

**PRESS RELEASE**

## **Kubota SVL75 stolen out from a school yard in Texas, recovered by a contracting company using Cellutrak's GPS tracking system**

**The value of the Kubota SVL75 is \$50,000.**

August 2023 -- Early Tuesday morning, machine thieves broke into a gated school in Fairgreen, Texas and stole the machine. The thieves ripped out the Kubota SVL75 ignition wiring and took it about 0.6 miles to a forested area. Upon arrival at the school yard, one of the contractor's employees noticed that the SVL75 was missing.

The owner of the contracting company called the Cellutrak 24/7 theft hotline to help locate and track down the machine. The police were unresponsive at this time. Deep in the wooded area, guided by the Cellutrak system, the SVL75 was recovered and returned within the same day. It is a common trend that machine thieves take a vehicle to remote areas and leave it for 24-48 hours. That is why the window is so narrow when it comes to reacting to and retracing the machine's steps.

General contractors can benefit in many ways from using Cellutrak's GPS tracking system, as the platform supports both theft prevention and fleet management. Machine theft is not slowing down, and anti-theft devices are becoming a requirement in securing fleets.

### **Cellutrak & Kubota Partnership Leads the Way**

Kubota and Cellutrak have partnered together to offer unique products and services yet to be seen in the market. This strategic alliance has distinguished Kubota and Cellutrak as leaders within the industry for both telematics and anti-theft. Exclusive to this partnership, Cellutrak offers a personalized concierge service to all Kubota dealerships and Kubota customers.

**Since the partnership began in 2014, Cellutrak has recovered numerous Kubota and Non-Kubota machines, representing in excess of \$4,820,000 in Canada and the United States.**



**ABOUT KUBOTA:** Kubota Canada Ltd. is the Canadian marketer and distributor of Kubota-branded equipment, including a complete line of tractors up to 200 HP, performance-matched implements, compact and utility-class construction equipment, consumer lawn and garden equipment, commercial turf products and utility vehicles. For product literature or dealer locations, visit [www.kubota.ca](http://www.kubota.ca)

**ABOUT CELLUTRAK:** Made for Families. Built for Fleets. Trusted by the Armed Forces. Cellutrak powered by Ituran offers military grade technology for vehicle theft prevention, real time tracking, and telematics management. Cellutrak offers an entire product line of GPS tracking and management solutions for both business and consumer use. Ituran is a publicly traded company and an international leader. Look for their symbol "ITRN" on NASDAQ. [www.cellutrak.ca](http://www.cellutrak.ca)