

United We Protect People, Profits, and Brand

Welcome to *United We Protect*, where the focus is on our people, profits, and brand. Our newsletter, presented in partnership with AMAROK, addresses the importance of perimeter security.

UR Location in Grand Junction, Colorado

AMAROK—#1 Theft Deterrent Service™

AMAROK is the #1 Theft Deterrent Service™ in the U.S. and the market leader in electric security fences and perimeter security in the country.

The Electric Guard Dog™ Fence by AMAROK protects United Rentals locations across the U.S. from theft and provides a safer work environment for employees while reducing total security costs.



New United Rental Locations Welcome AMAROK!

These UR Managers signed up with AMAROK in 2019 to protect their investments, taking the essential measures that **deter, defend, detect, and delay** theft anywhere on their properties.

"I love AMAROK. I am your biggest advocate. Wherever I install a fence, the crime stops! Flat out!"

John Hiatt, Region Operations Excellence Director, Portland, OR—United Rentals

United Rental Locations that Signed Up in 2019

- Little Rock AR (LIT)
- Phoenix AZ (K97)
- Tucson AZ (TS) (84B)
- Tucson AZ (84B)
- Bakersfield CA (434)
- Canoga Park CA (508)
- Chico CA (558)
- Huntington Beach CA (521)
- Milpitas CA (80D)
- Montclair CA (509)
- Perris CA (89D)
- Salida CA (83D)
- San Francisco CA (606)
- Stockton CA (042)
- Sun Valley CA (P12)
- Visalia CA (641)
- Denver CO (DEN)
- Commerce City CT (X70)
- Tampa FL (A15)
- Tampa FL (Tappan) (A15)
- Augusta GA (958)
- Oklahoma City OK (25J)
- Canby OR (77B)
- Charlotte NC (146)
- Hickory NC (069)
- Portland OR (268)
- N. Charleston, SC (03B)
- Columbia, SC (67A)
- Arlington TX (65J)
- Austin TX (D81)
- Buda TX (20J)
- Corpus Christi TX (L40)
- Fort Worth TX (06J)
- Ingleside TX (48J)
- Keller TX (612)
- Pflugerville TX (19J)
- Plano TX (08D)
- San Antonio TX (67J)
- San Antonio TX (D91)
- San Benito TX (43D)
- Houston TX (23J)
- Houston TX (C08)
- Texas City TX (Z15)

Here are the Facts

Number of property crimes in U.S. in 2017 **7,694,086**
 Percentage of recovered stolen equipment **21%**
 Average annual cost of equipment theft in U.S. **\$400 million**
 Response time to theft. **Up to one hour***
[Click to download the 2016 Annual Theft Report and see page 7 for Top Ten States for Theft.](#)

Make the Wise Investment Right Now. \$1,050 investment Could Save You \$69,000!

The data proves it makes dollars and sense to invest in The Electric Guard Dog Fence.

More information on how to contact AMAROK!

*Theft is considered a non-priority crime, increasing response times to between 15 minutes and an hour for nearly 50% of all reported property thefts.

United Rentals Study Results



A recent site-risk study conducted by United Rentals from January 2017 to October 2018 discovered **37 United Rentals branches** whose theft-loss exceeded the cost of The Electric Guard Dog Fence. An average investment of \$1,050 per month in The Electric Guard Dog Fence during that time frame could have saved each of these 37 branches more than \$69,000 in losses!

Average Loss Per Affected Branch* **\$69,226**

Average Monthly Security Service Fee **\$1,050**

\$69,226 LOSS PREVENTION

*Across 22-month study from Jan. 2017 to Oct. 2018.

98% of all AMAROK customers experience **no external theft** after installing The Electric Guard Dog Fence by AMAROK!

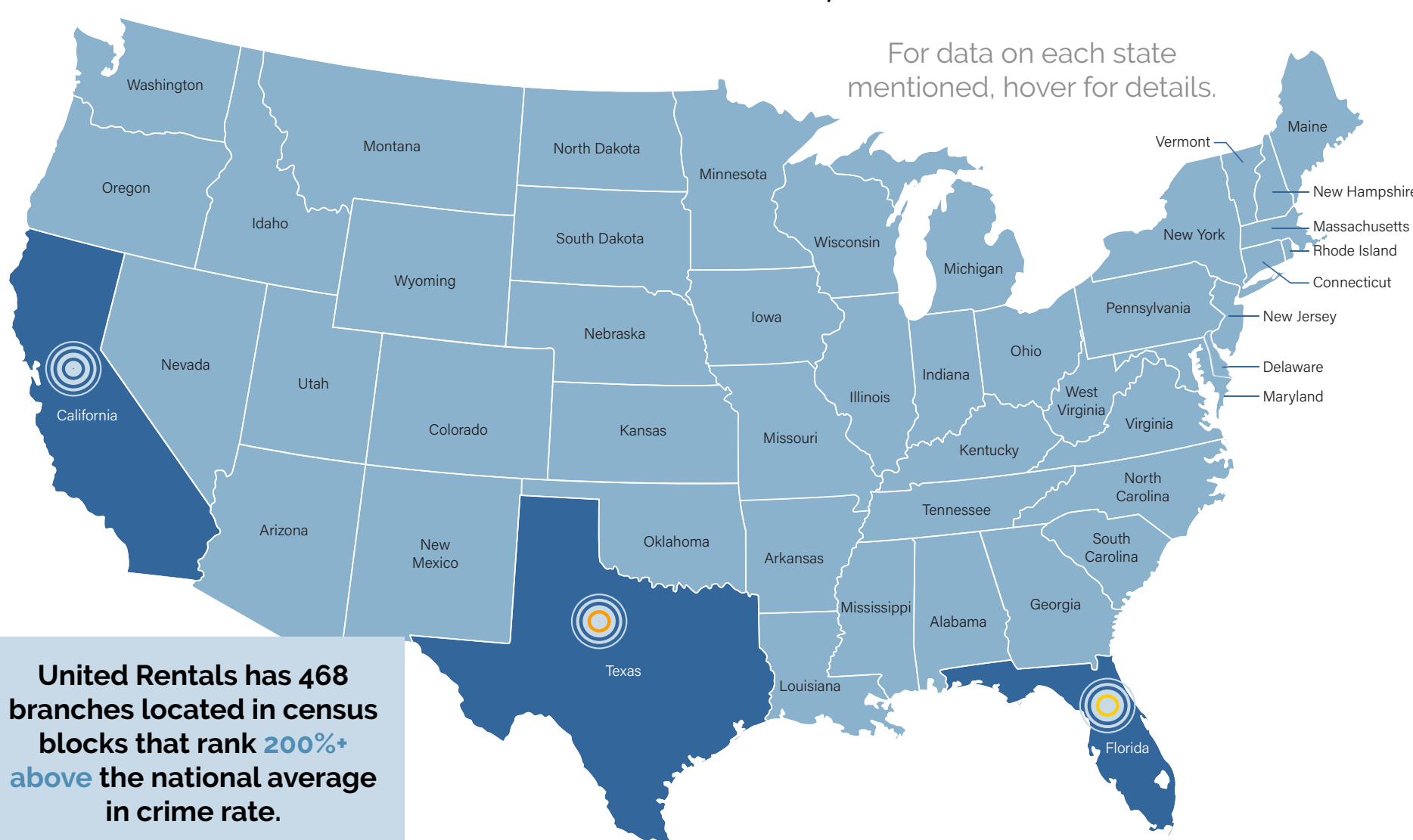
AMAROK Layered Security

- | | |
|---|--|
| Features <ul style="list-style-type: none"> • \$0 construction costs • Low upfront investment • Low monthly service fees • All service included • AMAROK assumes all liabilities • Available core enhancements | Benefits <ul style="list-style-type: none"> • Preserves uptime • Boosts utilization • Increases: <ul style="list-style-type: none"> • Customer acquisition • Customer retention |
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Fill out this form for a no-charge consultation!

Stop Crime Before It Happens. For UR branches in CA, TX and FL:*

For data on each state mentioned, hover for details.



Average LE Response Time in Minutes, After-the-Fact Theft

California		Texas			Florida	
Los Angeles	San Francisco	Houston	Dallas	San Antonio	Orlando	Tampa
35	25	53	99	18	20	20

*Based on NER 2016 Annual Theft Report

UR branches experience, on average, **120 break-ins per year**. You have two choices: suffer repeated break-ins or proactively prevent them.

Stop crime before it happens—contact AMAROK—right now!

98% of customers report zero external theft after installing The Electric Guard Dog Fence!

AMAROK ROI Analysis (Closed Claims Only)

Over 22 months, only U.S. locations were analyzed from 01/01/17 to 10/13/18.

	22-MONTH COST
Total losses at affected UR branches	\$ 2,562,853
Avg. loss per affected UR branch	\$ 69,266.31
Avg. savings per affected UR branch w/AMAROK	\$ 56,666
ROI multiple	4.5
Avg. monthly AMAROK fee for 2019	\$ 1,050



#RELENTLESSLYPROTECTING

If you are experiencing CRIME, contact AMAROK and STOP THEFT before it happens!

Contact Us! | 800-432-6391 | sales@amarok.com