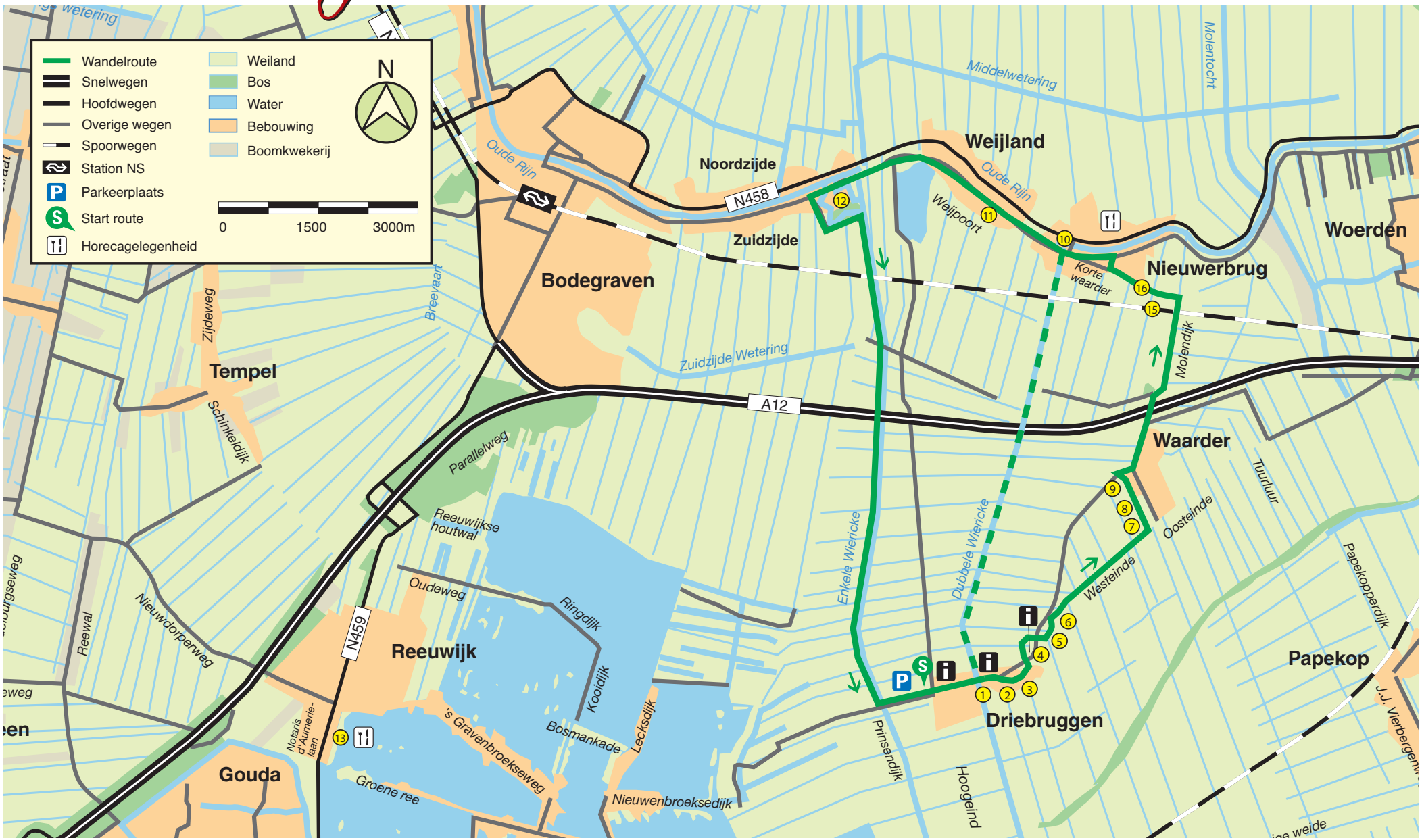Prinsendijkroute