

PRESS RELEASE

Long weekends are open season for machine thieves, this time a Kubota U17 stolen off a construction site was recovered by Peel Regional Police using Cellutrak's GPS tracking system.

The Kubota U17 was valued at \$100,000.

March 2024 -- Easter long weekend, means people are on vacation and construction sites are empty. It is the perfect opportunity for criminals to target heavy machinery. A Toronto based construction company outfitted their fleet of Kubota machinery with Cellutrak's real time GPS tracking to help manage and protect their assets.

In the middle of the afternoon, the machine owner received a towing alert that the Kubota U17 was on the go from a North York site. Machine thieves transported this vehicle to Brampton where they left it in a parking lot.

The heavy machinery owner understands that when it comes to theft they need to react immediately. The machine was stolen, recovered, and returned all within 3 hours.

While Peel Regional Police were slow to react, the machine owner kept eyes on their stolen vehicle using Cellutrak's real time mobile application, ensuring it wasn't going anywhere. At this time, the criminals are still at large. It was a happy ending for this customer, but these criminals are still out there targeting machines to meet their quotas. Cellutrak helps consumers and business owners regain their sense of empowerment by staying in control and getting their vehicles back!



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 \$3,707,000 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