

PRESS RELEASE

Montreal car lender repossesses two Lamborghinis valued at \$600,000 with the help of the Cellutrak GPS tracking system.

May 2021 — Cellutrak’s GPS tracking system provides real time locations that eliminates the risk of doing business with sub prime customers. Luxury vehicles are high valued assets with price tags ranging from \$50,000+. To safely lease these types of vehicles, a GPS tracking device can ensure that a leasing company has the necessary tools in hand to reduce their exposure to a total loss.

Leasing companies face the challenges of collections, repossessions, and thefts. That is why Cellutrak’s all-in-one solution provides the right tools to help with these events. Monitoring a specific car in a large fleet can easily be done with Cellutrak’s fleet management platform.

According to [Global News](#), “Search Data suggests Canadians turning to expensive car title loans amid recession.” Due to the financial impact of Covid-19, car owners might use their vehicle to secure loans. If this trend is on the rise, leasing companies will need a system like Cellutrak to safely return their assets.

Cellutrak offers a unique GPS tracking solution with features that can help reduce vehicle owner’s risks. These features include real-time tracking, remote engine disable, real-time alerts, detailed reporting and more. The Cellutrak 24/7 customer service team is available to train customers on the easy to use mobile and web based application.

About Cellutrak GPS Tracking Solutions

Cellutrak offers a complete line of military grade GPS tracking telematic solutions specializing in theft prevention and fleet management for businesses and consumers. Cellutrak was created in North America in 2009 and is a subsidiary of the publicly traded and international GPS leader, Ituran (Nasdaq: ITRN). Cellutrak provides the latest technology in hardware and software that is designed to reduce vehicle owner’s risks and increase productivity. Cellutrak’s full suite of telematics features include real-time tracking, remote engine disable, real-time alerts, maintenance management, detailed reporting and more. Cellutrak is committed to providing the best customer service in the industry, including our 24/7 theft support department that has aided in recovering millions of dollars worth of vehicles in different countries.

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The Cellutrak Advantage



Cross-Industries
(B2C and B2B)



Global
Reach



Publicly-Traded
(NASDAQ "ITRN")



Military Grade
Technology



In-House
Engineers



Customer Service
24/7/365



Theft Prevention
& Telematics