

# CELLUTRAK STRIKES AGAIN WITH THE RECOVERY OF 2 KUBOTA MACHINES AND 1 ARREST

**Another Kubota Canada dealership was successful in using Cellutrak Canada's GPS theft prevention, telematics & real time tracking software CONTROL™ to assist the Ontario Provincial Police (OPP) in the interference of a tractor heist.**

On July 30<sup>th</sup>, shortly after midnight, 2 Kubota machines were stolen from a Kubota dealership in Innerkip, Ontario. This dealership had adopted the Cellutrak - Kubota theft prevention program in early July. They quickly understood the power of **CONTROL™** and learnt the theft prevention layers. The Cellutrak system communicated with them instantaneously in conjunction with the heist. They received 2 important notifications that were indications of a theft.

By using the Cellutrak system, they were able to indicate to the Brant County OPP the exact location of their vehicles and that they were on the move. The OPP were able to dispatch officers accordingly and trail the stolen machinery. Once the perpetrators realized they were being tailed, they pulled off the highway and tried to make a run for it. The OPP were able to make an arrest.

According to the Ontario Sewer & Watermain Construction Association (OSWCA), the OPP estimate that each year between \$15 and \$20 million worth of heavy construction equipment is stolen. In April 2014, Kubota Canada made the decision to cut down on their contribution to this large amount of stolen heavy machinery. In the month of July alone, Kubota Canada has recovered approximately \$250,000 worth of machinery.

Speak to your Kubota dealer today to sign up or learn more about **CONTROL™** as well as Cellutrak's other consumer and commercial GPS solutions.

## CELLUTRAK & 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. Exclusive to this partnership, Cellutrak offers a personalized concierge service to all Kubota dealerships and customers across Canada. This service includes: hands-on software training, installation support, and assistance through thefts.

**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](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 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)

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## CONTACT US

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