

UTILITY SERVICE PROVIDER AND THE ONTARIO PROVINCIAL POLICE USE CELLUTRAK'S TELEMATICS SYSTEM TO LOCATE AND RECOVER A STOLEN KUBOTA L45

AS SUMMER WINDS DOWN IN MID-AUGUST, A WELL KNOWN UTILITY SERVICE PROVIDER SPECIALIZING IN CABLES AND GASOLINE AND A RECOGNIZED KUBOTA CUSTOMER HAD A KUBOTA MACHINE STOLEN FROM THEIR HEADQUARTERS IN BRANTFORD ONTARIO. THIS KUBOTA L45 WAS FULLY LOADED AND VALUED AT \$60,000.

This utility service provider operates a fleet of machines and trucks 24 hours a day, 7 days a week. This type of business uses a telematics solution like Cellutrak to increase operational efficiency and maintain peace of mind. This customer not only outfitted their fleet, but worked with the exclusive concierge service provided by Cellutrak to customize their online account and iPhone application.

At approximately 11:00 PM, the business owner received an email alert that the Kubota L45 had exited their headquarters. This email alert was customized by the business owner, which is referred to as a geozone and considered a form of GPS telematics. Once this alert was received, the business owner called the Ontario Provincial Police (OPP) to report the stolen vehicle and provide them with precise GPS locations straight from the Cellutrak iPhone application. At midnight, within one hour of the report being filed, the Kubota machine was recovered. The Cellutrak telematics system provides peace of mind, and this is evident by this business owner's assets being protected. This individual stated, "I went to bed with a rested mind right away!"

A big thank you to the Kubota dealer, Ayr Turf & Trac for offering the Cellutrak solution that provides telematics in several forms including and not limited to advanced reporting, real-time GPS tracking, and theft prevention.

CELLUTRAK AND KUBOTA PARTNERSHIP LEADS THE WAY

Kubota and Cellutrak Canada 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 customers across Canada. This services includes; hands on software training, installation support, on-going technical support, and 24/7 assistance through thefts. **Since the partnership began in 2014, Cellutrak has recovered numerous Kubota machines, representing in excess of \$1,400,000 in Canada and the USA.**

ABOUT KUBOTA: Kubota Canada Ltd. is the Canadian marketer and distributor of Kubota-branded equipment, including a complete line of tractors up to 118 PTO 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, please 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

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TRUSTED BY THE ARMED FORCES.**

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**QUALITY BUILT.
PRECISION MADE.**