



For Immediate Release

Pointer Telocation appoints Mr. Israel Ronn as GM Technology & Products

Givatayim, Israel November 7, 2007, Pointer Telocation Ltd. (Nasdaq: PNTR, TASE: PNTR), a leading provider of services to insurance companies and car owners, including road-side assistance, towing and stolen vehicle retrieval services in Israel, Argentina and Mexico, announced the appointment of Mr. Israel Ronn, as GM Technology & Products.

Mr. Israel Ronn has over 15 years of experience in Business Management. Mr. Ronn served as CEO of several companies in US and Israel such as Telrad USA and Tenecs. Mr. Ronn led the merger of Tenecs and Congruency which created Telrad Connegy. In his most recent position, Mr. Ronn held the position of CEO at Cellmax Systems.

Mr. Ronn holds a B.A. in Computer Sciences and Economics from Bar Ilan University and is a graduate of Tafnit Executive Business Administration Program.

Pointer CEO Mr. Danny Stern said: "We welcome Mr. Ronn and are confident that he will contribute to Pointer Telocation due to his vast experience. Israel will lead Cellocator's products and technology to enhance and improve our service offering to our existing customers and to additional target markets".

About Pointer Telocation: Pointer Telocation Ltd www.pointer.com provides 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.

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