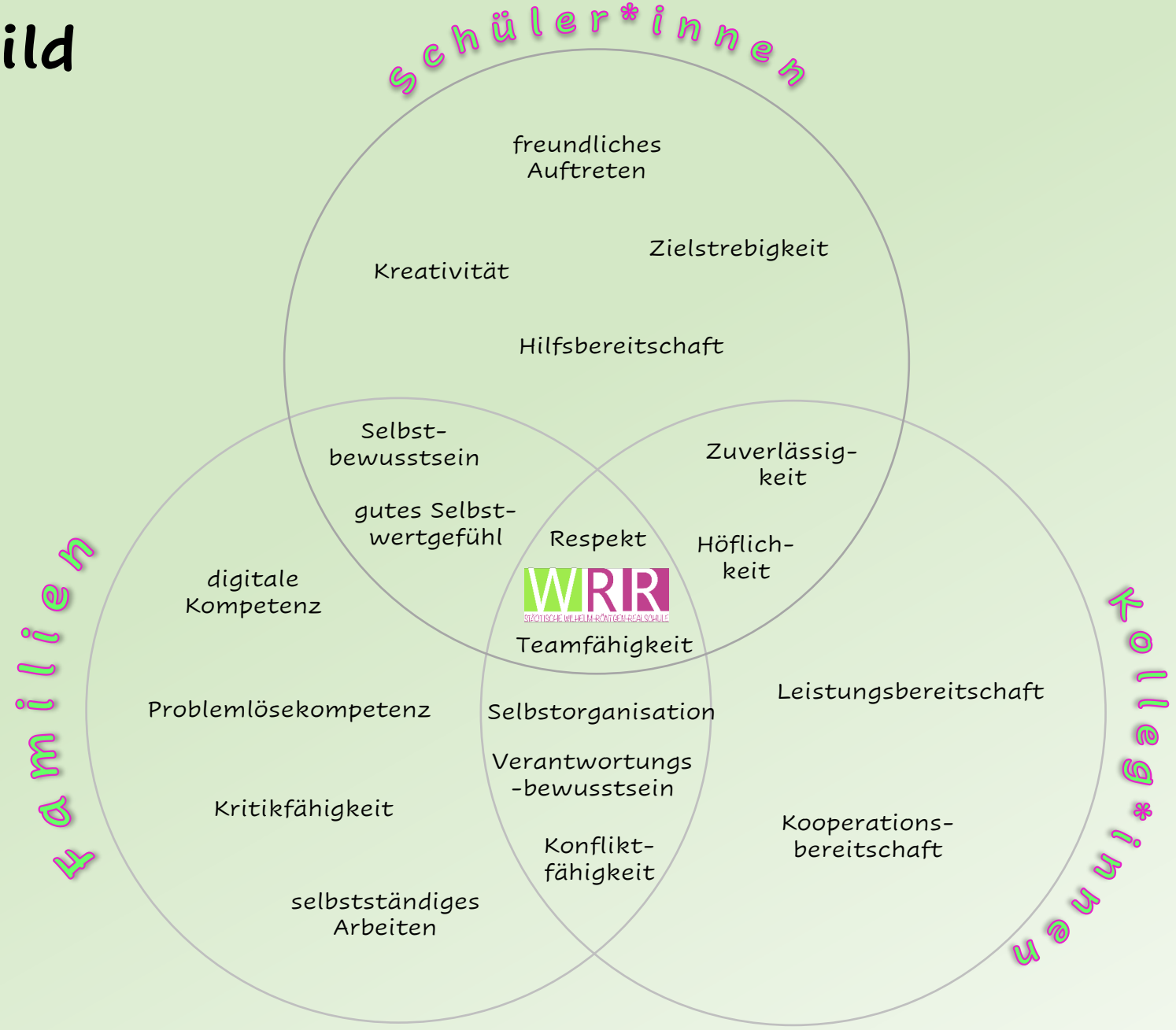Unser Leitbild