

SECURITIES AND EXCHANGE COMMISSION

FORM 6-K

Current report of foreign issuer pursuant to Rules 13a-16 and 15d-16 Amendments

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FILER

Ituran Location & Control Ltd.

CIK: **1337117** | IRS No.: **000000000** | State of Incorporation: **L3** | Fiscal Year End: **1231**
Type: **6-K** | Act: **34** | File No.: **001-32618** | Film No.: **09544065**
SIC: **5065** Electronic parts & equipment, nec

Mailing Address
*3 HASHIKMA STREET
AZOOR L3 58001*

Business Address
*3 HASHIKMA STREET
AZOOR L3 58001
972-3-557-1333*

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 January, 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 January 26, 2009, Ituran Location and Control Ltd. issued a press release announcing the forth quarter and full year 2008 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: January 26, 2009

EXHIBIT INDEX

Exhibit

Item

99.1

Press Release, dated January 26,2009, announcing the forth quarter and full year 2008 results release and conference call.



ITURAN LOCATION AND CONTROL LTD.

FOURTH QUARTER AND FULL YEAR 2008 RESULTS RELEASE AND CONFERENCE

CALL SCHEDULED FOR MONDAY, February 23, 2009

Conference Call Scheduled at 10.00am ET

AZOUR, Israel - January 26, 2009 - Ituran Location and Control Ltd. (NASDAQ: ITRN , TASE: ITRN), announced that it will be releasing its fourth quarter and full year 2008 results on Monday, February 23, 2009, before the US market opens.

The Company will also be hosting a conference call later that day at 10:00am ET. On the call, management will review and discuss the results, and will be available to answer investor questions.

To participate, call one of the following teleconferencing numbers. Please begin placing your calls at least 10 minutes before the conference call commences. If you are unable to connect using the toll-free numbers, please try the international dial-in number.

US Dial-in Number: 1 888 723 3164
ISRAEL Dial-in Number: 03 918 0691
CANADA Dial-in Number: 1 866 958 6867
INTERNATIONAL Dial-in Number: +972 3 918 0691

At:

10:00am Eastern Time, 7:00am Pacific Time, 5:00pm Israel Time

For those unable to listen to the live call, a replay of the call will be available from the day after the call in the investor relations section of Ituran' s website, at: www.ituran.com

About Ituran

Ituran provides location-based services, consisting predominantly of stolen vehicle recovery and tracking services, as well as wireless communications products used in connection with its location-based services and various other applications. Ituran offers mobile asset location, Stolen Vehicle Recovery, management & control services for vehicles, cargo and personal security. Ituran' s subscriber base has been growing significantly since the Company' s inception to over 495,000 subscribers distributed globally. Established in 1995, Ituran has approximately 1,100 employees worldwide, provides its location based services and has a market leading position in Israel, Brazil, Argentina and the United States.

For more information, please visit Ituran' s website, at: www.ituran.com

Company Contact

Udi Mizrachi (udi_m@ituran.com)

VP Finance, Ituran

(Israel) +972 3 557 1348

International Investor Relations

Ehud Helft / Kenny Green (info@gkir.com)

GK Investor Relations

(US) +1 646 201 9246

Investor Relations in Israel

Oded Ben Chorin (oded@km-ir.co.il)

KM Investor Relations

(Israel) +972 3 5167620
