

Want to Keep Your Tires?

Welcome to Project Overlord

Project Overlord is paving the way in anti-theft technology to curb the latest automotive theft craze — vehicle wheels! With their new Wheel Anti-Theft

Tracking Device and Mobile App, RimTech will alert vehicle owners when their wheels have been tampered with, and will track the owner's wheels to the theft location within a 10-foot radius.

According to a 2012 *Yahoo! News* article, “Tires and wheels offer a near-perfect combination of attributes to thieves. They’re easy to haul, quick to remove, untraceable on online auction or classified sites, and frequently usable on several different vehicles, with a value that can hit \$3,000 a set.”

With devices like built-in GPS, On-Star, and LoJack, car theft has decreased by 65%. That leaves vehicle wheels as the only untraceable key car components.

The name alone gives pause: it is inspired by Operation Overlord, the designation of the Allied invasion of Normandy on D-Day.

