



## **Custom Motorcycle Manufacturer to Outfit All New New Vehicles With Micro ID DataDot® Technology**

*Leading custom motorcycle manufacturer, Arlen Ness Motorcycles in California, has commenced a program with MicroID Technologies to outfit their entire future line of vehicles with DataDot® products. About the size of a grain of sand, each set of DataDots is encrypted with a unique alphanumeric code via a micro-laser etch process. DataDot technology will allow Arlen Ness bike owners a new and unique layer of protection for their one-of-a-kind vehicle.*

DUBLIN, CA ([PRWEB](#)) October 19, 2004 -- Leading custom motorcycle manufacturer, Arlen Ness Motorcycles, has commenced a program with MicroID Technologies to outfit their entire future line of vehicles with DataDot® products. About the size of a grain of sand, each set of DataDots is encrypted with a unique alphanumeric code via a micro-laser etch process. The DataDots are suspended in a specially formulated adhesive containing a UV trace and may be applied by either a unique spray or brush-on process.

“DataDot technology will allow Arlen Ness bike owners a new and unique layer of protection for their vehicle,” said Bill Biler, Motorcycle Sales Manager for Arlen Ness. “Being able to trace a stolen motorcycle – particularly those customized for our customers -- provides an added deterrent to theft particularly when police authorities have the ability to trace the vehicle, even when stripped for parts.”

Arlen Ness Motorcycles will utilize the DataDot motorcycle kits that will affix DataDots to their custom bikes and provide traceable information that is invisible to the naked eye. Authorities then use a special magnifier to view the DataDots and trace property back to the rightful owner.

“Our product allows owners of valuable or irreplaceable property a method of protecting their investment,” said Steve Campbell Sr., President, MicroID Technologies. “By applying DataDots to their motorcycles, Arlen Ness customers will have greater security for the one-of-a-kind vehicles they value.”

### **ABOUT MICRO ID TECHNOLOGIES**

Based in Sonoma, CA, MicroID Technologies is the authorized distributor of DataDot Technology in California. DataDots deter theft, counterfeiting and product reproduction through their unique traceable coding and small undetectable size. Please visit [www.microidtech.com](http://www.microidtech.com) or call 209-532-0056 for more information on this product and to purchase Data Dot kits suitable for your applications.

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REVERB COMMUNICATIONS

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