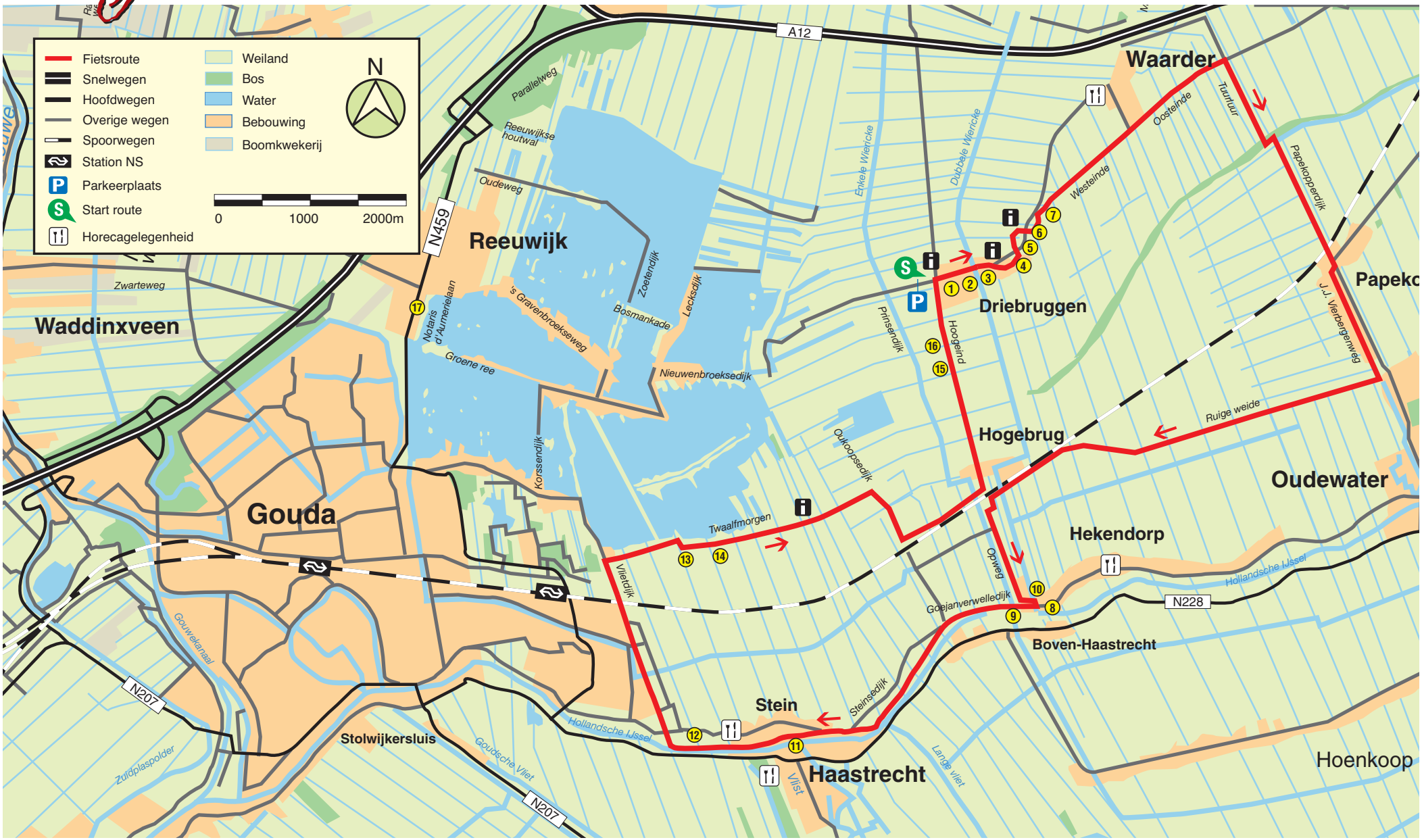Ruigeweiderroute