

CELLUTRAK FOILS MACHINE THEFT ATTEMPT ON CANADA DAY WEEKEND IN MONTREAL, WHICH LEADS TO 1 ARREST AND THE RECOVERY OF MULTIPLE MACHINES.

On July 2nd, 2017 a Kubota R520S valued at \$70,000 was stolen from a construction site on Hochelaga street in Montreal, Quebec.

A local construction company dispatched a team to begin work right near the tunnel on Hochelaga street on July 3rd at 5:00 AM. Upon arrival to the job site, they noticed that the Kubota machine they had planned to use was missing.

This team immediately flagged the theft to the owner of the company, who had intuitively installed a Cellutrak anti-theft and GPS tracking device to monitor their equipment. The owner, who was aware of how narrow a window you have to recover a machine, quickly opened up the Cellutrak smart phone application and located the Kubota machine in real time. This business owner used the integrated Google Maps satellite view feature to zoom in and pinpoint the machine's location which was outside of a residence in Anjou, Quebec. As a concerned business man, he dispatched his closest team to ensure that the machine did not move locations until the police arrived on site. The Sûreté du Québec made their way to the residence in Anjou, where they recovered multiple machines belonging to different companies and made 1 arrest. Luckily for this construction company, their Kubota R520S was returned and available for operation on the same day.

According to the Toronto Construction Association, construction sites are easy targets for theft as thieves usually drive the machines right off the site in plain view. Installing a Cellutrak GPS tracking device has become essential to improving business efficiency in the construction industry.

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 Kubota customers. **Since the partnership began in 2014, Cellutrak has recovered numerous Kubota machines, representing in excess of \$1,700,000 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.**