

PRESS RELEASE

Local excavation company had a truck and Kubota U17 stolen off a job site in Crabtree, Quebec

The recovered Kubota U17 was valued at \$35,000

OCTOBER 2022 -- A truck carrying a Kubota U17 was stolen off a job site. The excavation company owner discovered both vehicles were missing. He realized that he had equipped the Kubota U17 with a Cellutrak device in order to facilitate fleet management on multiple job sites.

The owner is a Kubota and Cellutrak customer which gives them exclusive access to the VIP concierge service. Part of this service includes unlimited training, which guides business owners on how to maximize fleet management tools and also educates them on how to prevent or act if a theft should occur. This service is unique to Kubota dealers and customers. Because the excavation company owner took the time to learn the system with Cellutrak's customer service team, he was able to act quickly and get both his vehicles back within 2 hours.

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 \$4,011,000 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