



DIVISION OF
CORPORATION FINANCE

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

January 6, 2012

Via Mail

Yossi Ben Shalom
Chairman of the Board of Directors
Pointer Telocation Ltd.
14 Hamelacha Street
Rosh Haayin 48901, Israel

Re: Pointer Telocation Ltd.
Form 20-F for fiscal year ended December 31, 2010
Filed March 30, 2011
File No. 001-13138

Dear Mr. Shalom:

We have completed our review of your filing. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filing and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing to be certain that the filing includes the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/ Celeste M. Murphy for

Larry Spigel
Assistant Director

cc: Via E-mail
Zvi Fried