

Pointer Telocation Ltd  
Form 6-K  
March 01, 2007

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**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 6-K**

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

**For the month of March, 2007**

**POINTER TELOCATION LTD.**

**1 Korazin Street  
Givatayim, 53583  
Israel**

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

**Form 20-F  Form 40-F**

**Indicate by check mark whether by furnishing the information contained in this  
Form, the registrant 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): 82-**

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For Immediate Release

**Pointer Telocation Ltd. Announces its 2006 Financial Results  
Release and Conference Call on March 06<sup>th</sup>, 2007**

Givatayim, Israel; March 1<sup>st</sup>, 2007. Pointer Telocation Ltd. (Nasdaq Capital Markets: PNTR), a leading provider of services to insurance companies and car owners, including road side assistance, towing and stolen vehicle retrieval services in Israel, Argentina and Mexico, will release its 2006 financial results on Tuesday, March 06<sup>th</sup> 2007.

Pointer Telocation's management will host two conference calls with the investment community to review and discuss the results:

The **Hebrew** Conference Call will take place on 15:00 Israel time, 8:00 AM EST.

The **English** Conference Call will take place on 9:00 AM EST, 16:00 Israel time.

Yes  No

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To listen to the calls, please dial in to one of the following teleconferencing numbers. Please begin placing your calls at least 5 minutes before the conference call commences.

From USA: +1-888-407-2553  
From Israel: 03-918-0687

A replay will be available from March 07<sup>th</sup>, 2007 at the company website: [www.pointer.com](http://www.pointer.com) .

**About Pointer Telocation:**

*Pointer Telocation Ltd ([www.pointer.com](http://www.pointer.com)) provides range of services to insurance companies and automobile owners, including road-side assistance, vehicle towing, stolen vehicle retrieval, fleet management and other value added services. Pointer Telocation provides services, for the most part, in Israel, through its subsidiary Shagrir and in Argentina and Mexico through its local subsidiaries. Independent operators provide similar services in Russia and Venezuela utilizing Pointer's technology and operational know-how.*

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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, thereunto duly authorized.

**POINTER TELOCATION LTD.**

By: /s/ Yossi Ben Shalom

Yossi Ben Shalom  
Chairman of the Board of Directors

Date: March 1, 2007

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