

LOYAL KUBOTA CUSTOMER TARGETED FOR RECREATIONAL VEHICLE THEFT FOR THE THIRD TIME

Saint Norbert, Québec experienced its first Kubota vehicle theft of the spring season, with a Kubota RTV stolen from a family's home in the middle of the night. On Sunday May 15th, 2016 a local family had their RTV taken away and hidden in the forest. This family had been targeted and previously had two Kubota RTVs stolen. This family decided to install a Cellutrak device to prevent theft and insure the new machine. This customer liked the Cellutrak system so much, they installed it on their personal vehicles including their Kubota RTV and their snowmobiles.

What is unique about this story is that this family only noticed the vehicle was stolen after five days. Despite the delay, the Kubota/Cellutrak unit still recovered the RTV. The Cellutrak system pinpointed the RTV's location, and the Cellutrak monitor and control center helped the Surêté du Québec in recovering the vehicle from start to finish providing aerial satellite pictures.



Special congratulation to the certified Kubota dealer, “Entreprises Antonio Laporte et Fils Inc.” who helped this customer find the right solution for their needs. This dealer benefited in increased part sales and a very happy customer.

The spring season means it's time to bring out your recreational vehicles including your RTVs, be sure to protect them with an anti-theft device.

Cellutrak and Kubota Partnership Leads the Way

Kubota and Cellutrak Canada 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 customers across Canada. This services includes; hands on software training, installation support, on-going technical support, and 24/7 assistance through thefts. **Since the partnership began in 2014, Cellutrak has recovered numerous Kubota machines, representing in excess of \$1,400,000 in Canada and the USA.**

ABOUT KUBOTA: Kubota Canada Ltd. is the Canadian marketer and distributor of Kubota-branded equipment, including a complete line of tractors up to 118 PTO 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, please 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

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