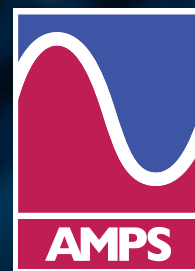




AMPS joins forces with the CEA to deliver exclusive CESAR & ECV Pricing Lifetime Protection without any ongoing costs



The Association of Manufacturers and suppliers of Power generating Systems (AMPS) is proud to announce an exclusive partnership with the Construction Equipment Association (CEA) to offer members preferential pricing on the official CESAR Scheme and its powerful Emissions Compliance Verification (ECV) extension.

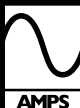


This partnership provides AMPS members with access to the UK's leading theft deterrent and environmental compliance system - at a reduced cost and with no annual fees or monthly charges. **Once fitted, your equipment is protected for life.**



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www.cesarscheme.org

Why Manufacturers are backing the CESAR ECV Scheme

■ Proven theft deterrent

CESAR, the official security and registration scheme powered by Datatag ID Ltd, has helped fight construction and agricultural machinery theft since 2007. **CESAR-marked machines are far easier to identify and recover than unmarked ones**, making them a far less desirable target for criminals.

■ The industry standard – widely adopted

Approximately 90% of all construction and agricultural machinery sold in the UK is now protected by the official CESAR Scheme. The distinctive triangular CESAR ID plate, featuring state-of-the-art visible and covert ID technology, is widely recognised and trusted by law enforcement & industry professionals alike.



■ Enhanced compliance verification with CESAR ECV

CESAR ECV extends the system's capability by verifying a machine's emissions category using tamper-proof, colour-coded labels. These are directly linked to the secure CESAR database supporting compliance with **Low Emission Zones** and major infrastructure projects such as HS2. Backed by the Energy Saving Trust, the Cleaner Construction for London initiative, and top UK contractors, ECV delivers immediate, on-site verification for environmental assurance.



■ One-Time Installation - Lifetime Protection

Installed easily at the point of manufacture, importer, or distribution, CESAR and CESAR ECV provide long-term peace of mind. **No subscriptions. No renewals. No hidden fees.**

■ Streamlined Registration & Free Technician Training

Online registration options are available for quick, efficient setup. Plus, free training for technicians (subject to terms) ensures smooth integration into your production or distribution pipeline.

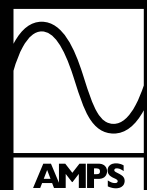


Now's the Time to Act!

With most of the UK construction and agricultural manufacturers already onboard, supporting CESAR / CESAR ECV, it not only enhances your product offering but also aligns your brand with trusted security, compliance, and innovation.

Why not join the thousands of machines already protected. Help your customers safeguard their investment - and meet tomorrow's environmental standards today.

For full details on how AMPS members can access these preferential rates, contact:
Rachel.Hamilton@datatag.co.uk



The Official Construction and Agricultural Equipment Security & Registration Scheme



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