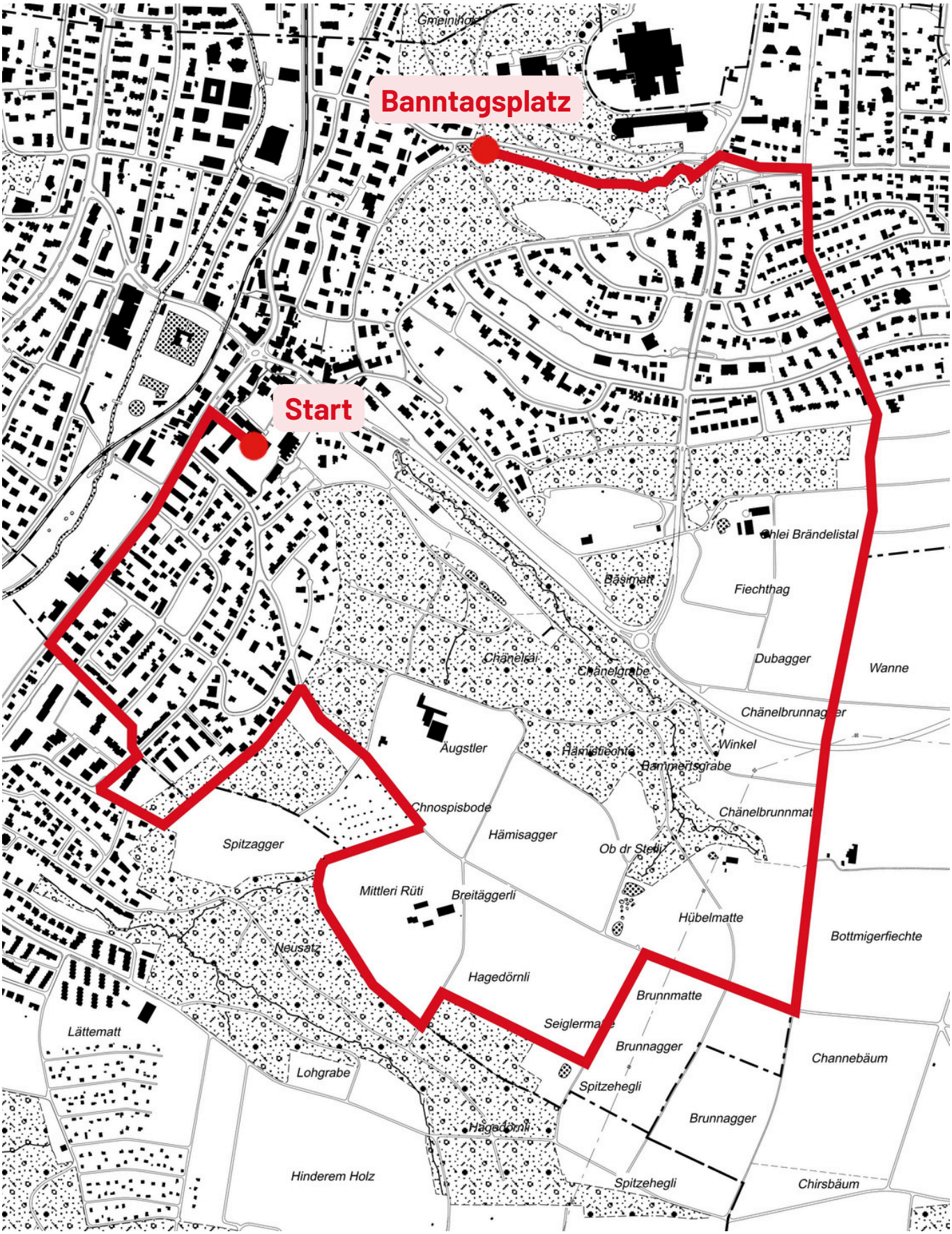Marschroute