Ituran Location & Control Ltd. Form 6-K September 06, 2006

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 Septamber, 2006

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 x Form 40-F o

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 O No X

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 O No X

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 O No X

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

On September 6, 2006, Ituran Location and Control Ltd. issued a press release announcing receipt of a purchase order for the infrastructure for second and third phases of deployment in Korea.

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

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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: September 6, 2006

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EXHIBIT INDEX

 Exhibit
 Item

 99.1
 Press Release, dated September 6, 2006, announcing receipt of the purchase order for the infrastructure for second and third phases of deployment in Korea.