

PRESS RELEASE

Cellutrak's Assists Rental Dealership in Recovering a Kubota Tractor Stolen from a Dallas, Texas Job Site

The Kubota SVL95 is Valued at \$70,000

October 2021 – The Dallas-area dealer / rental company found itself dealing with a stolen vehicle—and not for the first time. Thanks to an employee's familiarity with Cellutrak, the SVL95, estimated valued at \$70,000, was recovered even before the police showed up.

An employee of the dealership, was at home when he was alerted via e-mail that the Kubota was being towed from a construction site. There were indications that the vehicle had low battery and power loss, and was in the process of being transported—movements suspected were unusual. After calling the branch manager and supplying the vehicle's serial numbers, his suspicions were confirmed: the customer had not ordered the tractor to be towed from the job site, and the vehicle was reported stolen. When police were slow to respond, the customer and dealership used the Cellutrak phone app's live location feature to find the vehicle, and soon tracked it down to a location where they were able to retrieve it. Though the thieves weren't caught, the successful recovery of the Kubota did reinforce the employees belief that the Cellutrak service was invaluable: this was the third time he'd used the app, and in his words he considers it "a tremendous help."

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 \$3,632,000 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 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, 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