

Ituran Location & Control Ltd.  
Form SC 13G  
January 22, 2014

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UNITED STATES

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No. \_\_\_\_\_)\*

ITURAN LOCATION AND CONTROL LTD.

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(Name of Issuer)

Ordinary Shares, par value NIS 0.33 per share

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(Title of Class of Securities)

M6158M104

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(CUSIP Number)

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(Name, Address and Telephone Number of Person  
Authorized to Receive Notices and Communications)

January 16, 2014

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(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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1. NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)  
Provident funds of Meitav DS Investments LTD group.
  2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (see instructions)
    - (a) ..
    - (b) ..
  3. SEC Use Only
  4. CITIZENSHIP OR PLACE OF ORGANIZATION  
  
Israeli
- |   |    |                          |                          |
|---|----|--------------------------|--------------------------|
|   | 5. | SOLE VOTING POWER        |                          |
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON WITH |    |                          | 0                        |
|   | 6. | SHARED VOTING POWER      |                          |
|   |    |                          | 366,623 Ordinary shares* |
|   | 7. | SOLE DISPOSITIVE POWER   |                          |
|   |    |                          | 0                        |
|   | 8. | SHARED DISPOSITIVE POWER |                          |
|   |    |                          | 0                        |
9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
  
366,623 Ordinary shares\*
  10. CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (see instructions)  
  
..
  11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)  
  
1.75%
  12. TYPE OF REPORTING PERSON (see instructions)  
  
CO

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\* included DS PROVIDENT FUNDS AND PENSION LTD and Meitav Gemel and Pension Funds LTD.

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1. NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)  
Mutual funds of Meitav DS Investments LTD group.
2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (see instructions)
  - (a) ..
  - (b) ..
3. SEC Use Only
4. CITIZENSHIP OR PLACE OF ORGANIZATION  
  
Israeli
5. SOLE VOTING POWER  
  
0
6. SHARED VOTING POWER  
99,686 Ordinary shares\*
7. SOLE DISPOSITIVE POWER  
  
0
8. SHARED DISPOSITIVE POWER  
  
0
9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
  
99,686 Ordinary shares\*
10. CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (see instructions)  
  
..
11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)  
  
0.48 %
12. TYPE OF REPORTING PERSON (see instructions)  
  
CO

\* included MEITAV DS MUTUAL FUNDS LTD.

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1. NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)  
ETF's of Meitav DS Investments LTD group.
2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (see instructions)
  - (a)
  - (b)

3. SEC Use Only

4. CITIZENSHIP OR PLACE OF ORGANIZATION

Israeli

	5.	SOLE VOTING POWER	0
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	6.	SHARED VOTING POWER	570,996 Ordinary shares*
	7.	SOLE DISPOSITIVE POWER	0
	8.	SHARED DISPOSITIVE POWER	0