

# THE TRUE COST OF CPC THEFT

Uncover the direct and indirect ways you'll "pay" for CPC theft.



A rise in CPC (Common Powertrained Controller) theft is one of the greatest threats to productivity in the trucking industry today because without it - trucks are inoperable.. For many victims of CPC theft, we usually hear "we didn't think it would happen to us". But what we're also hearing is they didn't understand the true cost their business would incur form the CPC theft incident.

## LET’S UNCOVER THE IMPACT A CPC THEFT INCIDENT COULD HAVE ON YOUR BUSINESS.

### LET’S GET YOUR TRUCKS UP AND RUNNING ...

Victims of CPC theft are paying anywhere from \$2,000 to \$8,000 to replace their stolen parts. On top of that, they're having to repair the damage done to their dashboard, windows, windshield, door locks, etc. during the incident.

#### Property Damage Repair Cost

- CPC Replacement
- Truck Repairs (dashboard, windows, doors)
- Perimeter security repairs (fence or cameras)
- Other property damage repairs

# _____	of trucks
x \$ _____	\$8,000 (per CPC)
x \$ _____	\$10,000 (per truck in other repairs)
+ _____	labor & taxes
_____	
= \$ _____	total repairs

### AND WE’LL FACTOR IN THE LOST PRODUCTIVITY...

Because a truck cannot operate without a CPC module – you will inevitably lose productivity. Plus, with current supply issues, your CPC could be back ordered for months.

#### Cost of Lost Productivity

- Truck downtime
- CPC order delays
- Hours spent focusing on incident

# _____	of trucks
x \$ _____	\$ rate per day
_____	
x _____	90 days to get CPC module
_____	
x _____	10 days for repairs
_____	
+ # _____	hours spent focusing on the incident
x \$ _____	hourly rate
_____	
= \$ _____	total lost revenue

### AND THE CUSTOMERS WHO WILL TAKE THEIR BUSINESS TO A MORE RELIABLE SERVICE PROVIDER...

The downtime will inevitably inconvenience your current customers who may opt to take their business somewhere else. Plus, new business will be more difficult to acquire with your new reputation for "security".

#### Cost of Reputation Damage

- Lost new business
- Lost return business
- "Unsecure" site
- Repeat theft (71% likelihood)

5% # _____	of customers
x \$ _____	customers lifetime value
_____	
= \$ _____	cost of lost business

### FINALLY, THE COST OF POTENTIALLY LOSING YOUR PEOPLE...

Truck downtime could mean fewer hours for your people and with good employees in high demand today they may end up looking for more consistent work elsewhere. For you, this means rehiring and retraining.

#### Employee retention cost

- Employee turnover
- Employee hiring
- Employee on-boarding

5% # _____	of employees
_____	
x \$ _____	customers acquisition & on-boarding
_____	
= \$ _____	cost of lost Employees

\*All cost calculations are general estimates of impact to provide a "ballpark" number  
\*Calculation examples lend themselves more to truck rental or service companies – your inputs may vary slightly.

Book a meeting with an AMAROK rep today and we'll provide you with a more accurate picture of your property's risk for CPC theft and other property crimes. Take a proactive approach to security – the cost of property crime is too significant to react after the fact.