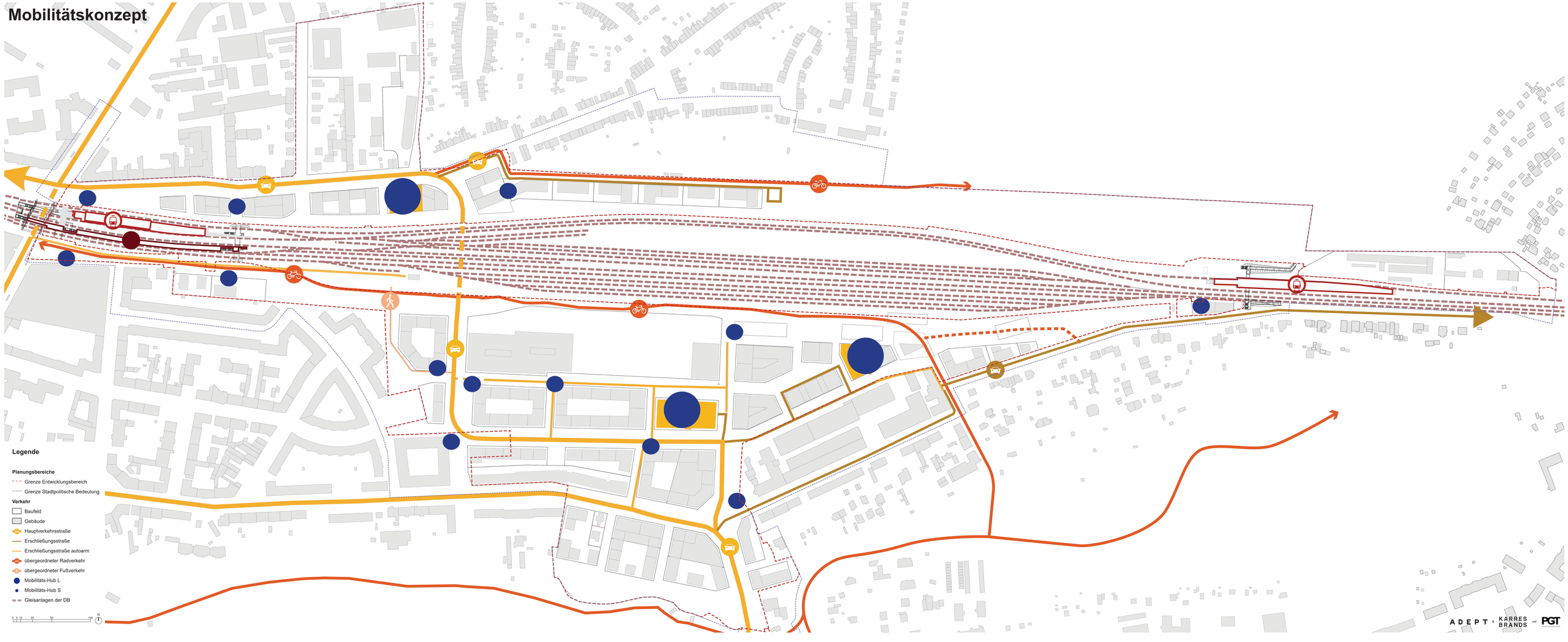Mobilitätskonzept