

INCREDIBLE! \$500,000 WORTH OF KUBOTA AND NON-KUBOTA VEHICLES STOLEN AND RECOVERED WITHIN 24 HOURS BY THE LOCAL MIRABEL POLICE WITH THE USE OF CELLUTRAK'S GPS TRACKING SYSTEM

500,000 REASONS WHY ALL KUBOTA MACHINES SHOULD BE OUTFITTED WITH A CELLUTRAK GPS

To close out the Thanksgiving long weekend, on October 8th, 2018 at 9:52 PM, 9 vehicles were stolen in Mirabel. 5 Kubota machines valued at \$375,000, 3 trailers, and 1 truck all stolen from a local excavation company in Mirabel. These vehicles were transported from the excavation company's head office about 18 KM away to a secluded area in Ste-Sophie, Québec. The excavation company realized the machines were stolen on October 9th first thing in the morning. Luckily for this excavation company, the vehicles belonging to Centre Kubota des Laurentides was outfitted with a Celluttrak for theft prevention and inventory management.

Celluttrak's customer service department was able to provide the City of Mirabel's Police Department with a complete snapshot of what had occurred and the real-time location of that vehicle every 15 minutes. This information was crucial to obtaining a warrant and securing the vehicles less than 24 hours after the theft occurred. In forested areas where there are no roads, the system's capabilities provide a satellite image to better assist police in retrieval. Not only were the 9 vehicles recuperated, but there were 2 arrests made and the investigation is ongoing. The machines were returned to the dealership and the excavation company by Oct. 9th in the evening. The general manager at Centre Kubota des Laurentides was certainly satisfied with the Celluttrak service, as seen by the results above.

The power of the Celluttrak device was able to lead police directly to the crime scene and recover not just the protected Kubota machine, but the 8 other stolen vehicles. The insurance deductible savings alone more than justify the price of a Celluttrak device. See the French article for more info: <http://www.levelil.com/actualites/mirabel-equipements-de-machinerie-lourde-voles-et-retrouves>

CELLUTRAK AND KUBOTA PARTNERSHIP LEADS THE WAY

Kubota and Celluttrak Canada have partnered together to offer unique products and services yet to be seen in the market. This strategic alliance has distinguished Kubota and Celluttrak as leaders within the industry for both **telematics and anti-theft**. Exclusive to this partnership, Celluttrak offers a personalized concierge service to all Kubota dealerships and Kubota customers. **Since the partnership began in 2014, Celluttrak has recovered numerous Kubota machines, representing in excess of \$2,400,000 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. Celluttrak powered by Ituran offers military grade technology for vehicle theft prevention, real time tracking, and telematics management. Celluttrak 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.celluttrak.ca

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**MADE FOR FAMILIES. BUILT FOR FLEETS.
TRUSTED BY THE ARMED FORCES.**

 **CELLUTRAK**
OPTIMIZED BY ITURAN

 **Kubota**

**QUALITY BUILT.
PRECISION MADE.**