

PRESS RELEASE

Rental Company in Saint Amable, Quebec works with Cellutrak's 24/7 theft recovery team to crack down on the theft of a Kubota KC120 and John Deere 17G being resold on Facebook Marketplace

The Kubota KC120 was valued at \$30,000, and the John Deere 17G was valued at \$58,000, totalling \$88,000.

March 2023 -- A well-established rental company faced an unusual situation when a customer posted an ad on Facebook Marketplace selling the rented KC120 from the same address it was rented to. Because of this suspicious activity, the rental owner checked on the John Deere 17G that had also been rented out to the same customer. The John Deere was tracking in Ontario which was also strange.

The rental company had installed Cellutrak's GPS tracking system, specializing in theft prevention and fleet management in order to streamline their business operations as a growing rental organization. This was an easy decision as the Cellutrak program was designed for Kubota customers in the rental industry, and made even easier by the fact that their local Kubota dealer was selling and installing the system as an add-on to their Kubota and non-Kubota machines.

The rental company was well-versed in the Cellutrak-Kubota program which provides access to the 24/7 recovery team and customer support. Cellutrak supplied the rental company with a recovery specialist that helped recuperate the John Deere 17G in Ontario. This vehicle was sold to a new owner that had no idea that the machine was in fact stolen. The second machine, the Kubota KC120 was advertised on Facebook Marketplace in Quebec, and the Cellutrak system was able to confirm the exact location and provide the information to the Surete de Quebec for an easy recovery.



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 \$4,595,000 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