

# NEW YEAR, NEW THEFT. A KUBOTA SVL95 VALUED AT \$75,500 USD WAS STOLEN & RECOVERED IN ATLANTA, GEORGIA.

**BUSINESS OWNERS TODAY FACE MAJOR SECURITY ISSUES ON CONSTRUCTION SITES.**

January 2021 -- The construction industry is no stranger to machine theft. On January 4<sup>th</sup> to kick off the new year, a construction company was targeted for theft. This company was on Christmas holiday where they left their machine unattended on a construction site. Upon returning to work on January 4<sup>th</sup>, they noticed their machine was missing. They called the police and the 24/7 Cellutrak theft hotline to obtain the location of the machine. They tracked down the machine to a residential address where the machine was being used on a job. The person using the machine was arrested. Thanks to the Cellutrak GPS tracking device installed on this SVL95 by a Kubota dealer in Georgia, the machine was returned to the construction company on the same day. Another satisfied Cellutrak-Kubota customer!

In the United States, it is estimated that between \$300 million and \$1 billion worth of construction equipment is stolen each year. It's also estimated that less than 20% of stolen construction equipment is recovered each year, according to the National Crime Information Bureau (NCIB).

## 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 \$3,000,000 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 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, 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 business 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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TRUSTED BY THE ARMED FORCES.**

 **CELLUTRAK**  
OPTIMIZED BY ITURAN

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**QUALITY BUILT.  
PRECISION MADE.**