

## Script video 2: **Brazil's bullet-proof car industry booming**

How does the security sector benefit when crime and violence are in the upswing? Paulo Cabral takes a look at Brazil's booming bullet-proof car industry.

There's no lack of work in this plant in the outskirts of Sao Paulo. They manufacture bullet-proof cars. It's a booming business in Brazil. The industry association had to make tens of thousands of vehicles all equipped with special glasses and heavy armour last year \*, 15 % more than 2012 as the reach of the product extends beyond the usual millionaires.

"The middle-class is also bullet-proofing their cars because they're afraid of crime. It costs from twenty to thirty thousand US dollars to do the service and we offer payment in instalments. Our business group had 15 % last year and we project the same for this year. We've actually opened a second plant." ([Xavier Leite, Oregon Blindados](#))

This young ad executive, who spoke on condition of anonymity, recently purchased a bullet-proof car. The decision came after a traumatic year in Sao Paulo's traffic.

"Traffic in Sao Paulo is heavy. We move slowly. So, we are very exposed to street violence. I was robbed at gunpoint at traffic lights three times in one year."

Sales of bullet-proof cars are just one example of the expanding security industry here. There's no argument, crime is one of the biggest problems in this country but for companies here, it's also a major business opportunity. At this security conference and exposition, the prospects are good. As no one realistically expects violence in Brazil will be significantly reduced in the year term.

"Security is the main issue here in Brazil, unfortunately good for industry but unfortunately for the country. But, yes, electronic security and the need for security in general is growing and growing." ([Franz Kemper, Security Industry Association](#))

Even with the boom in the bullet-proof car industry, crime against motorists still remains an issue and to tackle the issue some argue that the country should focus on solutions for crime reduction, even at the expense of losing a factory like this.



Paulo Cabral, CCTV, Sao Paulo