

Pointer Telocation Ltd  
Form 6-K  
July 28, 2010

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UNITED STATES  
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 July 2010

Commission File Number: 001-13138

Pointer Telocation Ltd.  
(Translation of registrant's name into English)

14 Hamelacha Street, Rosh Ha'ayin, Israel 48091  
(Address of principal executive offices)

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

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):

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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Pointer Telocation Ltd.

On July 28, 2010, Pointer Telocation Ltd. ("Pointer") issued a press release announcing Pointer SRL Romania being selected by BCR Asigurari to exclusively provide Road Assistance Packages for its Customers in Romania & CEE.

A copy of this press release is annexed hereto as Exhibit 1 and is incorporated herein by reference.

This Form 6-K is being incorporated by reference into all effective registration statements filed by the Registrant under the Securities Act of 1933.

Exhibit

Exhibit 1 Press release dated July 28, 2010 announcing Pointer SRL Romania being selected by BCR Asigurari to exclusively provide Road Assistance Packages for its Customers in Romania & CEE.

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Signatures

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.

Date: July 28, 2010

By: /s/ Yossi Ben Shalom

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Yossi Ben Shalom  
Chairman of the Board of Directors