

PRESS RELEASE

Ringling in the new year with a new theft, Montrealer followed and had Range Rover stolen right in front of them.

The 2023 Land Rover Range Rover was valued at \$112,000.

January 2024 — Canadians are still facing the same issue when it comes to organized crime car theft, one Montrealer's story demonstrates the lack of control and security offered by the government and insurance companies. This Montrealer was targeted for their specific vehicle model and followed until they arrived at their final destination. It only took a couple of minutes while the individual went inside a repair shop, the crooks were able to steal their Range Rover in broad daylight. This Montrealer is no stranger to the current car theft situation and installed a Cellutrak to minimize their risk. Having the confidence in real-time technology, they were able to recover their vehicle near Marche Atwater within a few hours and provide police with insight into the criminal offence.

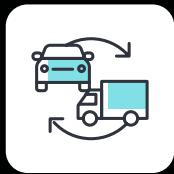
It is important to note that the vehicle's wiring was damaged as they searched for a GPS tracking device but could not find the well-concealed Cellutrak device. When choosing the right solution, a hard-wired GPS tracking device provides several advantages. Cellutrak's anti-theft solution equips vehicle owners with key features that can help them prevent, act, and recover their vehicle. These key features range from remote engine disable/enable, real-time alerts, mobile application for tracking on the go, and access to a 24/7 theft recovery team.

About Cellutrak GPS Tracking Solutions

Cellutrak offers a complete line of military grade GPS tracking telematic solutions specializing in theft prevention and fleet management for businesses and consumers. Cellutrak was created in North America in 2009 and is a subsidiary of the publicly traded and international GPS leader, Ituran (Nasdaq: ITRN). Cellutrak provides the latest technology in hardware and software that is designed to reduce vehicle owner's risks and increase productivity. Cellutrak's full suite of telematics features include real-time tracking, remote engine disable, real-time alerts, maintenance management, detailed reporting and more. Cellutrak is committed to providing the best customer service in the industry, including our 24/7 theft support department that has aided in recovering millions of dollars worth of vehicles in different countries.

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The Cellutrak Advantage



Cross-Industries
(B2C and B2B)



Global
Reach



Publicly-Traded
(NASDAQ "ITRN")



Military Grade
Technology



In-House
Engineers



Customer Service
24/7/365



Theft Prevention
& Telematics