

PRESS RELEASE

Cellutrak works their magic on a dormant GPS tracking unit to facilitate the recovery of a stolen Kubota SVL75 in Ontario for a Kubota dealer's construction/rental customer

The Kubota SVL75 was valued at \$90,000.

June 2023 -- A Toronto based construction and rental company who acquired a used Kubota SVL75 that had a Cellutrak GPS tracking device previously installed, opted not to keep the Cellutrak service. Little did this customer know that they would be targeted for machine theft.

The construction and rental customer turned to their Kubota dealer in Dundas to see if there was anything that could be done. Luckily for this customer, this Kubota dealer works with the Cellutrak-Kubota theft prevention and fleet management platform, and knew exactly how to help. The Kubota dealer contacted the Cellutrak 24/7 theft line around 9:30 AM. Cellutrak was able to provide the dealer and customer with the real time location in North York. The vehicle was recovered and back in the customer's possession by early afternoon.

The rental industry faces the greatest challenges when it comes to machine theft. A rental owner relies on their customers to quickly report a theft as the window for retrieval is so narrow. Having a real-time system that specializes in theft prevention and fleet management is becoming essential in today's rental industry. That is why Kubota dealers are equipped to fulfill this growing demand.

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 \$4,770,000 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