

PRESS RELEASE

Cellutrak recovers another theft in Quebec, this time a Kubota M100GX belonging to an Intact customer in Snow Removal and Excavation.

Kubota M100GX recovered and valued at \$70,000.

February 2024 -- Monday morning, Cellutrak's 24/7 theft support team received a call from a panicked customer, their Kubota had been stolen right out of their business's parking lot in the East End. What's unique about this story is the thieves approached the vehicle on Friday to check it out and then came back on Monday morning.

The owner of the Excavator noticed his machine was missing. He immediately called Cellutrak's customer service and the police department. Our team provided the real time location and police were able to find it and tow it to a secure location for examination and fingerprint dusting. The final location was right next to the St. Lawrence River. The investigation is on-going.

The loss of heavy machinery during the busy snow removal season can be devastating to a business. From lost contracts to complete reorganization of routes, snow removal companies are extremely vulnerable when it comes to winter theft. Having a Cellutrak unit can help prevent and react immediately in these situations. By installing a Cellutrak, this business owner minimized his risk and will not suffer a financial loss. Intact insurance also came out a winner as they did not have this file hit their desk. Hopefully this customer will receive a discount for preventing the loss of this Kubota M100GX.

Cellutrak and 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 \$5 million 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

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