

Ituran Location & Control Ltd.  
Form 6-K  
February 17, 2010

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SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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FORM 6-K

REPORT OF FOREIGN ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 OF THE  
SECURITIES EXCHANGE ACT OF 1934

February 17, 2010

Commission File Number: 001-32618

Ituran Location and Control Ltd.  
(Exact name of Registrant as specified in its Charter)

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

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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

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

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On February 17, 2010, Ituran Location and Control Ltd. issued a press release announcing Q4 2009 and full year of 2009 earnings results with revenues for Q4 and full year of 2009 of \$33.7 million and \$121.4 million, net income on a GAAP-basis of \$5.5 million and \$18.2 million, respectively.

The following document is attach hereto and incorporated by reference herein:

Exhibit 99.1 Press release, dated February 17, 2010 titled "Ituran Location & Control Reports Q4 and full year of 2009 Results"

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  
Name: Eyal Sheratzky  
Title: Co-Chief Executive Officer

Date: February 17, 2010

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