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 December, 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 x Form 40-F o

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 O No X

If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

For Immediate Release

Pointer Telocation Reports another quarter with Record Revenues of Over \$12 Million for the Third Quarter of 2007, In line with 2007 Guidance

\$4.3 million Gross Profit, an annual increase of 6.2% EBITDA of \$1.9 million in Q3 2007

Givatayim, Israel December 1^(b), 2007. Pointer Telocation Ltd. (Nasdaq Capital Market: PNTR; Tel-Aviv Stock Exchange: PNTR), a leading provider of technology and services to automotive industry, insurance companies and fleets, including road-side assistance, towing, stolen vehicle retrieval and fleet management services to customers in over 20 countries, today reports its financial results for the third quarter of 2007 and the first nine months ended September 30, 2007.

During the third quarter of 2007, Pointer s increase in its internal revenues was in line with its growth plan. Following the completion of the acquisition of Cellocator s activity, the company now targets more businesses and technologies and expands its activities into new territories. A key element in its growth strategy is to build a global sales infrastructure and to broaden the scope of its services. Pointer s financial results for the third quarter of 2007 consolidate 12 days of Cellocator s activities, include acquisition related expenses and certain non-cash expenses due to the financial structure of the deal.

Financial Highlights:

Revenues: Pointer s revenues for the third quarter of 2007 increased by 10.3%, to \$12.3 million from \$11.2 million, in the comparable period in 2006. In the first nine months of 2007, revenues were \$35.4 million, a 14% increase over the same period of 2006. Pointer s revenues from services in the third quarter and the first nine months of 2007 were 72% and 74%, respectively, of total revenues, as compared with 73% and 77% in 2006. International activities for the third quarter of 2007 were 13.7% of total revenue compared to 13.8% in the comparable period in 2006.

Gross Profit: For the third quarter of 2007, gross profit increased 6.2% to \$4.3 million from \$4.1 million in Q3 2006. As a percentage of revenues, gross profit was approximately 35.3% in Q3 2007, as compared to approximately 36.6% in Q3 2006. In the first nine months of 2007, gross profit increased by 12% to \$12.7 million from \$11.4 million in the first nine months of 2006. Gross margin for the first nine months of 2007 was 36%, compared to 36.7% for the first nine months of 2006. In the third quarter of 2007 Pointer recorded \$33 thousands amortization of intangible assets related to Cellocator acquisition which are non-cash expenses.

Operating income: Pointer s operating income was \$942 thousand for the third quarter of 2007, compared to operating income of \$1.4 million for the third quarter of 2006. In the first nine months of 2007, operating income was \$2.7 million, compared to \$4 million for the same period of 2006.

In the first nine months of 2006 operating income included onetime other income of \$1.3 million associated with an agreement signed with a Latin American customer, offset by a \$350 thousand impairment of long-lived assets that were recorded in the second quarter of 2006.

Minority share: For the third quarter of 2007 and nine months ended September 30, 2007, Pointer reported a \$178 thousand and \$882 thousand minority share in the operations of Shagrir, compared to zero in both periods of 2006. Pointer currently holds 56.56% interest in Shagrir.

Net income: Pointer s net income for the third quarter of 2007 was \$3 thousand or \$0.0 per share as compared to net income of \$449 thousand or \$0.14 per share in the third quarter of 2006. For the first nine months of 2007, Pointer recorded a net loss of \$565 thousand or \$0.14 per share, compared to net income of \$1.1 million or \$0.39 per share in the same period of 2006. The decrease in profitability is primarily attributable to the above mentioned one time net income of \$0.95 million and to the 100% consolidating of Shagrir s results, both in 2006.

EBITDA: Pointer s EBITDA for the third quarter of 2007 and for the first nine months of 2007 was \$1.9 million and \$5.8 million, respectively, as compared to \$2.3 million and \$7 million in the comparable periods of 2006 in which periods the above mentioned one time net income of \$0.95 million was included.

Pointer uses EBITDA as a non-GAAP financial performance measurement. EBITDA is calculated by adding back to net income interest, taxes, depreciation, amortization and minority interest. EBITDA is provided to investors to complement results provided in accordance with GAAP, as management believes the measure helps illustrate underlying operating trends in the Company s business and uses the measure to establish internal budgets and goals, manage the business and evaluate performance. EBITDA should not be considered in isolation or as a substitute for comparable measures calculated and presented in accordance with GAAP. A reconciliation of EBITDA to GAAP measures is included in the financial tables accompanying this press release.

Balance Sheet Highlights: In consolidating Cellocator assets and liabilities, the following changes are notable:

Total Shareholder s Equity increased during the first nine months of 2007 to \$31.1 million.

Total long-term assets increased during the first nine months of 2007 from \$59.4 million to \$80.7 million, mainly as a result of Cellocator acquisition. The goodwill increase from \$38.7 million to \$49 million and the increase of other intangible assets, net from \$8.6 million to \$18.4 million due to Cellocator acquisition.

The purchase price allocation (PPA) for the Cellocator acquisition is preliminary and is subject to revision as more detailed analyses are completed and additional information on the fair value of assets and liabilities becomes available. Any change in the fair value of the net assets

of Cellocator will change the amount of the PPA to goodwill. We anticipate finalizing the PPA process and updating the changes on the 2007 Annual results.

Danny Stern, Pointer CEO, said: Internal revenue growth continues to be strong. Acquisition of Cellocator s technology and customer relations opens a new era and positions us as a major global provider of solutions for the industry. We continue to build a global sales infrastructure and broaden the scope of our services, in order to reinforce further growth. Looking forward, Q4 2007 business continues to demonstrate strength in all markets, including those of Cellocator. We believe that our activities during 2007 will significantly contribute to the top and the bottom lines of our financial figures in 2008".

Conference Call Information:

Pointer s management will host two conference calls with the investment community today, December 10, 2007.

The Hebrew conference call will start at 15:30 Israel time (GMT +2, 8:30 EST)

The English conference call will start at 9:30 EST (16:30 Israel time)

To listen to the conference calls, please dial: From USA: +1-888-642-5032 From Israel: 03-918-0688

A replay of the conference call will be available through December 11st, 2007 on the Company s website at www.pointer.com.

About Pointer Telocation:

Pointer Telocation Ltd. <u>www.pointer.com</u> develops and supplies location based technologies and delivers a 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.

Safe Harbor Statement

This press release contains forward-looking statements with respect to the business, financial condition and results of operations of Pointer and its affiliates. These forward-looking statements are based on the current expectations of the management of Pointer, only, and are subject to risk and uncertainties relating to changes in technology and market requirements, the company s concentration on one industry in limited territories, decline in demand for the company s products and those of its affiliates, inability to timely develop and introduce new technologies, products and applications, and loss of market share and pressure on pricing resulting from competition, which could cause the actual results or performance of the company to differ materially from those contemplated in such forward-looking statements. Pointer undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. For a more detailed description of the risks and uncertainties affecting the company, reference is made to the company s reports filed from time to time with the Securities and Exchange Commission.

POINTER TELOCATION LTD. AND ITS SUBSIDIARIES

INTERIM CONSOLIDATED BALANCE SHEETS

U.S. dollars in thousands

September 30,	December 31,
2007	2006

Unaudited

	Se	ptember 30, 2007	D	ecember 31, 2006
ASSETS				
CURRENT ASSETS: Cash and cash equivalents	\$	1.880	\$	5,850
Trade receivables, net	Ψ	11,850	Ψ	8,315
Other accounts receivable and prepaid expenses		1,944		1,368
Inventories		2,583		1,447
Total current assets		18,257		16,980
LONG-TERM ASSETS:		175		102
Long-term accounts receivable		165		183
Severance pay fund Property and equipment, net		4,439 7,849		3,794 7,346
Goodwill		49,025		38,707
Other intangible assets, net		18,381		8,612
Deferred income taxes		850		777
Total long-term assets		80,709		59,419
Total assets	\$	98,966	\$	76,399

POINTER TELOCATION LTD. AND ITS SUBSIDIARIES

INTERIM CONSOLIDATED BALANCE SHEETS

U.S. dollars in thousands (except share and per share data)

	Sej	ptember 30, 2007	D	ecember 31, 2006
	τ	J naudited	_	
LIABILITIES AND SHAREHOLDERS' EQUITY				
CURRENT LIABILITIES:				
Short-term bank credit and current maturities of long-term loans	\$	11,721	\$	11,801
Trade payables		7,869		5,378
Deferred revenues		8,064		6,584
Other accounts payable and accrued expenses		5,693		4,091
Total current liabilities		33,347		27,854
LONG-TERM LIABILITIES:		10 505		15.000
Long-term loans from banks		18,797		15,833

	September 30, 2007	December 31, 2006
Long-term loans from shareholders & others	5,993	7,490
Accrued severance pay	5,352	4,650
	30,142	27,973
CONVERTIBLE DEBENTURES	1,951	-
MINORITY INTEREST	2,383	1,142
SHAREHOLDERS' EQUITY:		
Share capital -		
Ordinary shares of NIS 3 par value:		
Authorized - 8,000,000 shares at September 30, 2007 and December 31, 2006,		
respectively; Issued and outstanding: 4,612,875 and 3,222,875 shares		
at September 30, 2007 and December 31, 2006, respectively	3,137	2,140
Additional paid-in capital	116,851	103,880
Receipt on account of shares	-	2,586
Accumulated other comprehensive income	994	98
Accumulated deficit	(89,839)	(89,274)
Total shareholders' equity	31,143	19,430
Total liabilities and shareholders' equity	\$ 98,966	\$ 76,399

POINTER TELOCATION LTD. AND ITS SUBSIDIARIES

INTERIM CONSOLIDATED STATEMENTS OF OPERATIONS

U.S. dollars in thousands (except share and per share data

	Nine mo Septe				onths ended mber 30,		Year ended
	2007	2006		2007	2006	[December 31, 2006
		Una	udit	ted			
Revenues:							
Products Services	\$ 9,172 26,184	\$ 7,167 23,795	\$	3,400 8,921	3,035 8,133		\$ 9,701 32,211
<u>Total</u> revenues	 35,356	 30,962		12,321	11,168	-	41,912

	Nine months ended September 30,																
Cost of revenues:																	
Products	5,850	4,114	2,184	1,632	5,602												
Services	16,759	15,497	5,759	5,446	20,786												
Amortization of intangible assets	33	- 13,497	33	- 5,440	- 20,780												
Total cost of revenues	22,642	19,611	7,976	7,078	26,388												
Gross profit	12,714	11,351	4,345	4,090	15,524												
Operating expenses:																	
Research and development, net	1,126	826	451	282	1,170												
Selling and marketing	3,360	2,753	1,117	282 964	3,927												
General and administrative	4,255	3,361	1,117	1,086	4,749												
Amortization of intangible assets	1,238	1,330	391	400	1,740												
Other income, net		(1,292)	- 391	400	(1,292)												
Impairment of long lived assets	-	350	-	-	(1,292) 372												
impairment of fong fived assets					512												
Total operating expenses	9,979	8,270	3,403	2,732	10,666												
Operating income	2,735	4,023	942	1,358	4,858												
Financial expenses, net	2,044	2,234	659	653	2,577												
Other income (expenses), net	(17)	(15)	(32)	(10)	14												
Income before taxes on income	674	1,774	251	695	2,295												
Taxes on income	357	639	70	246	82												
Net income (loss) before minority interest	317	1,135	181	449	2,213												
Minority interest	882	-	178	-	1,044												
Net income (loss)	\$ (565)	\$ 1,135	\$ 3	\$ 449	\$ 1,169												
Basic net Diluted earnings (loss) per share	\$ (0.14)	\$ 0.39	\$ 0.00	\$ 0.14	\$ 0.39												
Busic net Difuted carnings (1035) per share	φ (0.14)	φ 0.59	φ 0.00	ψ 0.14	ψ 0.59												

POINTER TELOCATION LTD. AND ITS SUBSIDIARIES

INTERIM STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY

U.S. dollars in thousands

Number of Share shares capital

 Additional
 Deferred
 Receipts
 Accumulated
 Total
 Total

 paid-in
 stock-basedon account
 other
 Accumulated:omprehensive/hareholders'
 capital
 compensation of shares comprehensive
 deficit
 income
 equity

							i	ncome (loss))	(loss)	_
Balance as of January 1, 2006	2,479,020	\$ 1,680	\$ 100,707	\$	(1)	\$	- (\$ (1,138)	\$ (90,443)		\$ 10,805
Deferred stock-based											
compensation	-	-	(1)		1		-	-	-		
Stock-based compensation			(1)		•						
expanses	-	-	153		_		-	-	-		15
Exercise of warrants and stock											
options	743,855	460	3,021		-	-	-	-	-		3,48
Receipt on account of shares	-	-	-		-	2,586	5	-	-		2,58
Comprehensive income:											
Foreign currency translation											
djustments	-	-	-		-	-	-	1,236	-	\$ 1,236	1,23
Net income					-			-	1,169	1,169	1,16
Total comprehensive income										\$ 2,405	
Balance as of December 31, 2006	3,222,875	2,140	103,880		-	2,586	5	98	(89,274)		19,43
Issuance of shares	1,390,000	997	10,019		-	-	-	-	-		11,01
Stock-based compensation											
xpanses	-	-	366		-		-	-	-		36
Receipt on account of shares	-	-	2,586		-	(2,586	5)	-	-		
Comprehensive income:											
Foreign currency translation								001		22.5	
djustments	-	-	-		-	-	-	896	-	896	89
Net loss					-			-	(565)	(565)	(56
Total comprehensive loss										\$ 331	
Balance as of September 30,	4 (10 075	¢ 0.107	¢ 116 051	¢		¢		¢ 004	¢ (80.820)		¢ 21.14
2007 (unaudited)	4,612,875	\$ 3,137	\$ 116,851	\$	-	\$.	- :	\$ 994	\$ (89,839)		\$ 31,14
Balance as of December 31, 2005	2,479,020	1,680	100,707		(1)			(1,138)	(90,443)		10,80
Deferred stock-based											
ompensation	-	-	(1)		1			-	-		
Amortization of deferred											
tock-based			100								10
compensation	-	-	100		-			-	-		10
Exercise of warrants and ptions	692,214	425	2,479								2,90
Comprehensive income:	092,214	423	2,479		-			-	-		2,90
Foreign currency translation											
djustments	-	-	-		_			979	-	\$ 979	97
Net income	-	-	-		-			-	1,135	1,135	1,13
									,		
Total comprehensive income										\$ 2,114	
alance as of September 30,											
006 (unaudited)	3,171,234	\$ 2,105	\$ 103,285	\$	-			\$ (159)	\$ (89,308)		\$ 15,92

POINTER TELOCATION LTD. AND ITS SUBSIDIARIES

INTERIM STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY

U.S. dollars in thousands

	Number of shares	Share capital	Additional paid-in capital	stock	-based	lon accour	ntom	cumulated other pprehensiv come (loss)	Accumulate		Total prehensiv income (loss)	ve Total shareholders' equity
Balance as of July 1, 2007	4,452,875	\$ 3,021	\$ 115,484	\$	-	\$ -	\$	6	\$ (89,842)		-	\$ 28,669
Issuance of shares	160,000	116	1,307		-	-		-	-		-	1,423
Stock-based compensation												
expanses	-	-	60		-	-		-	-		-	60
Comprehensive loss:												
Foreign currency translation adjustments								988		\$	988	988
Net loss	-	-	-		-	-			3	φ	3	3
INEL IOSS					_						3	
Total comprehensive loss										\$	991	
Balance as of September 30, 2007 (unaudited)	4,612,875	\$ 3,137	\$ 116,851	\$	-	\$ -	\$	994	\$ (89,839)			\$ 31,143
Balance as of July 1, 2006 (unaudited)	3,095,124	\$ 2.076	\$ 103 001	\$	_	\$ -	\$	(635)	\$ (89,757)			\$ 14,775
Amortization of deferred stock-based	5,055,124	φ 2,070	ψ 105,071	Ψ	-	φ -	Ψ	(055)	Φ (09,757)			ψ 14,775
compensation	-	-	31		-	-		-	-			31
Exercise of warrants	76,110	29	163		-	-		-	-			192
Comprehensive loss:												
Foreign currency translation adjustments	-	_	_		_	_		476	_	\$	476	476
Net income	_	_	_		_	_		-	449	Ψ	449	449
Net meonie												
Total comprehensive income										\$	925	
Balance as of September 30, 2006 (unaudited)	3,171,234	\$ 2,105	\$ 103,285	\$	-	\$-	\$	(159)	\$ (89,308)			\$ 15,923

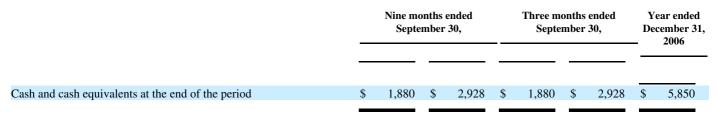
POINTER TELOCATION LTD. AND ITS SUBSIDIARIES

INTERIM CONSOLIDATED STATEMENTS OF CASH FLOWS

U.S. dollars in thousands

Nine months ended September 30, Three months ended September 30, Year ended December 31,

					2006
	2007	2006	2007	2006	
		Una	udited		
Cash flows from operating activities:					
Net income (loss)	\$ (565)	\$ 1,135	\$ 3	\$ 449	\$ 1,16
Adjustments required to reconcile net income (loss) to net	φ (505)	ψ 1,155	φ	ψ	φ 1,10
cash provided by operating activities:					
Depreciation amortization and impairment	3,415	3,498	1,096	1,147	4,49
Accrued interest and exchange rate changes of convertible	5,415	5,490	1,090	1,147	т,ту
debenture and long-term loans	694	451	509	69	13
Accrued severance pay, net	(80)	(46)	(89)	(23)	(16
Gain from sale of property and equipment, net	(149)	(39)	(10)	(113)	(56)
Amortization of deferred stock-based compensation	366	100	60	31	25
Minority interest in earning of subsidiary	1,241	-	387	-	1,04
Increase in trade receivables, net	(1,648)	(1,589)	346	(980)	(1,16
Increase in other accounts receivable and prepaid expenses	(559)	(203)	(11)	(51)	(3
Decrease (increase) in inventories	(317)	200	(448)	145	(49
Decrease (increase) in long-term accounts receivable	31	48	33	(3)	6
Write-off of inventories	150	69	135	-	12
Increase in deferred income taxes	-	-	-	-	(9
Increase in trade payables	756	683	293	398	1,04
Increase (decrease) in other accounts	150	005	275	570	1,01
payable and accrued expenses	1, 839	491	276	(512)	(40
F = , = = = = = = = = = = = = = = = = =					(
Net cash provided by operating activities	5,174	4,798	2,580	557	5,40
Cash flows from investing activities:					
Purchase of property and equipment	(2,106)	(2,118)	(336)	(1,244)	(2,27
Proceeds from sale of property and equipment	759	779	258	353	1,02
Acquisition of Cellocator (a)	(16,332)		(16,332)		
Acquisition of other intangible assets	(135)	-	-	-	
Net cash used in investing activities	(17,814)	(1,339)	(16,410)	(891)	(1,25
Cash flows from financing activities:					
Receipt of long-term loans from banks	5,000	-	5,000	-	2,24
Repayment of long-term loans from banks	(3,392)	(1,628)	(1,446)	(401)	(2,94
Receipt of long-term loans from shareholders and others	-	131	-	-	13
Repayment of long-term loans from shareholders and others	(2,024)	(3,447)	(684)	(450)	(4,52
Proceeds from issuance of shares and exercise of warrants, net	9,588	2,904	(5)	192	3,48
Receipt on account of shares	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			-	2,58
Short-term bank credit, net	(441)	(174)	406	418	(97
Net cash provided by (used in) financing activities	8,731	(2,214)	3,271	(241)	(1
Effect of exchange rate on cash and cash equivalents	(61)	(13)	(113)	17	
· · · · · ·					
ncrease in cash and cash equivalents	(3,970)	1,232	(10,672)	(558)	4,15
Cash and cash equivalents at the beginning of the period	5,850	1,696	12,552	3,486	1,69



POINTER TELOCATION LTD. AND ITS SUBSIDIARIES

INTERIM CONSOLIDATED STATEMENTS OF CASH FLOWS

U.S. dollars in thousands

	nths ended 1ber 30,		nths ended 1ber 30,	Year ended
2007	2006	2007	2006	December 31, 2006
	Unau	ıdited		

(a) Acquisition of Cellocator

Fair value of assets acquired and liabilities assumed at date of acquisition:

Working capital	1,220	-	1,220	-	-
Property and equipment	151	-	151	-	-
Customer Relationships	3,876	-	3,876	-	-
Brand name	1,749	-	1,749	-	-
Developed Technology	4,886	-	4,886	-	-
Goodwill	8,645	-	8,645	-	-
Accrued severance pay, net	(107)	-	(107)	-	-
	20,420	-	20,420		
	20,420		20,420		
Fair value of shares issued	(1,428)	-	(1,428)	-	-
Fair value of Convertible debentures	(1,952)	-	(1,952)	-	-
Accrued expenses	(708)	-	(708)	-	-
	<u> </u>				
	(4,088)	-	(4,088)	_	-
	(1,000)		(1,000)		
	16.000		16 000		
	16,332	-	16,332	-	-

Reconciliation of GAAP to NON-GAAP Operating Results

To supplement the consolidated financial statements presented in accordance with generally accepted accounting principles (GAAP), the Company uses EBITDA as a non-GAAP financial performance measurement. EBITDA is calculated by adding back to net income interest, taxes, depreciation, amortization and minority interest. EBITDA is provided to investors to complement results provided in accordance with GAAP, as management believes the measure helps illustrate underlying operating trends in the Company s business and uses the measure to establish internal budgets and goals, manage the business and evaluate performance. EBITDA should not be considered in isolation or as a substitute for comparable measures calculated and presented in accordance with GAAP. Reconciliation the GAAP to non-GAAP operating results:

CONDENSED EBITDA

US dollars in thousands

	Nine montl Septemb		Three mon Septem			
	2007	2007 2006		2007 2006		2006
		Unau	dited			
Net income (loss) GAAP results (as reported)	(565)	1,135	3	449		
Non GAAP adjustment:						
Financial expenses, net	2,044	2,234	659	653		
Taxes on income	357	639	70	246		
Deprecation and amortization	3,061	3,068	1,002	912		
Minority interest	882	-	178	-		
EBITDA	5,779	7,076	1,912	2,260		

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: December 10, 2007