

# **5 Urban Myths About Missing Bikes**

## **And How Not to Lose in Broad Daylight**



# "That sinking feeling when your bike is gone... you never forget it."

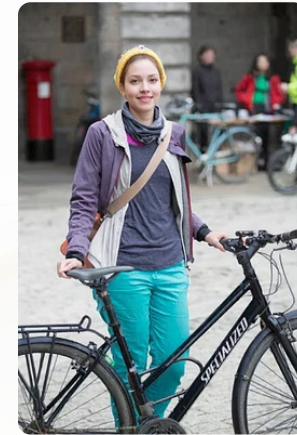
Every day, over 500 bikes vanish across the UK. Most stolen in broad daylight whilst owners go about their daily business.

This guide busts the myths that leave riders unprotected (and shows you how to ride without the constant fear of loss).

- Most thefts are opportunistic and happen in daylight
- This guide turns myths into small, practical actions that can protect your ride

"After losing my last bike in Edinburgh, I take no chances."- Fiona Campbell.

Our bike isn't just transport. It's **our freedom, our fitness, our daily companion**. No one should be able to take that away!







# The 5 Risky Myths

These beliefs put your bike at risk every single day

1

## Myth: I'm Safe when I put a Lock

**Reality:** Locks are a must, it slow thieves down, they don't stop them. Since Victorian era "Chubb locks - 1851", padlocks on the first velocipedes to 1970s U-locks to more modern designs- due to cutter tools available some thieves cut through "unbreakable" bike locks in under 2 minutes.

2

## Myth: Night-Time Danger Only

**Reality:** 60% of bike thefts happen in broad daylight. Thieves blend in with busy crowds and workday routines.

3

## Myth: Crowds Protect My Bike

**Reality:** Busy areas can give thieves a cover. People assume someone else is watching when nobody is. Recovery rates post-theft remain shockingly low 5-10%.

<sup>1</sup>Source: Office of National Statistic (ONS), police report & YouGov published surveys.



Office for National Statistics



### Overview of bicycle theft – Office for National Statistics

Long-term trends in bicycle theft, including demographic and nature of crime data



## Myth 4: Cheap or "Rad Bikes" Are Safe

**Wrong assumption:** "My bike isn't expensive, so thieves won't bother."

Any bike is a target. Thieves steal for quick cash, spare parts, or simply because your bike is convenient to grab. Mid range bikes are in fact easier to sell.

## Myth 5: GPS Trackers are only fool-proof solution

**A fact:** Any tracker is a layered security tool in your kit

GPS trackers are bulky and often die in days: A GPS tracker is a heavy investment and might be a solution for some- however, our research showed mainly due to cost+subscriptions, and real maintenance headaches (overhead of regular charging) they usually end up not being used. Apple AirTag network with 1B+ devices enclosed in something ordinary is currently your best bet! Our limited test pilots have shown it is rarely spotted and simply blends with everyday life. Please do not get a cheap tracker (studies show currently in 2025 only Apple AirTag and Galaxy SmartTag 2 work as a reliable tracking solution on Find-My networks).



# Why Hide in Plain Sight

**Myth:** "If a thief wants it, they'll find any tracker."

**Truth:** Thieves move fast, not methodical. A well-hidden tracker raises recovery odds.



## Bell enclosure

**Pro:** Everyday utility + hard to spot

**Con:** Requires design for signal pass-through



## Reflector mount

**Pro:** Rear-facing, unobtrusive

**Con:** Must allow Bluetooth signal, can be seen through



## Rear light housing

**Pro:** Natural electronics housing

**Con:** Battery integration considerations



## Bottle-cage

**Pro:** Inside cage or cavity

**Con:** DIY attachment to secure. Less central for GPS/ BT accuracy if near frame.



## Under seat/ mudguard

**Pro:** concealed if covered

**Con:** Needs weatherproofing & often first place for thieves to look.



Combine one concealed tracker with a solid lock for best results.



# The Smarter Way Forward

## Peace of Mind for Every Ride



### Looks like a regular copper bell

Functions as an ordinary bell- but keeps your bike on the map 24/7



### Stealth Protection

Anti-theft technology invisible to thieves, always visible to you



### Built for Britain

Weatherproof, durable design ready for UK conditions year-round



✔ **Best ROI:** Easy install, daily use, high recovery chance without changing rider behavior. Costs no more than a regular bike bell in retail today £15-25.

"I simply popped my AirTag inside the bell... and now I see the bike on my iPhone via FindMy." — Kristina, Aug 2025.



1

**Utility first:** Hiding a tracker in a functional bell means stealth.

2

**Added value:** Ordinary parts are less prone to the opportunist snatch.

3

**Signal-friendly:** Engineered for reliable FindMy signal pass-through\*

ⓘ This is why we have designed a concealed tracker solution with RF waveguides - allowing AirTag signals to pass in this Patent-pending design\*

# Real Riders. Real Recoveries. Real Peace of Mind.

- ONS data shows widespread theft risk across the UK
- Trackers + concealment have contributed to repeated recoveries in reported cases (not just bikes)
- Our design philosophy has been to balance cost, time (maintenance) and choice of an object that hides in plain sight
- Our manufacturing goal has delivered on an enclosure that costs no more than a regular sturdy bicycle bell

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"After losing my last bike in Edinburgh, I take no chances." — **Fiona**

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"I was always searching for something like this... for the Manchester commute." — **Ramon**

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**Never Feel That Loss Again — Why chance it? Get the Smart-Tag Bike Bell today**

Pre-order at [Smart-Tag.org](https://Smart-Tag.org)