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SECURITIES AND EXCHANGE COMMISSION**Washington, D.C. 20549**

FORM 6-K**REPORT OF FOREIGN ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16 OF THE
SECURITIES EXCHANGE ACT OF 1934****For the month of October, 2009****Commission File Number 001-32618****Ituran Location and Control Ltd.***(Exact name of Registrant as specified in its Charter)*

3 Hashikma Street, Azour 58001, Israel*(Address of Registrant's principal executive offices)*

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b) (1):

Yes No

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b) (7):

Yes No

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):

On October 26, 2009, Ituran Location and Control Ltd. issued a press release announcing the third quarter 2009 results release and conference call.

A copy of this press release is annexed hereto as Exhibit 99.1.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereto duly authorized.

ITURAN LOCATION & CONTROL LTD.
(Registrant)

By: /s/ Eyal Sheratzky

Eyal Sheratzky
Co-Chief Executive Officer

Date: October 26, 2009

EXHIBIT INDEX

<u>Exhibit</u>	<u>Item</u>
99.1	Press Release, dated October 26, 2009, announcing the third quarter 2009 results release and conference call.
