

PRESS RELEASE

Kubota Machine Payment Fraud Thwarted In Ontario Thanks To The Cellutrak Solution.

The Kubota SVL75 was valued at \$50,000.

August 2024 -- A Kubota dealer in Ontario finalized the sale of a Kubota SVL75 only to find out 10 days later that the payment was a scam. This dealer has worked with the Cellutrak program for years and identified that this particular machine had a Cellutrak in it. The Kubota manager contacted the Cellutrak 24/7 support team and worked together to provide all the necessary information the Ontario Provincial Police (OPP) needed to retrieve the vehicle. The OPP needed specific location details as there was no address to the forested area. Using Cellutrak's pinpoint accurate longitude/latitude coordinates, the OPP were able to recuperate the machine in Hunstville, Ontario.

According to payments Canada, "more than one in 10 Canadians have experienced payment fraud in the last 6 months." Unfortunately for this Kubota dealer, they contribute to this statistic. However, they leveraged the Cellutrak technology to beat these criminals, and they did not suffer a financial loss because of the Kubota-Cellutrak program.

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 \$5 million 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