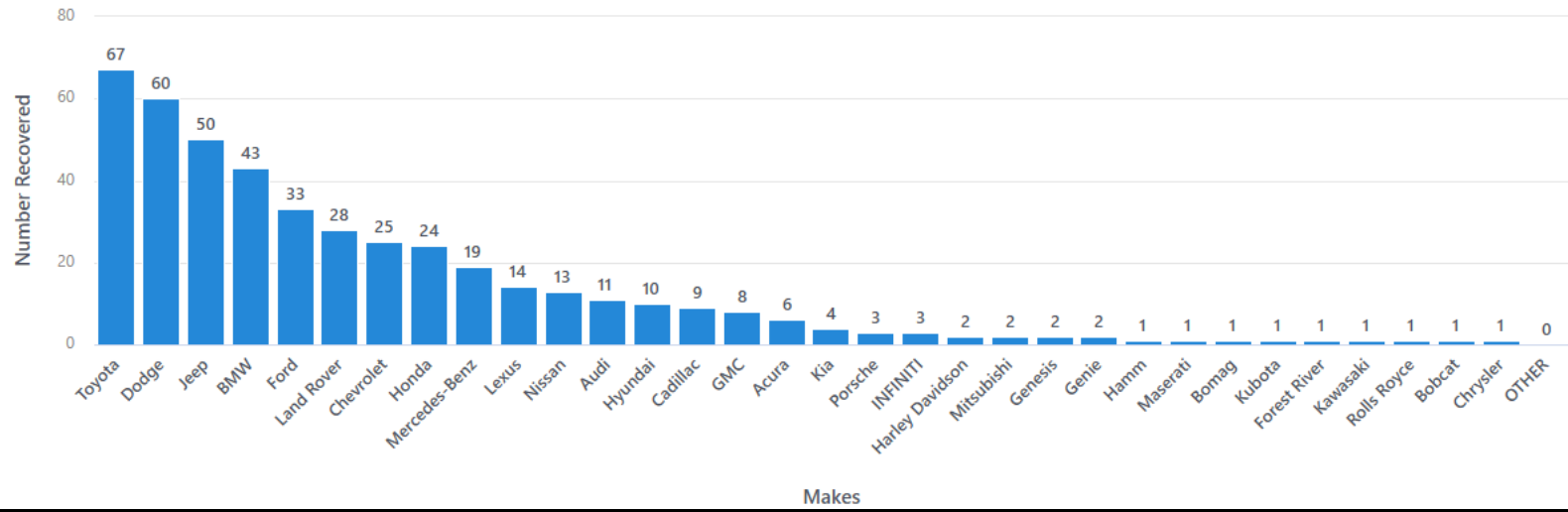
8,406

vehicles recovered

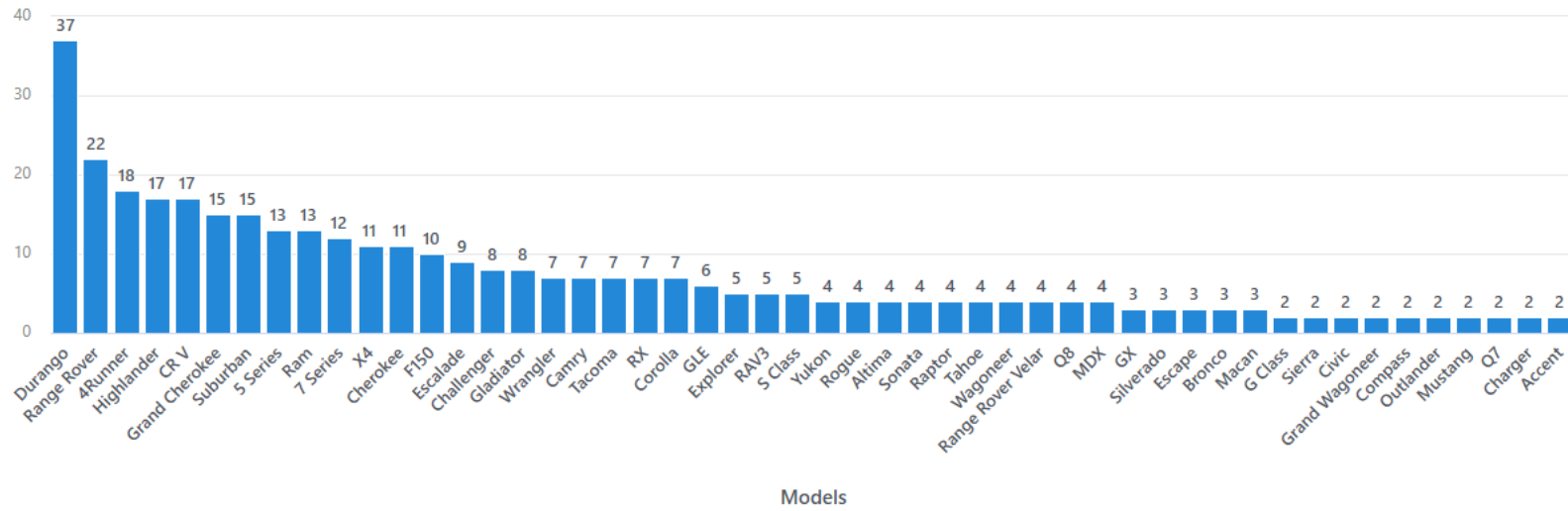
**WHAT IS
THE MOST
STOLEN CAR?**

**THE ONE WITH
THE KEYS
LEFT IN IT!**

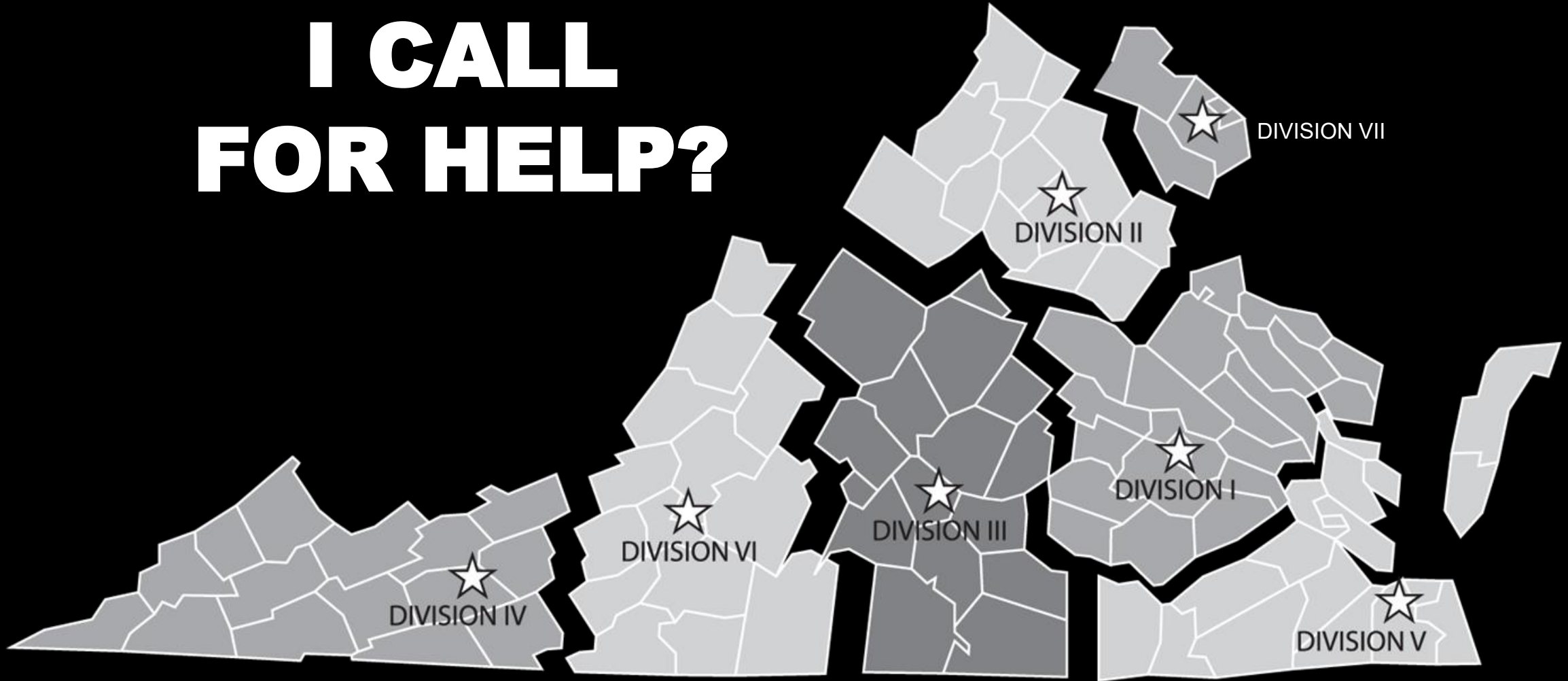
H.E.A.T. - Most Recovered Stolen Vehicles



H.E.A.T. - Most Recovered Models

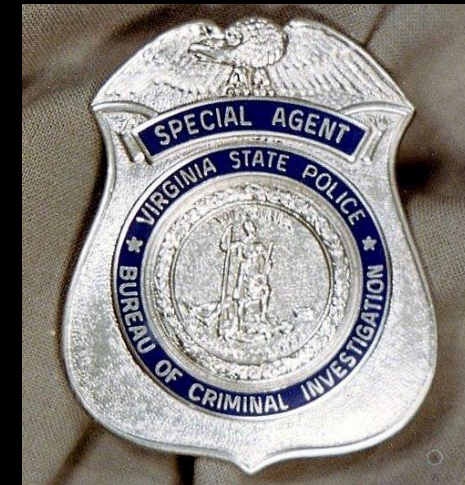


WHO CAN I CALL FOR HELP?



HEAT PERSONNEL

- **Program Coordinator – First Sergeant**
- **Two Full-Time HEAT Special Agents**
- **Seven Auto Theft Special Agents**
- **Program Support Technician**
- **Intelligence Analyst**



EXPERIENCED AUTO THEFT INVESTIGATORS

- VSP special agents are specially trained to recognize counterfeit VINs and cloned vehicles**
- They are also able to help locate confidential or hidden VINs**
- Each agent is equipped with OBD-II readers, bore scopes, hand tools, and VIN restoration kits**
- Many are trained as Berla Vehicle Forensic Examiners**
- They also have access to GPS trackers**

INVESTIGATION

Cloned Vehicles

A clone is usually a stolen vehicle that has been altered to conceal its identity.

Cloning requires a matching donor vehicle.



INVESTIGATION

Cloned Vehicles (continued)

The donor is often a cheaply-purchased wreck that has a clean title.

The donor car's labels and VIN plates are affixed to the stolen vehicle.



ADDITIONAL RESOURCES

- **Department of Motor Vehicles (DMV)**
 - **Law Enforcement Division**

- **United States Customs & Border Protection (USCBP)**

- **National Insurance Crime Bureau (NICB)**
 - **1-847-544-7000 – Help finding CVINs**

USCBP RECOVERIES



https://youtube.com/shorts/xYX_P4rWp3g?si=NAz9HbGAo9v8yIFU

**WHAT CAN
THE HEAT
PROGRAM
DO FOR YOU?**

TIPS TO PREVENT AUTO THEFT



REWARD FOR TIPS

Individuals providing information *leading to an arrest* may be eligible for up to **\$25,000** in rewards

Visit **www.HEATreward.com** or call **(800) 947-HEAT** to submit a tip

Tips may be submitted by LEO on behalf of a confidential informant

ANNUAL HEAT AWARDS

- **Intelligence**
- **Prevention**
- **Enforcement**
- **Recovery**



DISPLAY VEHICLES



Out with the old and in with the new!

DISPLAY VEHICLES



And we mean OUT with the old...

2019 Chevrolet Corvette



VIRGINIA
STATE POLICE



7700



DEPARTMENT OF EMERGENCY
MANAGEMENT - EOC

#rewards.com

VIRGINIA STATE POLICE
HEAT HELP
ELIMINATE
AUTO THEFT

2019 Chevrolet Corvette



2019 Chevrolet Corvette



2019 Ford F-250 Lariat



2019 Ford F-250 Lariat





2020 Ford F-550 XLT



2020 Ford F-550 XLT



FREE VIN ETCHINGS!

The Vehicle Identification Number (VIN) etching process uses a chemical to permanently engrave the VIN into each major portion of the glass on a vehicle.



VIN ETCHING

STENCIL AND ETCHING GEL



FINISHED PRODUCT



Find a VIN etching near you:

www.HEATreward.com/events

VIN ETCHING

James City County



VIN ETCHING

Norfolk Naval Station





REACHING THE MOTORCYCLE COMMUNITY

MOTORCYCLE VIN STICKER SHEETS



COMMUNITY EVENTS



AUTO SHOWS



LANGLEY SPEEDWAY

“HEAT Program Summer Series”



SPEAKING WITH CIVIC GROUPS



- Boy/Girl Scouts
- Senior Citizen Groups
- Car Clubs
- High Schools
- Homeowner Associations
- Neighborhood Watch
- Rotary Club

SOCIAL MEDIA

Facebook - #ProtectYourRide

HEAT Program
Published by Peter William [?] · January 13 · 🌐

Thieves are targeting your personal belongings! Remember to remove all valuables and lock your vehicle each time you park.

You could earn up to \$25,000 in cash for auto theft tips that lead to an arrest. Visit www.HEATreward.com or call 1-800-947-HEAT to submit a tip. #VSPHEAT #ProtectYourRide

<https://wtvr.com/.../hull-street-road-car-break-ins-wanted-w.../>



WTVR.COM
Woman with sleeve tattoos wanted for thefts from cars in Chesterfield

@VSPHEAT

SOCIAL MEDIA

Facebook - #puffer



@VSPHEAT

SOCIAL MEDIA

Facebook - #9PMRoutine



I'm not a dentist, but I did follow the 9PM Routine last night.
#9PMROUTINE



Hanover County
Sheriff's Office

SOCIAL MEDIA

Facebook - #LockItOrLoselt

 **HEAT Program**
Published by Peter William [?] · February 8 at 7:28 AM · 🌐

This is a great reminder from the Richmond Police Department to #LockItOrLoselt. For more auto theft prevention tips, visit www.HEATreward.com. #ProtectYourRide #VSPHEAT
You can also find us on Twitter @VSPHEAT



2,276 Views

Richmond Police Department
February 6 at 7:15 AM · 🌐 Like Page

"Good point," indeed!

City of Richmond
Police Department

SOCIAL MEDIA

Facebook – Helping With Your Cases

 **HEAT Program**
Published by Peter William [?] · January 21 · 🌐


The Arlington County Police Department is reporting another 9 vehicles stolen from Northern Virginia dealerships. If you have information about auto theft then you could earn up to \$25,000 cash for tips that lead to an arrest. Visit www.HEATreward.com or call 1-800-947-HEAT to submit a tip! #VSPHEAT #ProtectYourRide
<https://wjla.com/.../thieves-steal-another-nine-cars-in-possi...>



WJLA.COM | BY ABC 7 NEWS - WJLA
Thieves steal another nine cars in possible string of burglaries

 **HEAT Program**
Published by Peter William [?] · January 31 at 2:27 PM · 🌐

Each year in Virginia, thieves steal more than \$80,000,000 in parts and vehicles. Remember to stay aware of your surroundings, park in a well lit area, remove any valuables, and lock your vehicle every time you leave it. For more theft prevention tips, visit www.HEATreward.com. #VSPHEAT #ProtectYourRide
<https://patch.com/.../catalytic-converter-thief-strikes-frede...>



PATCH.COM
Catalytic Converter Thief Strikes In Fredericksburg
A resident reported to the Fredericksburg police Wednesday that the...

@VSPHEAT

SOCIAL MEDIA

YouTube

The screenshot shows the YouTube channel page for the HEAT Program. At the top, there is a search bar and a 'SIGN IN' button. Below the search bar is a large red banner with the text: "AUTO THEFT COSTS VIRGINIANS MILLIONS OF DOLLARS EACH YEAR. WE ARE WORKING TO CHANGE THAT." and "LEARN WHAT TO LOOK FOR AND PREVENTION TIPS AT HEATREWARD.COM". The channel name "HEAT Program" is displayed with a logo and "118 subscribers". A red "SUBSCRIBE" button is visible. Below the channel name are navigation tabs: HOME, VIDEOS, PLAYLISTS, CHANNELS, DISCUSSION, and ABOUT. The "Uploads" section is active, showing a row of five video thumbnails with their titles and view counts:

- HEAT Motorcycle Awareness (15 views • 3 months ago)
- Protect Your Ride (138K views • 1 year ago)
- About the Help Eliminate Auto Theft (HEAT) Program (531 views • 2 years ago)
- HEAT Program Celebrates 25 Years (171 views • 3 years ago)
- HEAT VIN Etching (84K views • 3 years ago)

On the left side of the page, there is a navigation menu with options: Home, Trending, Subscriptions, Library, and History. Below this is a "SIGN IN" button and a section titled "BEST OF YOUTUBE" with categories: Music, Sports, Gaming, Movies, TV Shows, and News.

HEAT Program



**FREE
STUFF!**



HOW TO REQUEST PROMOTIONAL ITEMS

Visit:

www.HEATreward.com

Available to all LE agencies
across the Commonwealth

The items can be picked up,
delivered, or mailed to you

WHAT'S CHANGED SINCE 1992?

Awareness, education and anti-theft technology have improved

**Auto thefts have declined by
more than 27%**

QUESTIONS?

VIRGINIA STATE POLICE

HEAT



HELP ELIMINATE AUTO THEFT

www.HEATreward.com