

CELLUTRAK RECOVERS OVER \$200,000 WORTH OF HEAVY MACHINERY AND A TRAILER IN HOUSTON, TEXAS.

A Gooseneck trailer carrying a Kubota SVL95 and a Caterpillar 303.5E2 was stolen from a contractor's job site in Houston, Texas on Saturday night (June 17th, 2017) at 11:51 PM.

A contractor with multiple job sites was targeted in a theft heist late Saturday night. The contractor had installed Cellutrak's anti-theft and GPS tracking devices on their entire fleet of heavy machinery. The trailer was an easy target as it had both the Kubota and Caterpillar machines mounted on top of it, which created a perfect opportunity for the crook.



As the thief left the job site driving the trailer, Cellutrak's GPS tracking devices sent out two alerts, one that the machines were being towed and one that the machines had left the job site. What is interesting about this theft is that neither the Kubota nor the Caterpillar's ignitions were engaged. This demonstrates Cellutrak's multi-layered anti-theft approach. These real-time alerts notified the contractor that something was wrong. The contractor immediately opened their Cellutrak smart phone application and located the machine's movements in real-time. The final destination was recorded and shared with the police who recovered all three vehicles. As of June 18th, 2017 at 4:33 PM the vehicles were safely returned to their job site and available for operation.

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 Kubota customers. **Since the partnership began in 2014, Cellutrak has recovered numerous Kubota machines, representing in excess of \$1,700,000 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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TRUSTED BY THE ARMED FORCES.**

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**QUALITY BUILT.
PRECISION MADE.**