

PRESS RELEASE

Manitoba Kubota Dealer Had A Kubota B2401 Stolen From Their Yard And Recovered From A Reserve Within 24 Hours Thanks To Cellutrak's 24/7 Theft Team.

The Kubota B2401 was valued at \$15,000.

August 2024 — Upon arrival to their dealership, the owner noticed they were missing a Kubota B2401. After years of experience with the Cellutrak program, the dealer pulled up the information on their phone and contacted Cellutrak's 24/7 theft hotline. This theft became tricky as it was taken to a residential area between two reserves and involved different police departments. Luckily, Cellutrak's 24/7 support team is well-versed in working with local authorities across North America, Cellutrak provided them with the necessary information from the Cellutrak real-time system. The machine was recovered and returned within 12 hours of the theft occurring.

Cellutrak & 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