



Michael Pearce  
Chief of Police

## **MEDIA RELEASE**

June 5, 2025

The LaSalle Police Services (LPS) is joining forces with Équité Association to combat and prevent auto thefts in the LaSalle area. As the national authority on insurance crime and fraud prevention, Équité is a national not-for-profit organization that collaborates with law enforcement, partners, and industry organizations to protect Canadians against insurance crimes. Équité will play a pivotal role in this partnership. Through data and analytics, vehicle identification and coordinated investigations, this collaboration with LaSalle Police Service aims to mitigate insurance crime, including auto theft.

LPS will work with Équité to address auto theft investigations, support with vehicle recoveries and reach out to the community through awareness initiatives. Vehicles stolen in our area have a negative impact on the safety and security of our community. Individuals rely on their vehicles to support their day-to-day lives from running errands to driving to appointments, safely transporting their children to daycare or school, and getting themselves to work.

We recommend using a layered approach to help protect Canadians from auto theft, including simple steps like keeping doors locked, installing visible or audible anti-theft devices, using vehicle immobilizers and investing in tracking systems.

**Chief Michael Pearce, LaSalle Police Service**

“Collaborating with Équité adds a powerful partner for investigations involving vehicles, including auto theft. This partnership will improve our training, investigative capacity, and analytical resources to combat insurance crimes.”

**Betty Ng, Director, Investigations, Ontario & ICSS, Équité Association**

“Auto theft is not a victimless crime. It is a deeply complex and multifaceted issue with real and devastating consequences for our communities. With auto theft being a funding mechanism for organized crime, collaboration between public and private partnerships is crucial in combatting this crime. At Équité Association, we look forward to harnessing our collective strength and working with law enforcement, including LaSalle Police Service. Together, we will build on the momentum to combat the auto theft crisis that affects so many Ontarians.”

Anonymous information can be sent to Windsor Essex County Crime Stoppers at 1-800-258-TIPS (8477) or at [info@catchcrooks.com](mailto:info@catchcrooks.com).

**LaSalle Police Service**  
1880 Normandy Street  
LaSalle, ON N9H 1P8  
519.969.5210 | [www.lasallepolice.ca](http://www.lasallepolice.ca)