Ituran Location & Control Ltd.
Form 6-K
April 30, 2014

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 April, 2014

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): _____

99.1   On April 2014, Ituran Location and Control Ltd. issued a press release announcing the schedules for first 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
          Name: Eyal Sheratzky
          Title: Co-Chief
          Executive Officer

Date: April 30, 2014

EXHIBIT INDEX

Exhibit   Item

99.1   Press Release, dated April 30, 2014, announcing schedules for first results release and conference call.