

PRESS RELEASE

Kubota dealer in Texas targeted in string of thefts in their area, SVL75 stolen and recovered.

The Kubota SVL75 was valued at \$75,000.

October 2022 -- This Kubota dealer recognized an increase in thefts in his district. One of which, was a fellow business owner down the street from the dealership. With this in mind, the Kubota dealer equipped several high valued machines with the Cellutrak system, as an added level of security.

Sure enough, a couple days later around 1:00AM, a disorganized and sloppy thief stole a high-priced rental Kubota SVL75, leaving a trail and destroying several business owners property. Using Cellutrak's real time tracking software, the machine was located in a forested area using it's latitude and longitude. The machine was recovered within 12 hours.

The Cellutrak software offers several theft protection layers to help mitigate risk. Call today or visit the web to find out how Cellutrak and Kubota can help protect your machines.

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 \$3,976,000 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 200 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

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