

**PRESS RELEASE**

## **Cellutrak saved the day, this time a Landscape Company in Surrey, British Columbia was able to recover 2 stolen Kubota machines worth \$110,000 using the GPS tracking system.**

**The two Kubota tractors were an SVL75 valued at \$70,000 and a U17 valued at \$40,000.**

April 2023 -- At 3:30AM, heavy machinery thieves stole two Kubota tractors off a commercial job site in Surrey. They drove the machines a short distance and attempted to hide both orange tractors in a forested area. Upon arrival to the job site, a landscape worker noticed that both machines were missing.

The owner had never experienced tractor theft, however installed a Cellutrak GPS tracking device in the SVL75 offered by their local Kubota dealer to minimize his risk. Knowing what was available through the Cellutrak-Kubota solution, the owner contacted Cellutrak's 24/7 theft hotline and the dedicated team members provided the real time locations which turned out to be within a 5 KM radius of the job site. The owner recuperated both the Kubota SVL75 and the unequipped Kubota U17 within 24 hours of the theft. Luckily, this story had a happy ending, but when you operate a fleet, any of the vehicles could be targeted.

Securing the work site is becoming essential in minimizing financial risk. A major interruption such as the loss of a vehicle can lead to several missed work days, insurance headaches, machine replacement shortages, that can really impact the bottom line. There are different tools available through the Cellutrak-Kubota solution that can be used to mitigate this type of risk. Find out more about how the Cellutrak-Kubota GPS tracking solution specializing in fleet management and theft prevention can help you.



### **Cellutrak & 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 \$4,422,000 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](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)