Geht der Elektroauto-Revolution die Puste aus?

geschrieben von John Rosevear, Tony Smith | 29. September 2012

Update 29.9.12 Neuer Öko-Boom: schon 4541 Elektroautos!

Wie man mit einem Verkauf in einer Größenordnung von 39 995 Dollar Geld verlieren kann

Warum sind bessere Verkaufszahlen für den Volt ein

zweifelhafter Segen? Es stellt sich heraus, dass diese Verkäufe teuer sind: Reuters berichtete vor Kurzem, dass GM mit jedem verkauften Volt einen Verlust macht – trotz des kleinen

Grundpreises von 39 995 Dollar für das kleine Hybridfahrzeug mit Stecker.

Während GM mit der Mathematik von Reuters nicht übereinstimmt, ist dennoch klar, dass das innovative

Auto keine Gelddruckmaschine für General Motors ist. Mit nur einigen Tausend Verkäufen im besten Monat wird es viele Jahre dauern, bis das Auto die Entwicklungskosten wieder eingebracht

hat, die auf etwa 1 Milliarde geschätzt werden.

Nun ist das nicht unbedingt etwas Schlechtes, zumindest aus Sicht von GM. Wie andere Autobauer auch schaut GM voraus auf die

nächste Dekade, wenn die treibstoff-wirtschaftlichen Regeln viel strikter sein werden. Aus der Perspektive von GM repräsentiert der Volt eine frühe Investition in die Art von

Technolgie, die GM – und andere Autobauer rund um die Welt – brauchen wird, diese Technologie zu perfektionieren, bevor die Regeln in Kraft treten.

An diesem Argument

ist etwas dran. Aber das hält die Kritiker von GM nicht davon ab, sich darüber zu beklagen, dass sich die [Entwicklung der] Technologie der Elektroautos zu einer teuren Zeitverschwendung

entwickelt.

Werden Elektroautos

jemals die Kurve kriegen?

Ein Editorial

in der Washington Post nahm sich diese Woche den

Volt zur Brust, und zwar als Teil einer größeren

Argumentationskette gegen die Subventionen der

US-Regierung für die Technologie von Elektroau

tos. Das Departmen t of Energy sagte 2011,

dass bis zum Jahr 2015 1 Million Elektroautos in

den USA unterwegs sein könnten, aber wie die Post

selbst sagt, erscheint das im Moment reichlich

unwahrscheinlich.

Die Folgerung des

Department of Energy basierte auf einer Studie,

in der einige Hypothesen aufgestellt worden

sind, die heute ziemlich dumm daherkommen. Es

erwartete, dass Nissan 25 000 Autos des Typs Leaf in

diesem Jahr verkaufen würde. Aber bis einschlie

ßlich August 2012 waren es weniger als 5000.

Es hat auch vorhergesagt, dass GM 120 000 Volts

in diesem Jahr verkaufen wird. Die Realität: weniger

als 14 000 Volts wurden 2012 bis einschließlich

August in den USA verkauft.

Beide diese

Autos, ebenso wie ein großer Teil des sich

immer noch entwickelnden Geschäftsfeldes

der Elektroautos in den USA hängen fast

vollständig von der Hilfe der Regierung ab. Der

massive Notverkauf von GM ist kein Geheimnis, aber

einige der anderen Hilfsprogramme des Departmen

t of Energy sind weniger bekannt: Neben

anderen Zuwendungen und Anleihen erhielt Nissan

1,5 Milliarden Dollar an billigen Krediten,

um die Produktionsstätte des Leaf in Tennessee

zu renovieren, und Tesla erhielt Kredite

in Höhe von 465 Millionen Dollar, um das Modell S

zur Produktion zu verhelfen.

Und was hat der Steuerzahler von all dem? Nicht

sehr viel.

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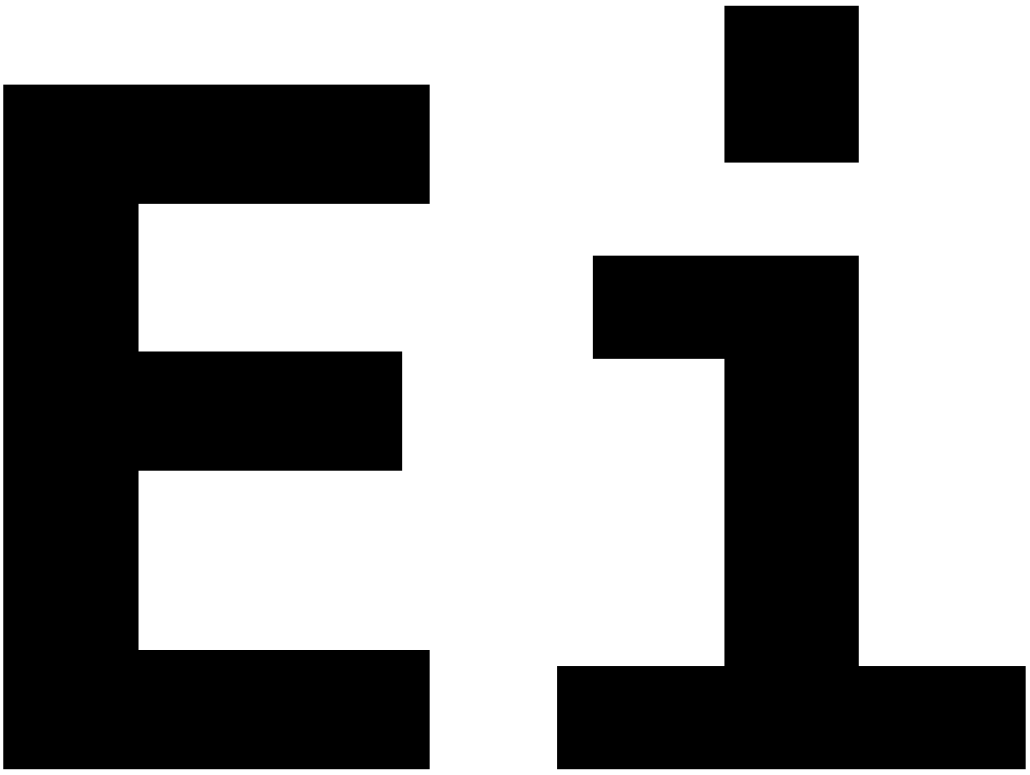

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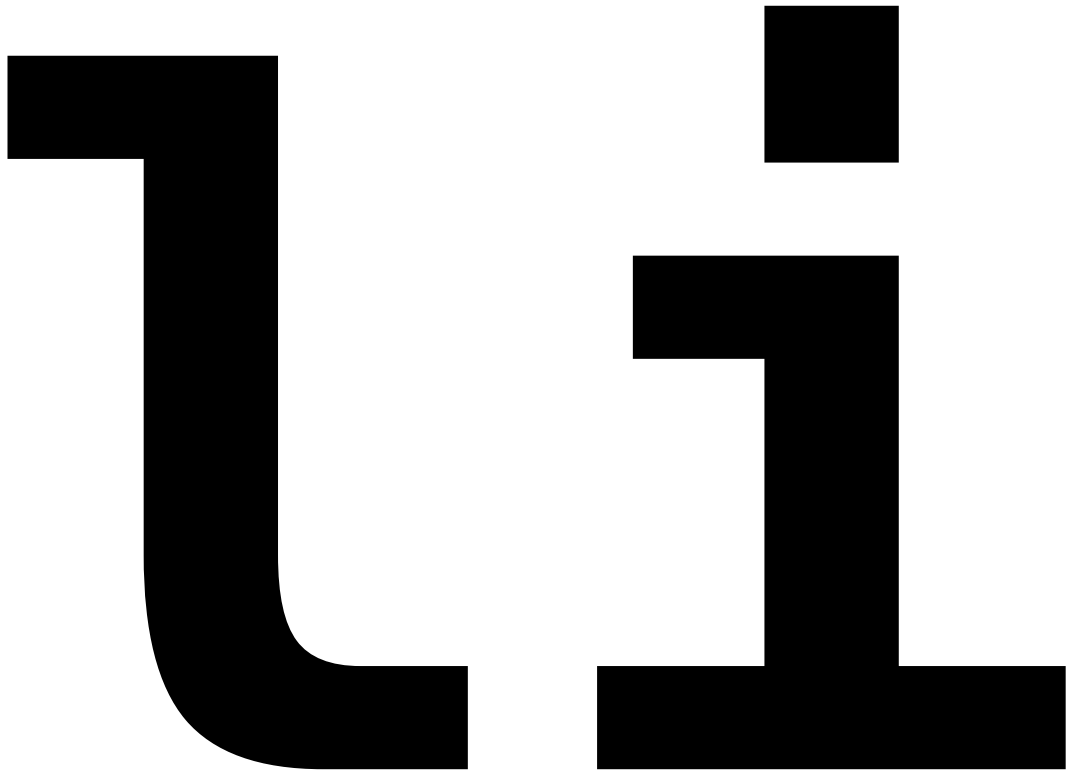

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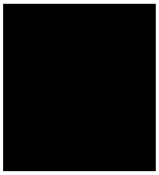

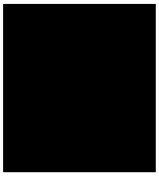

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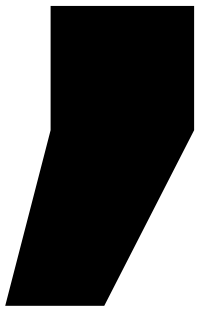

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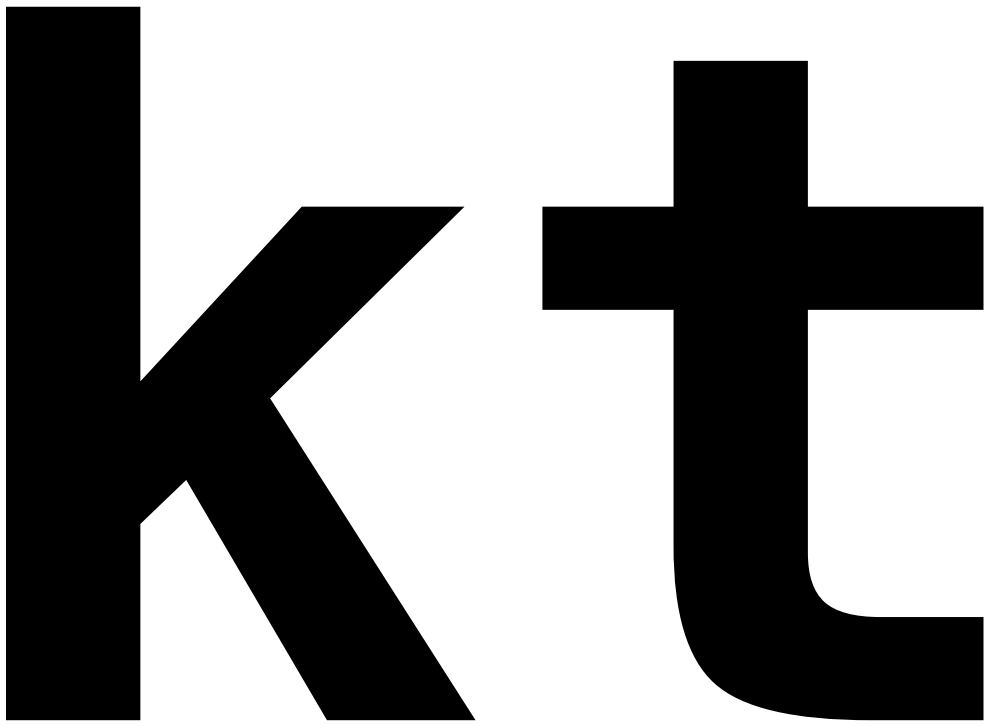
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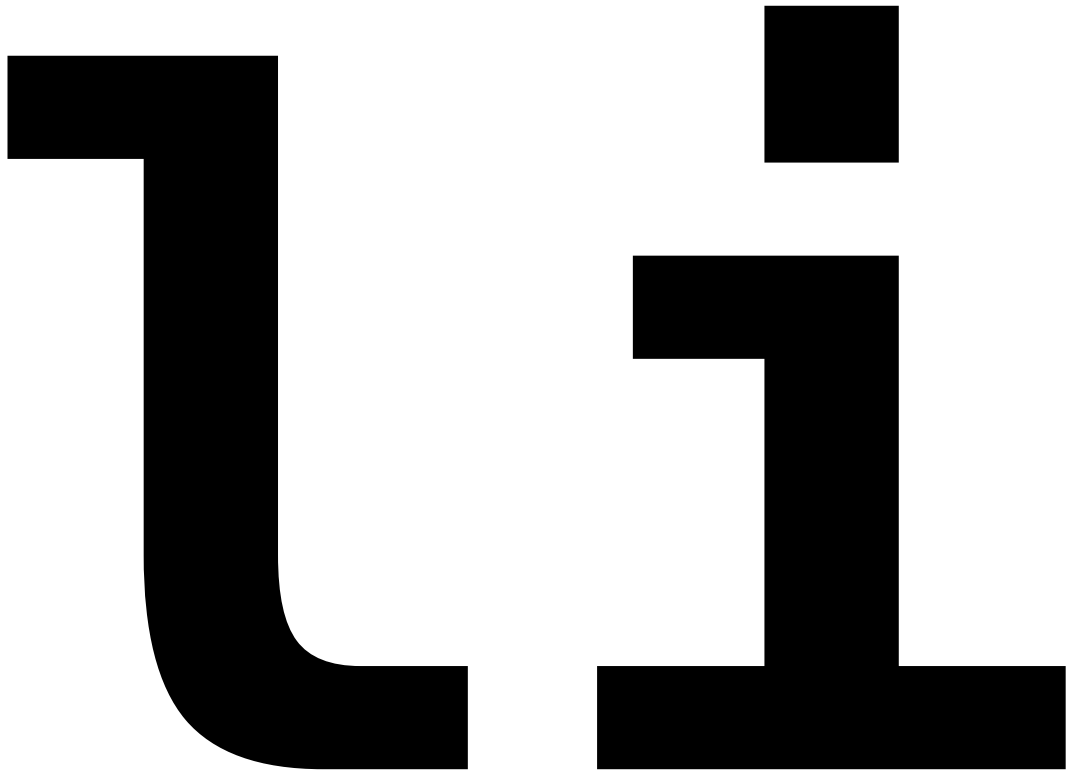

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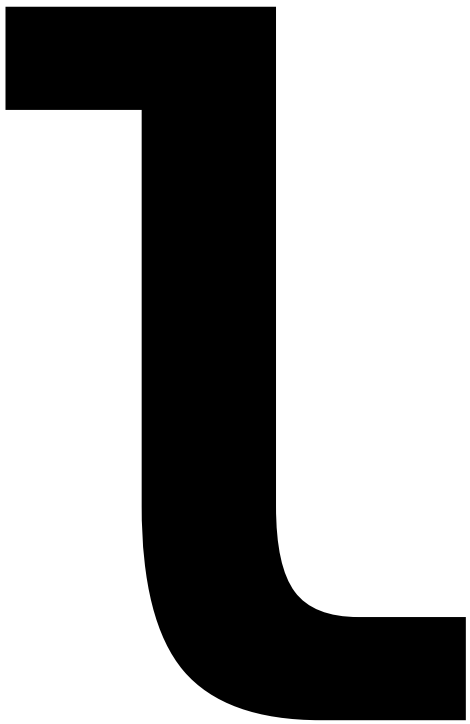

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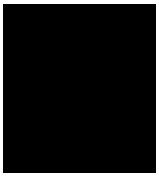

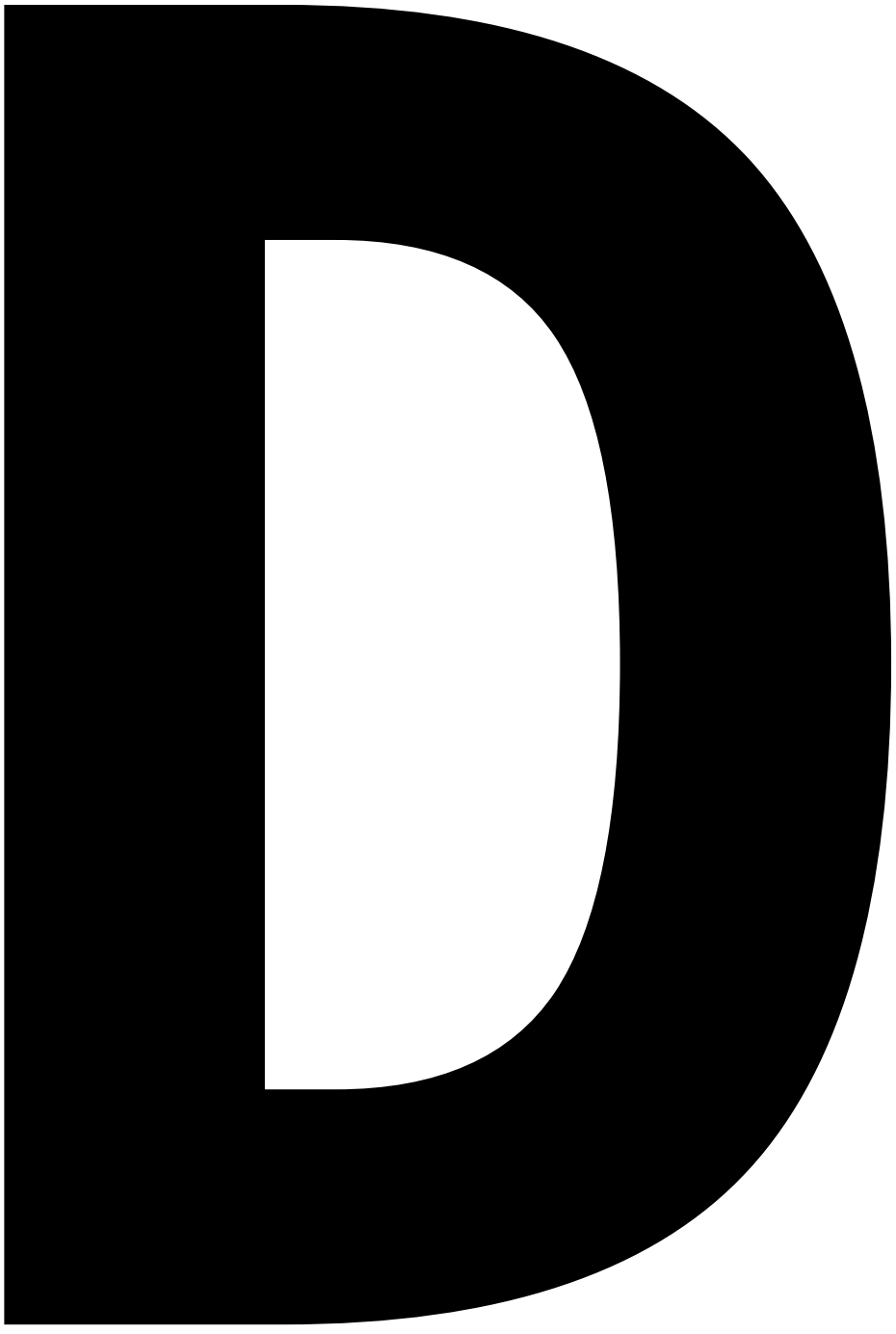

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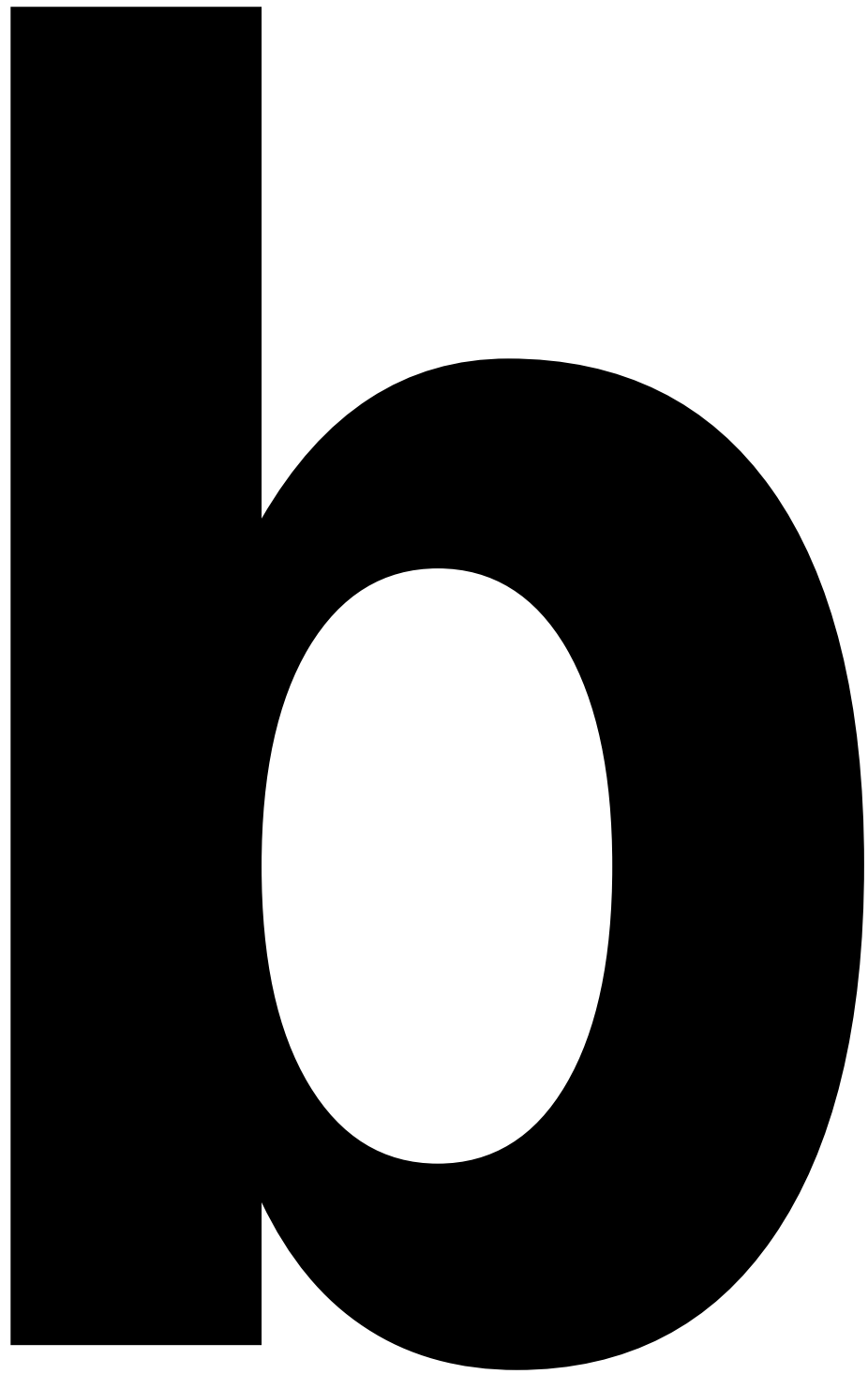

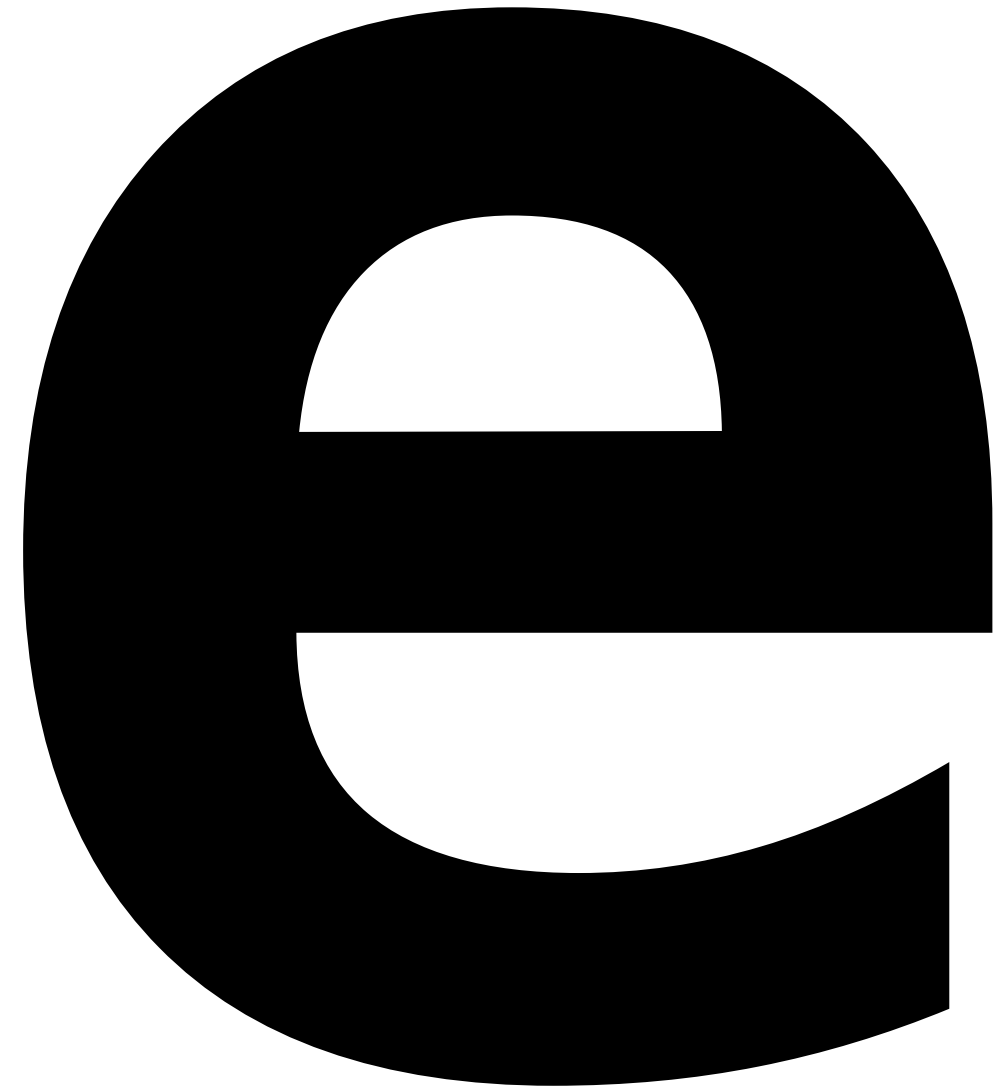

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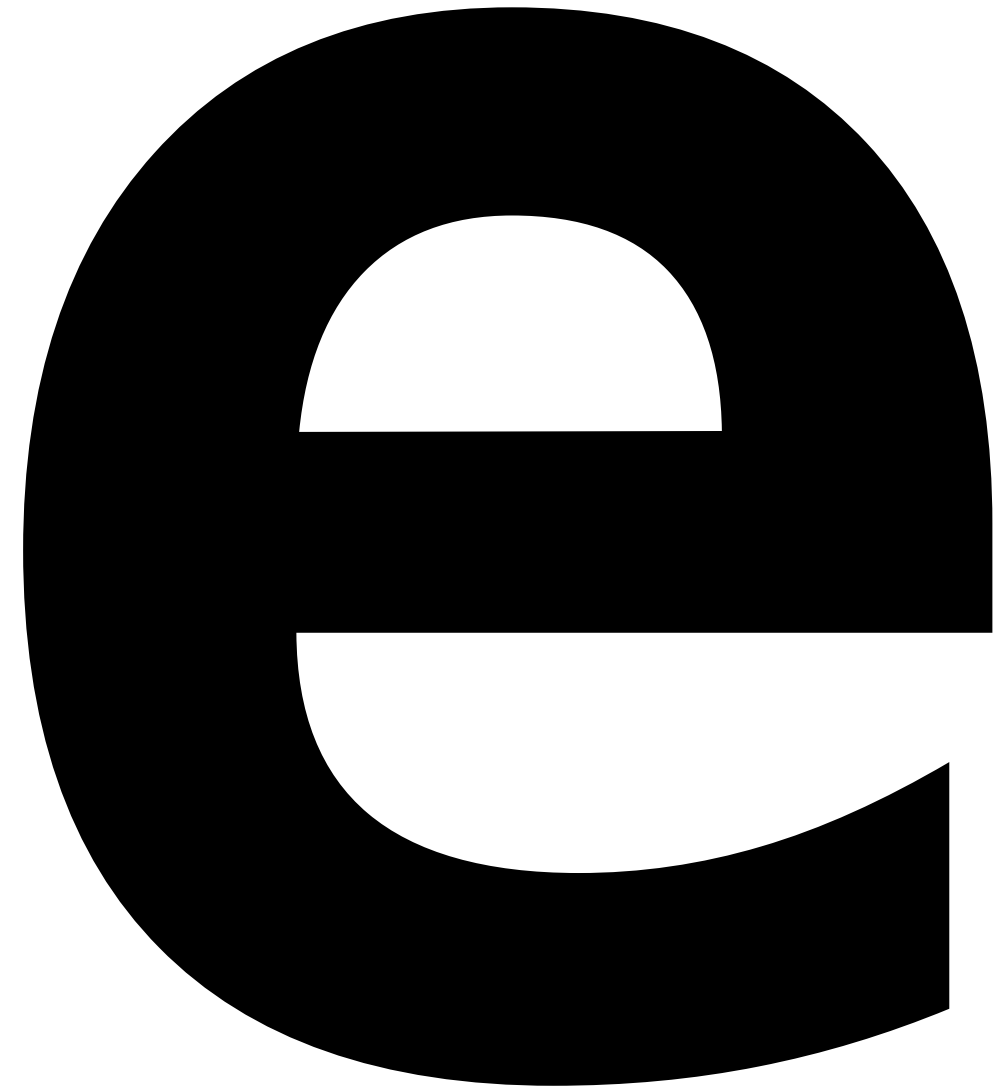

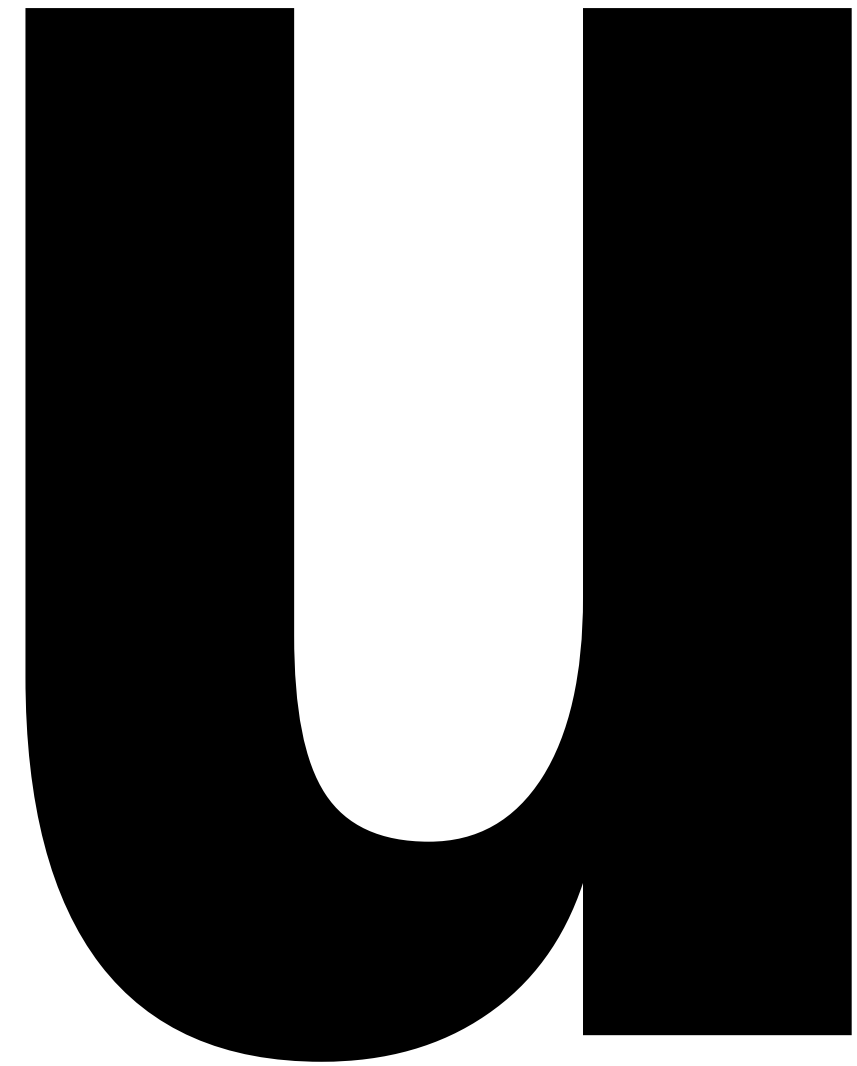

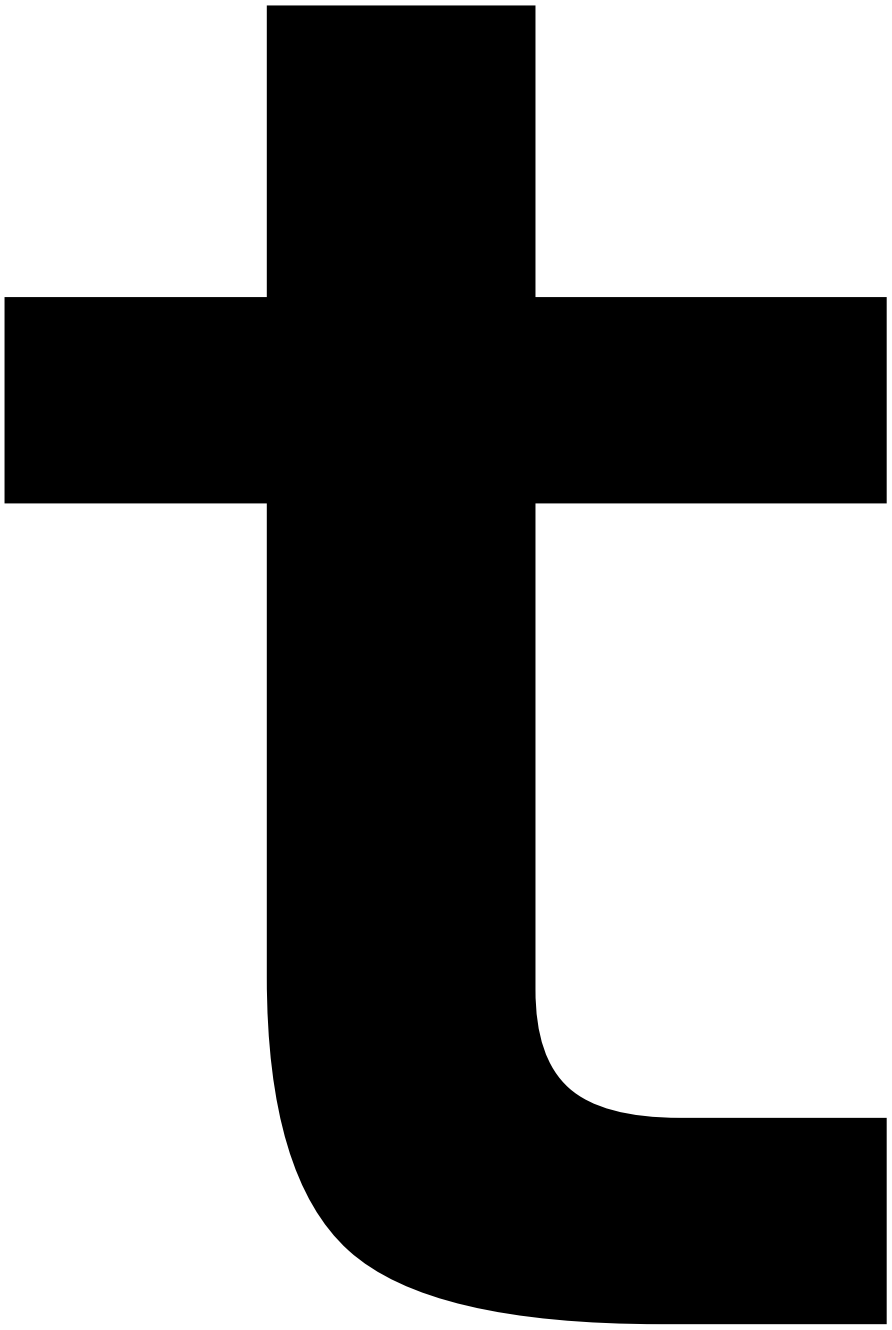

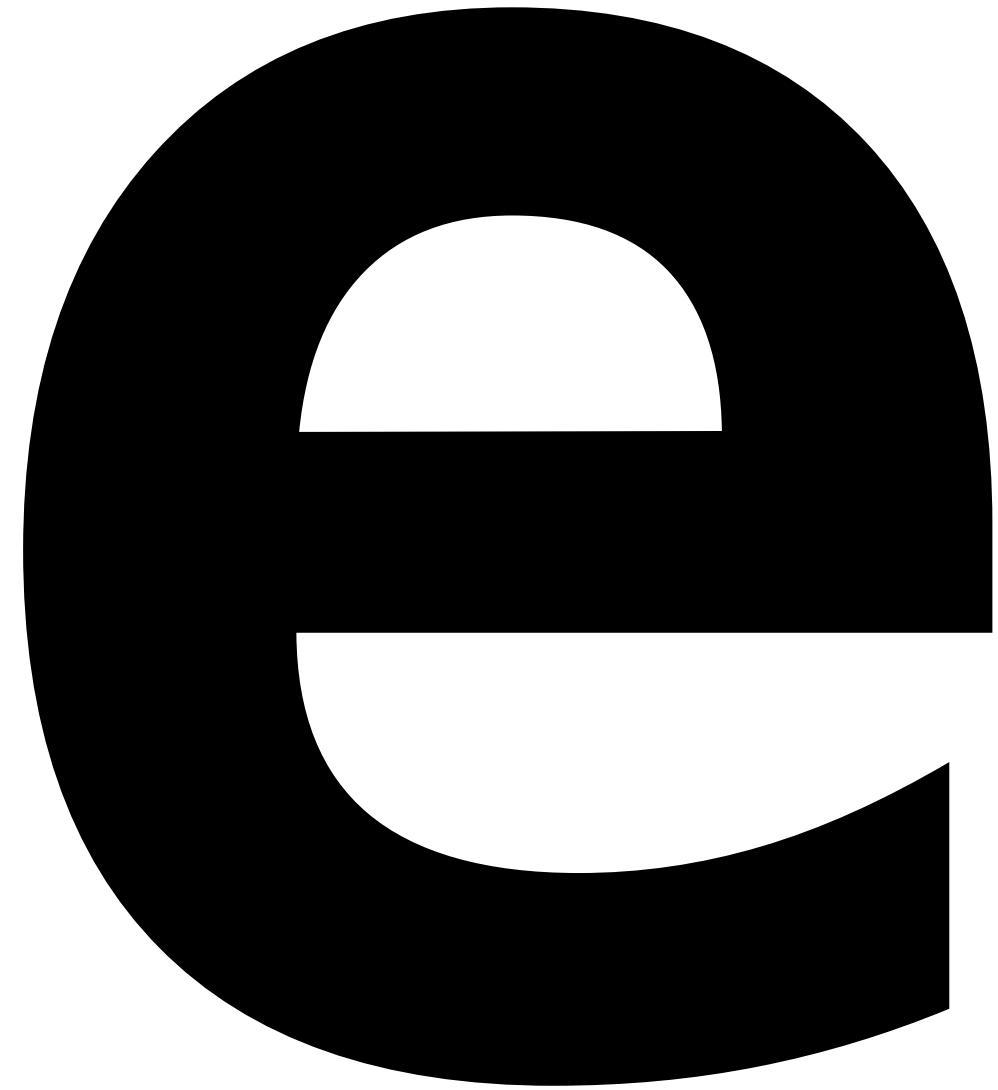

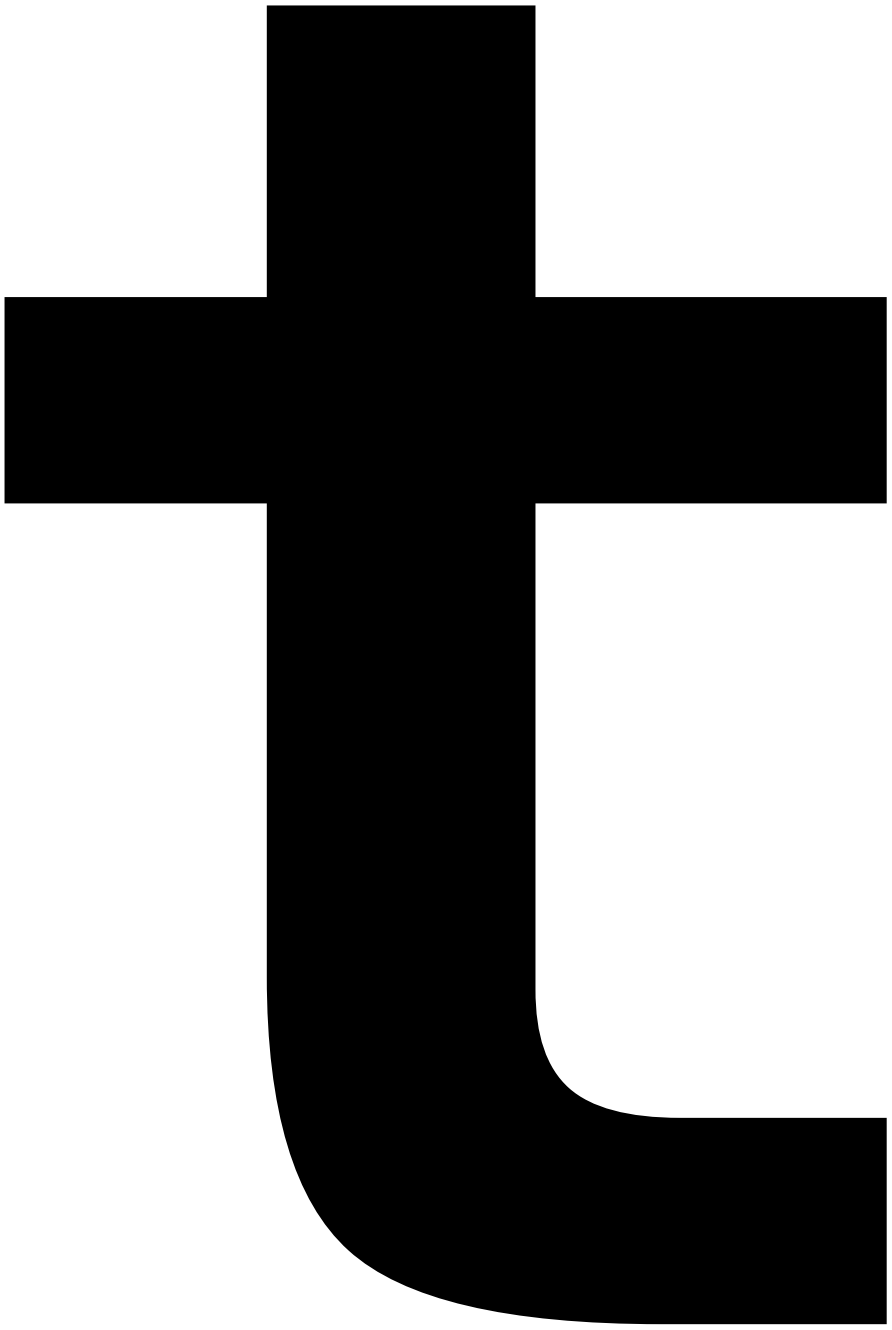

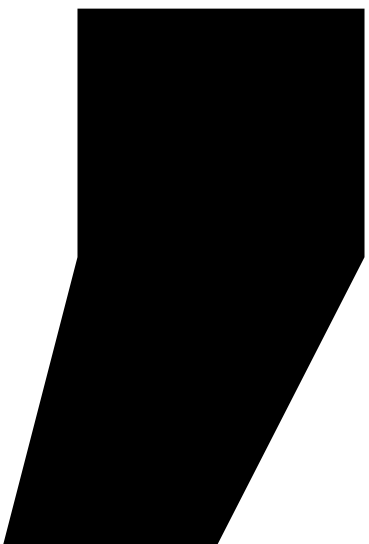

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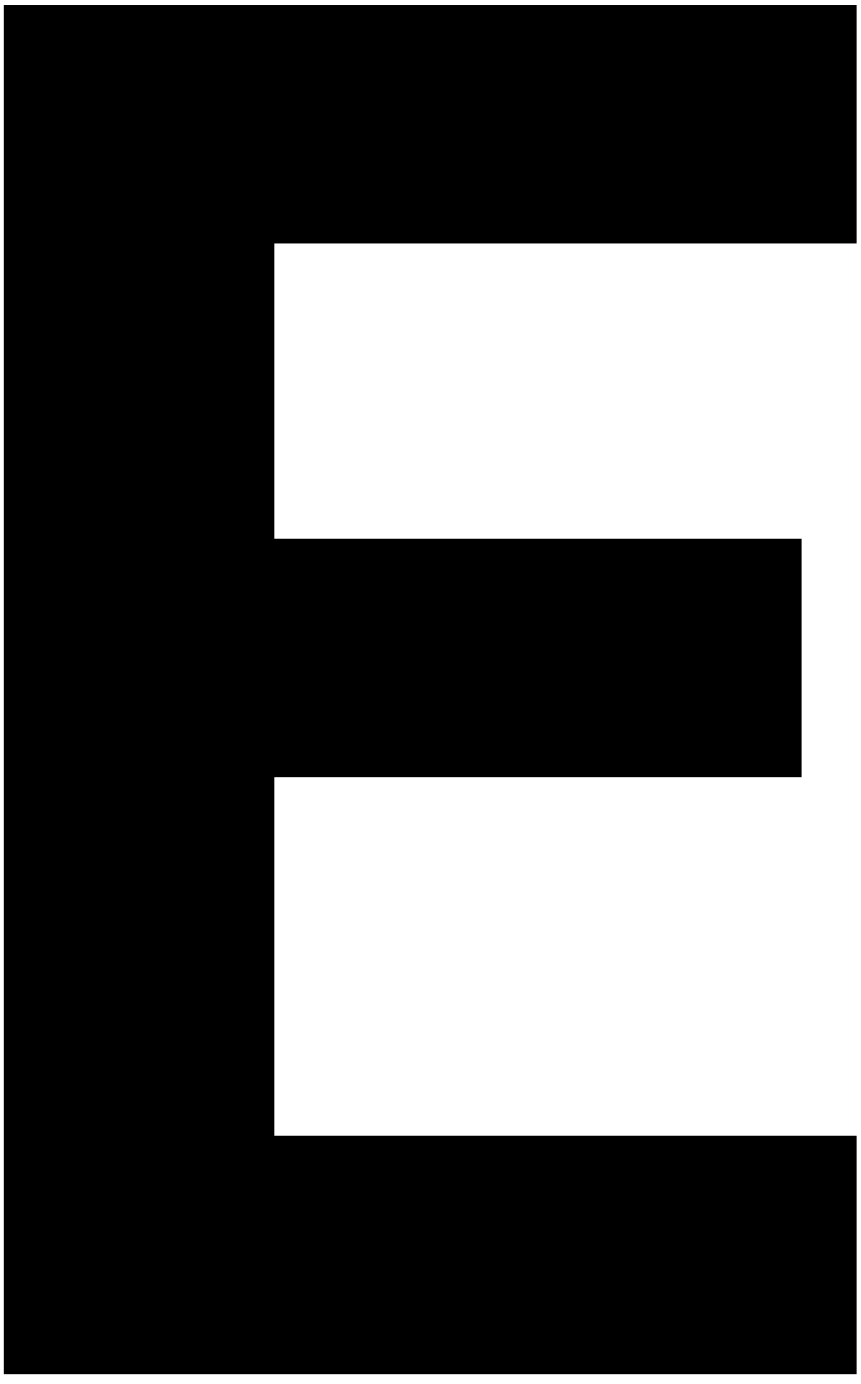

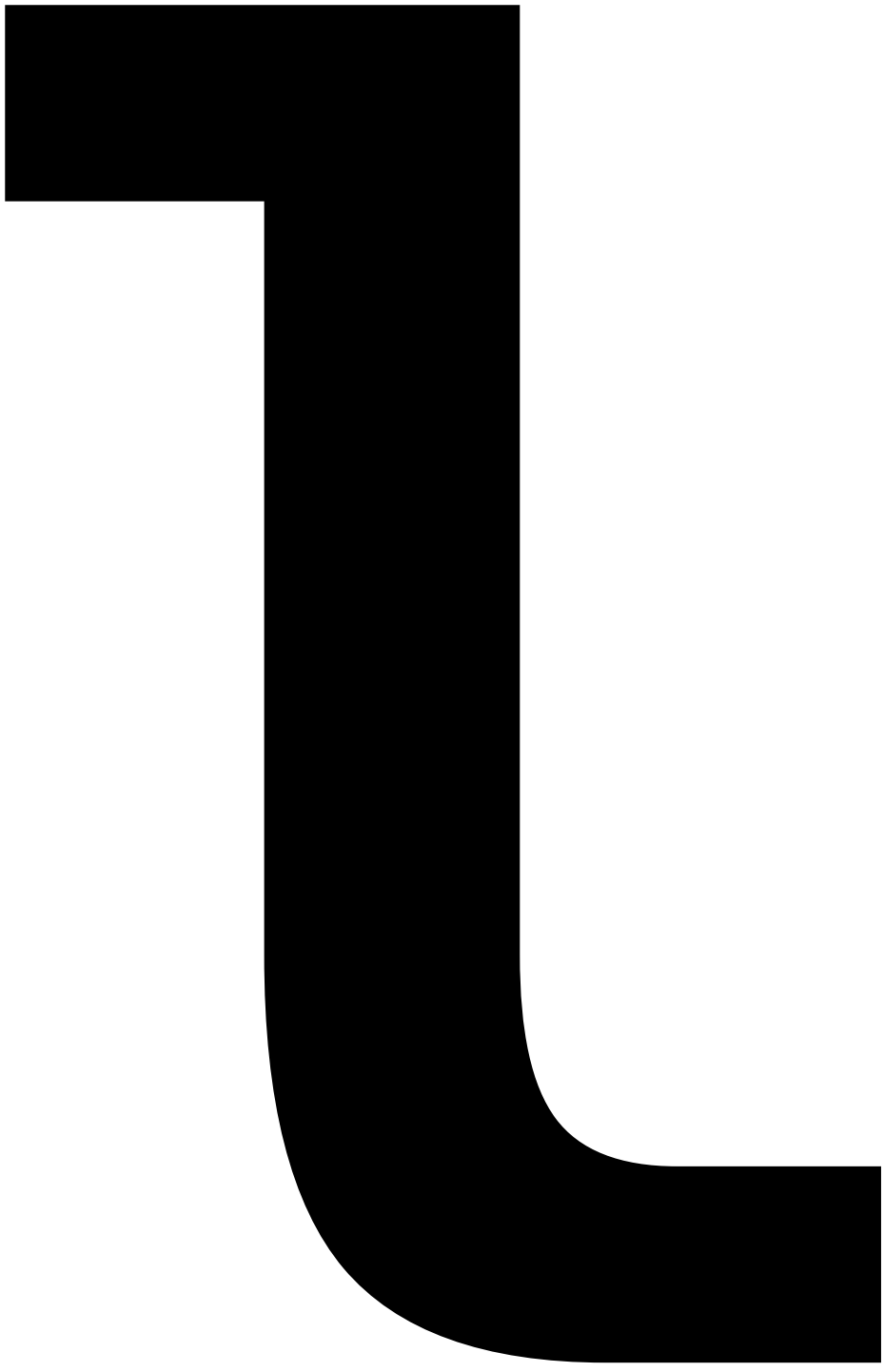

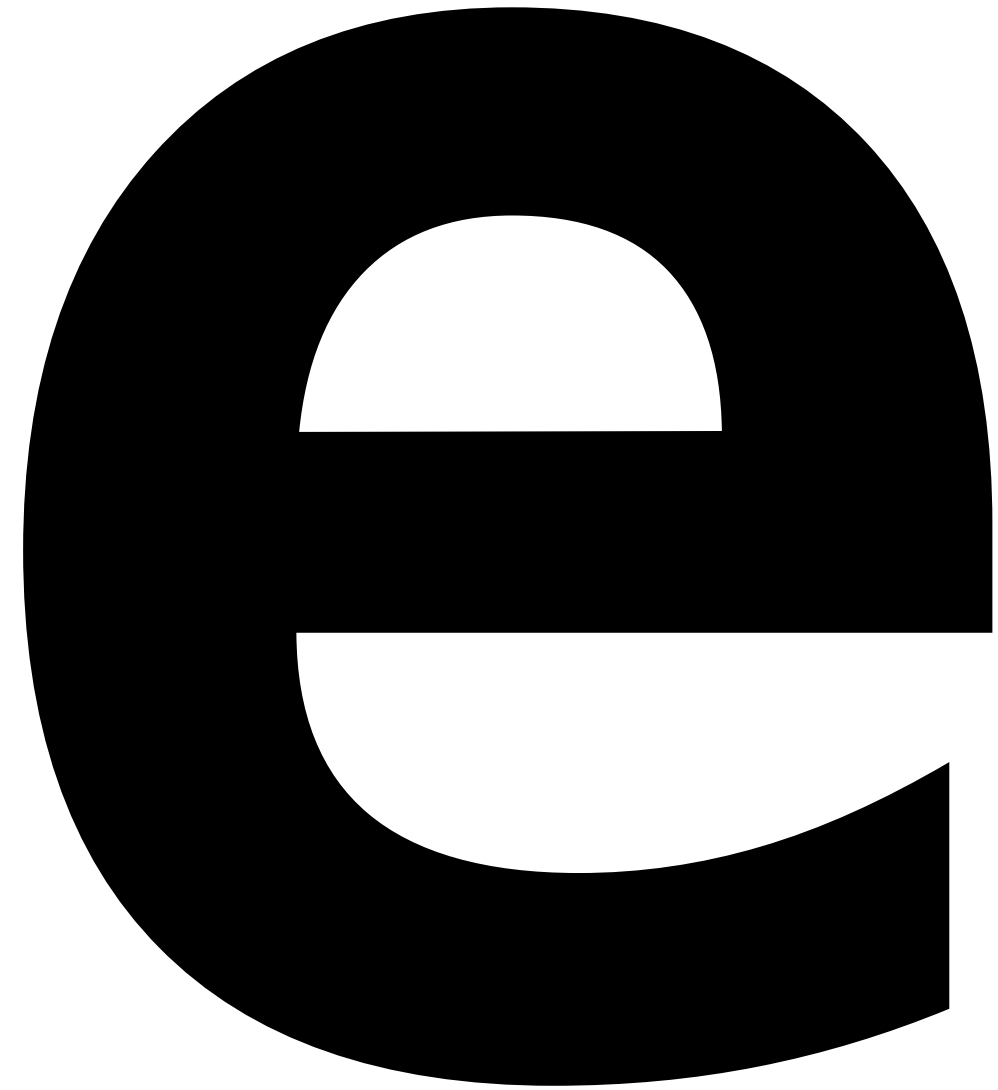

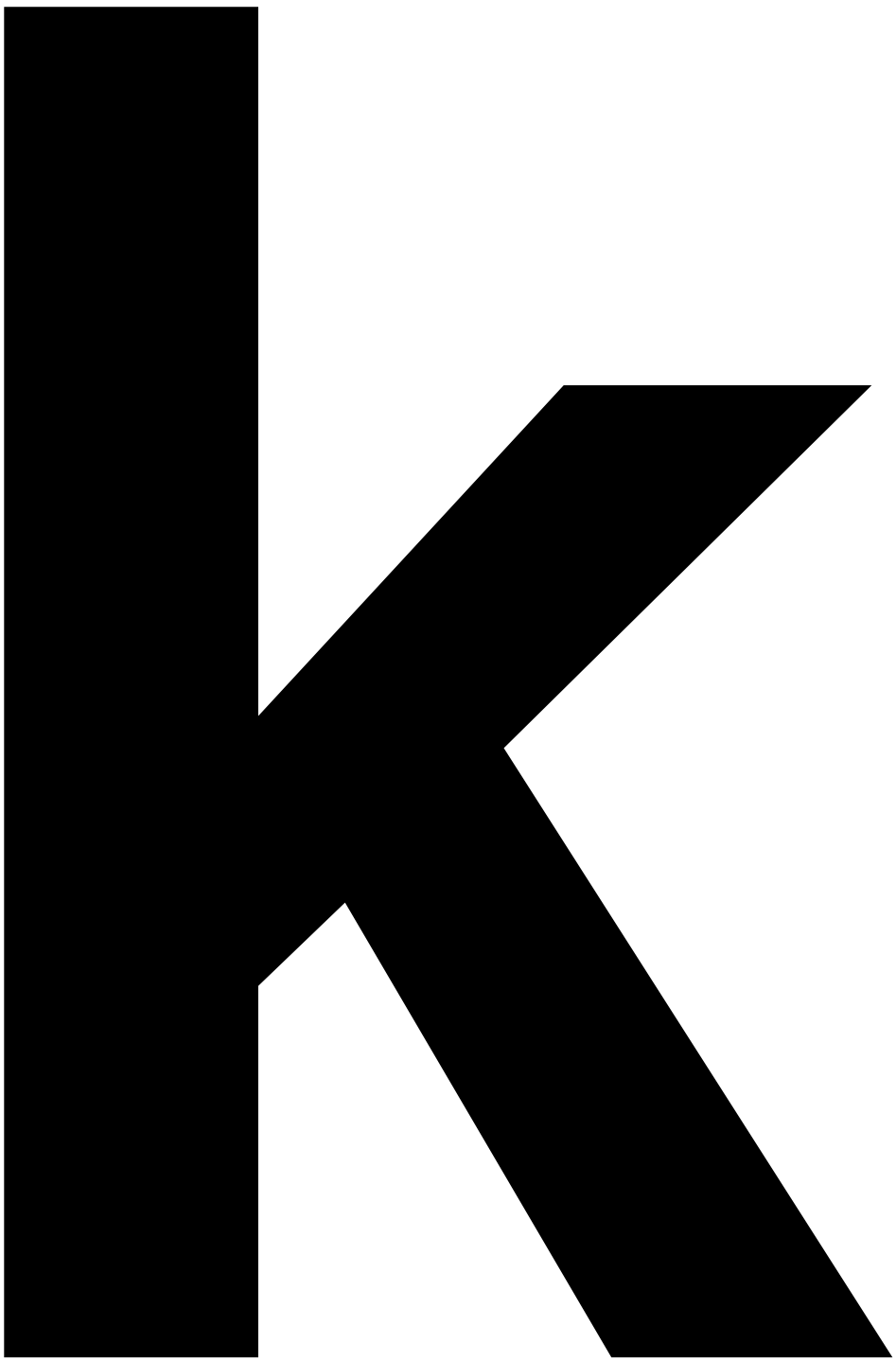

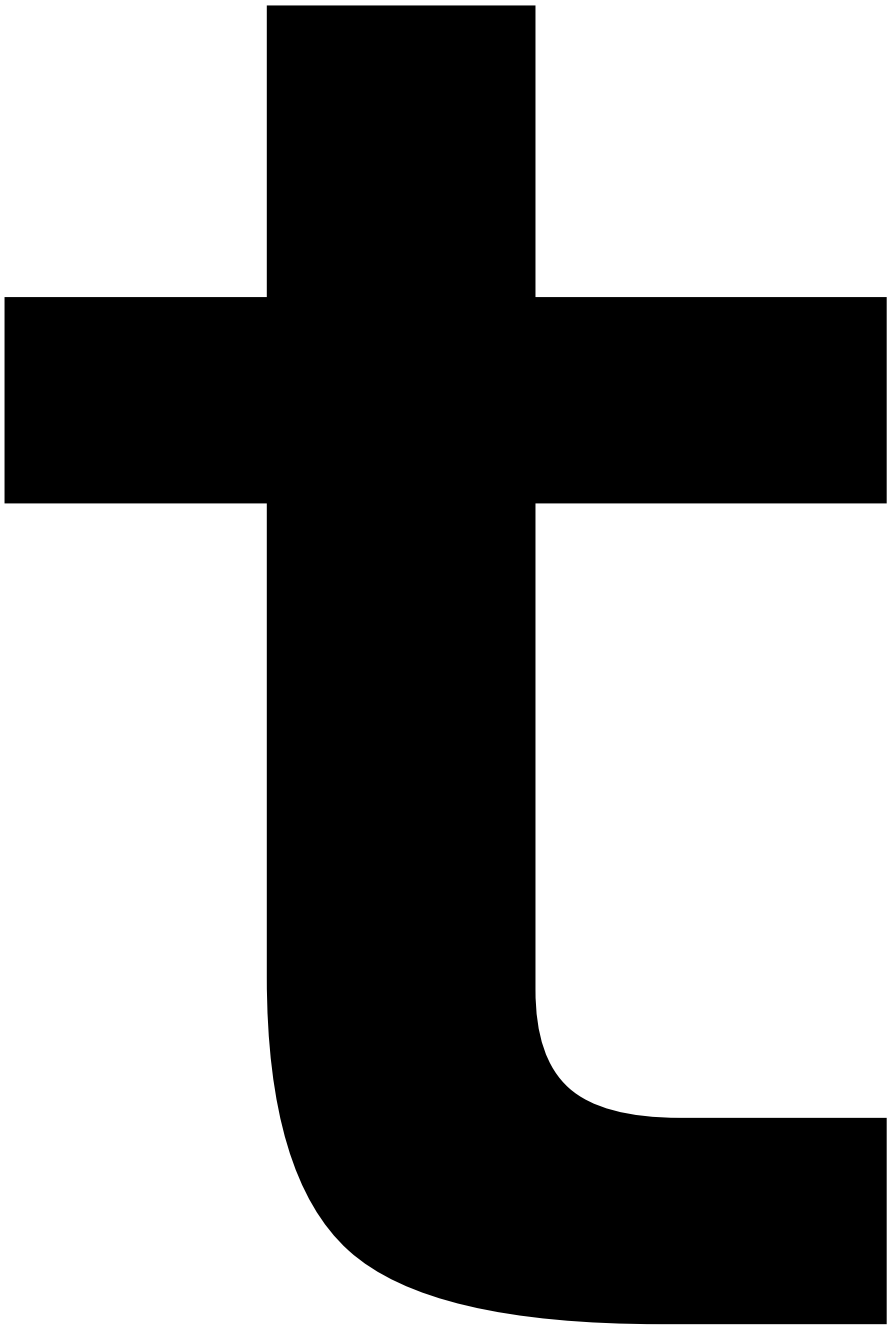

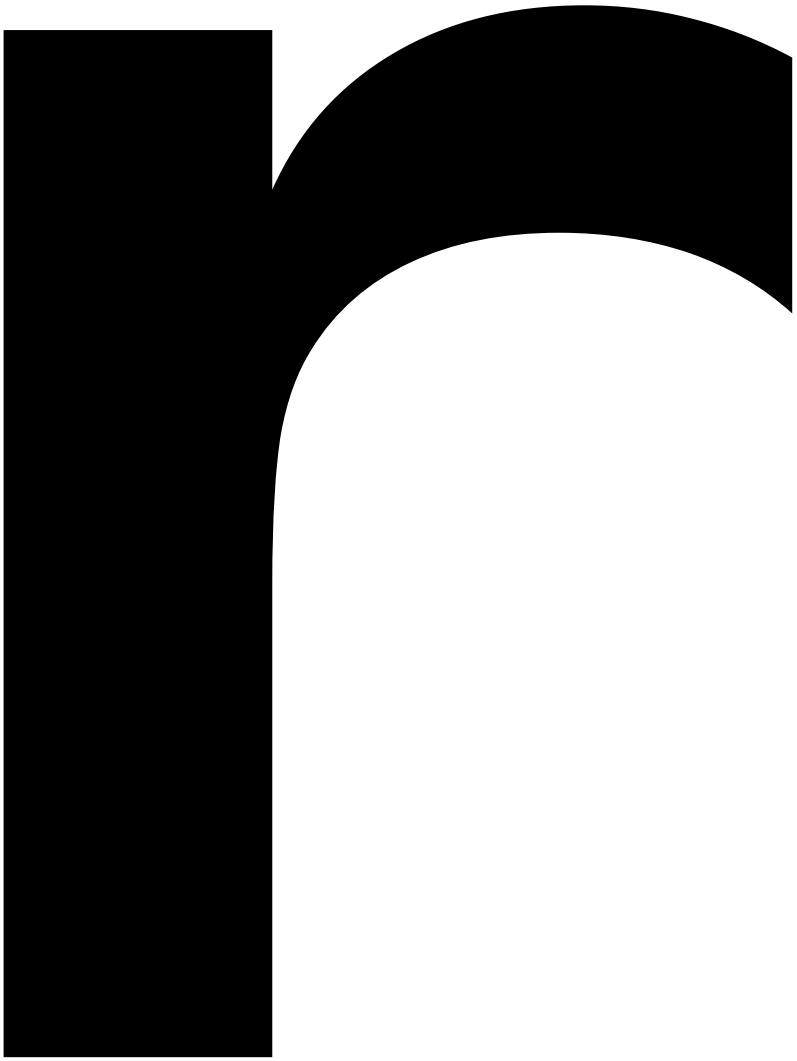

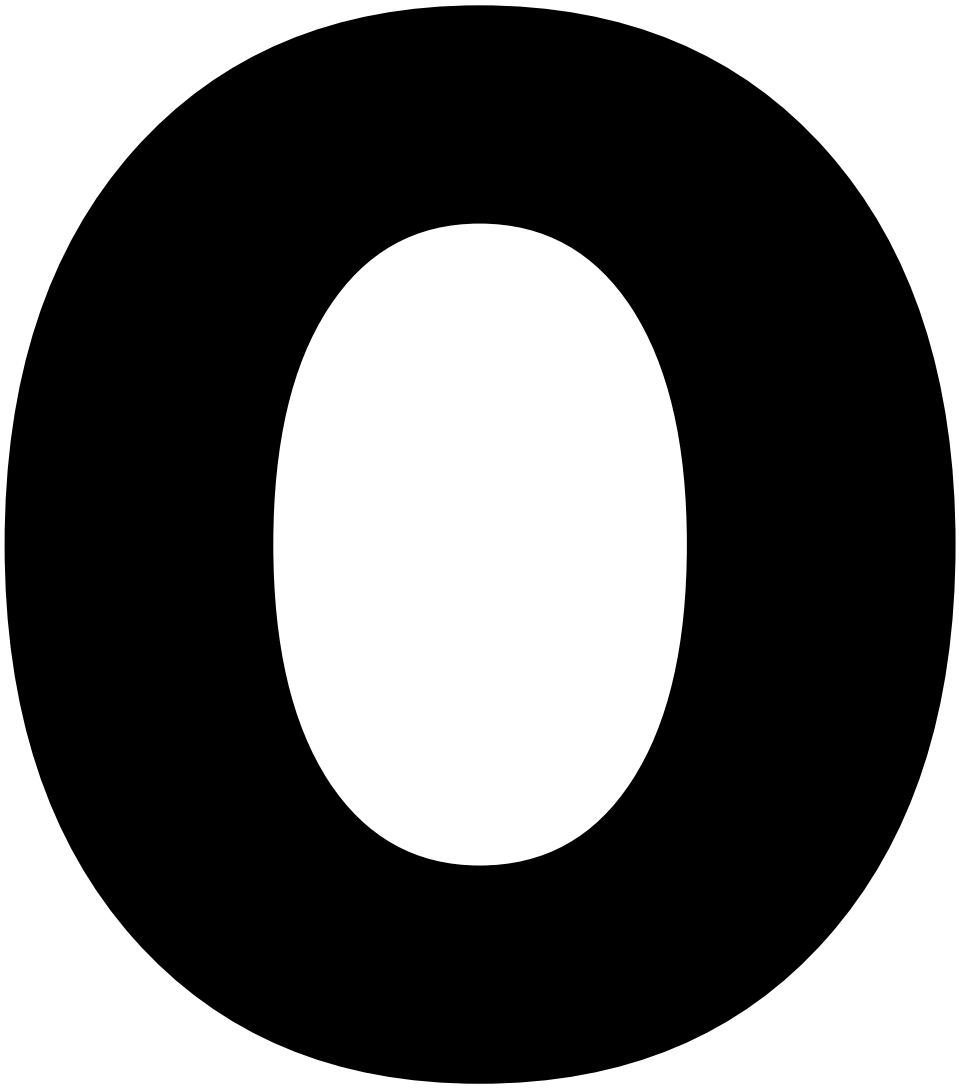

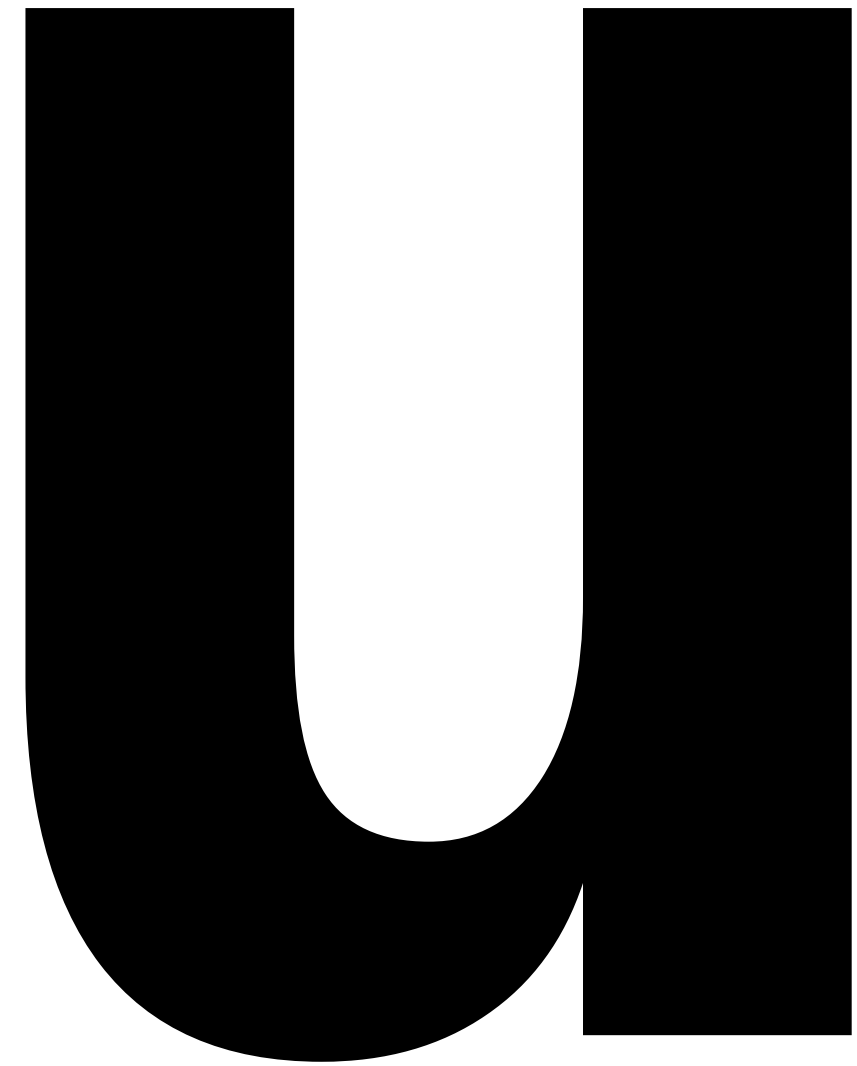

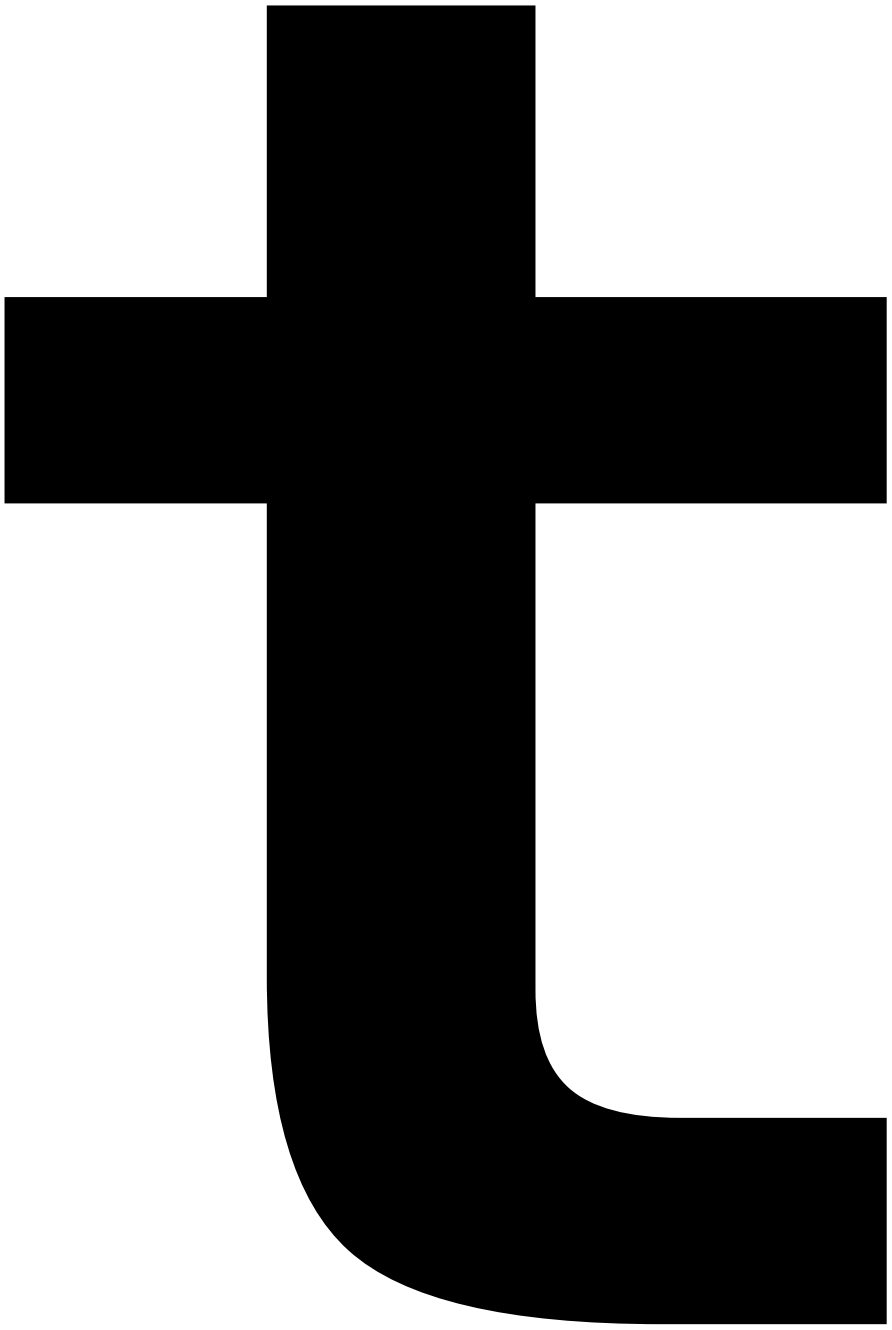

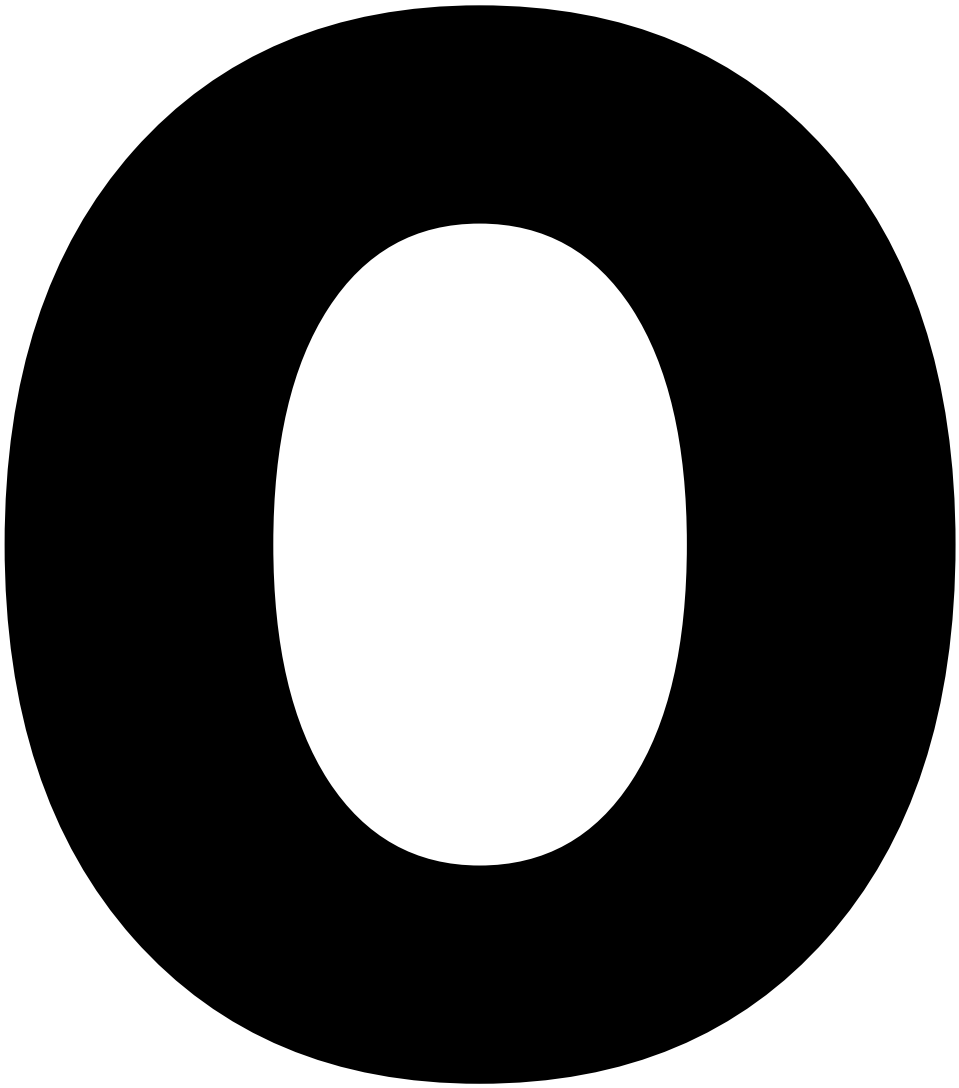

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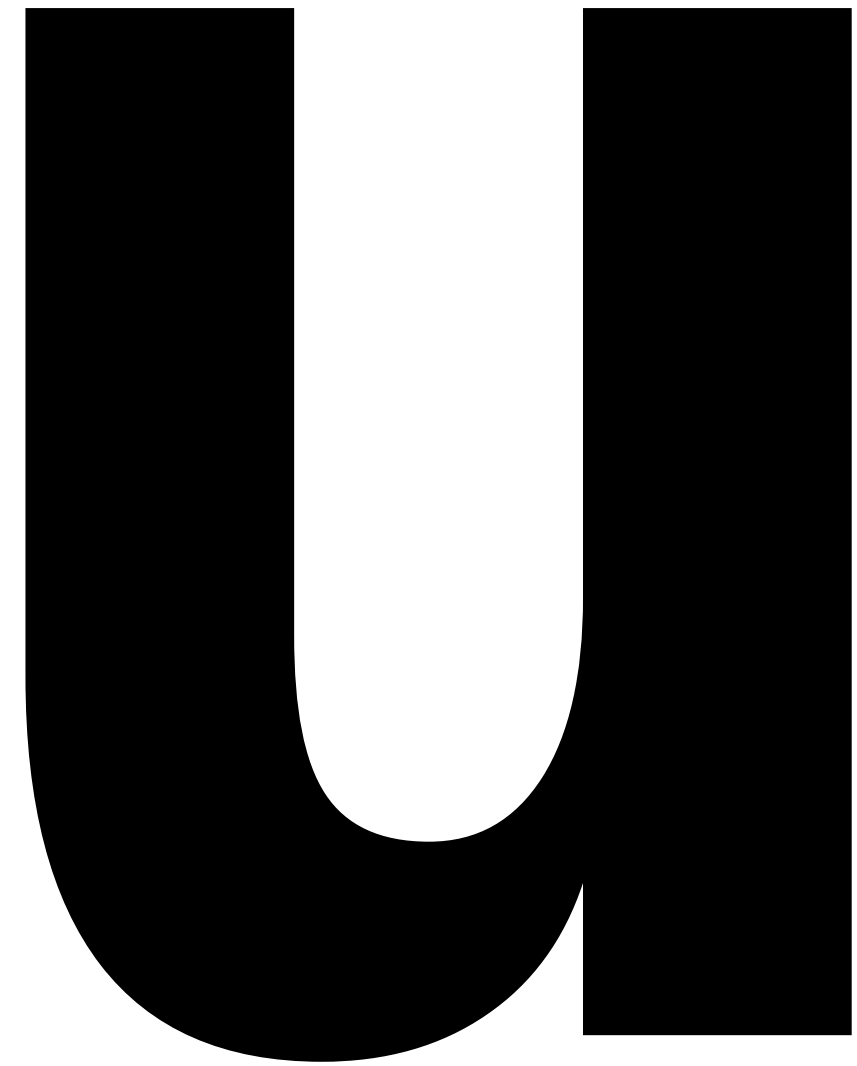

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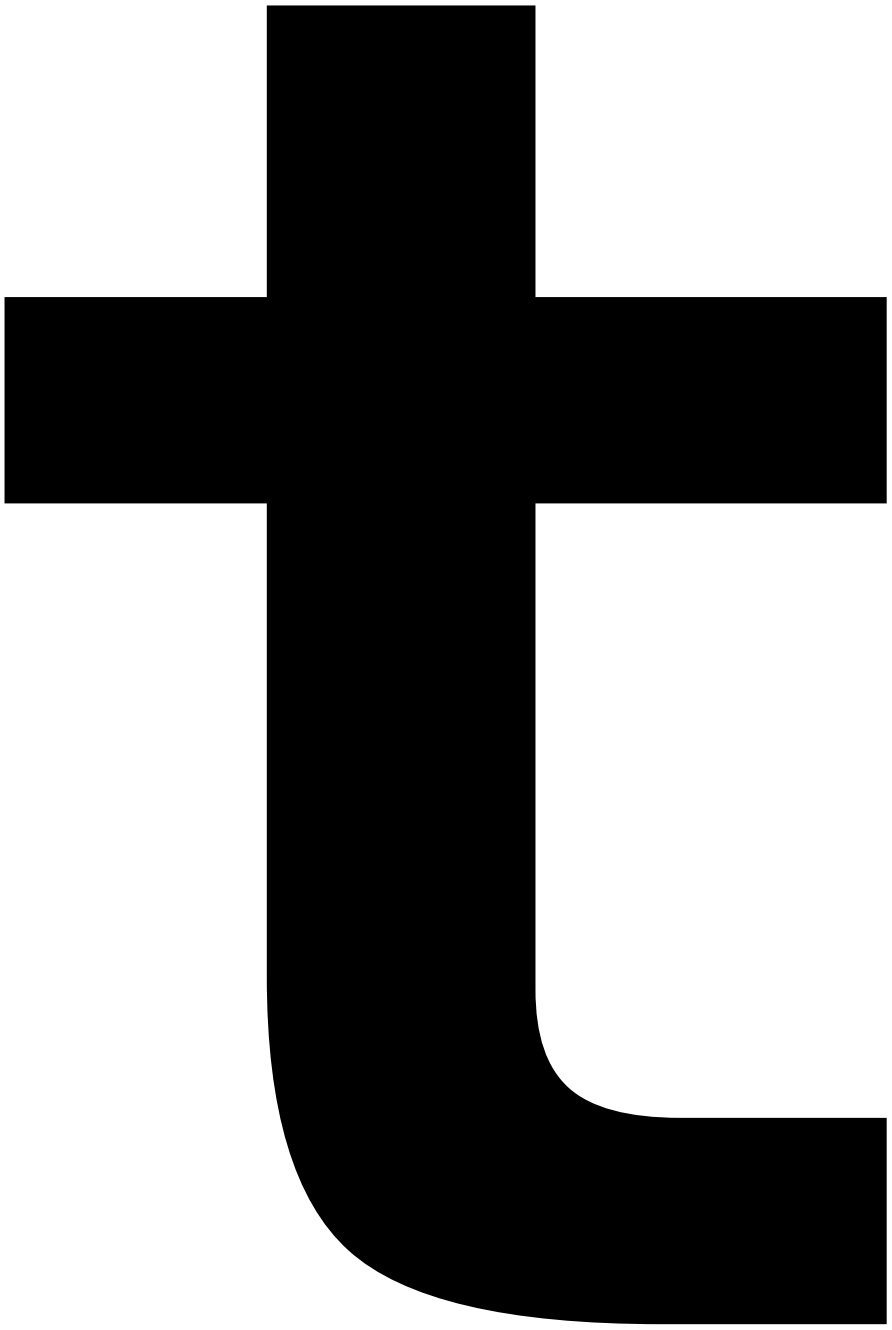

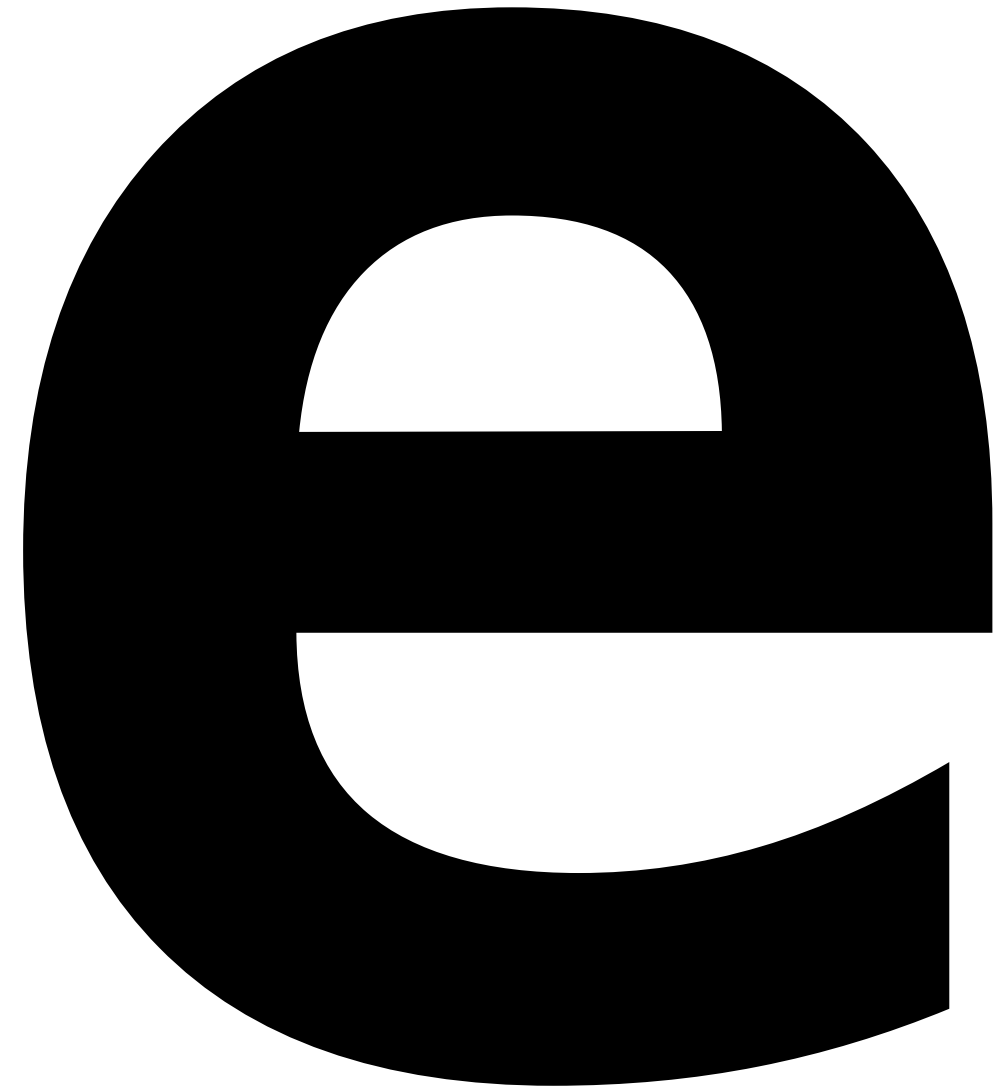

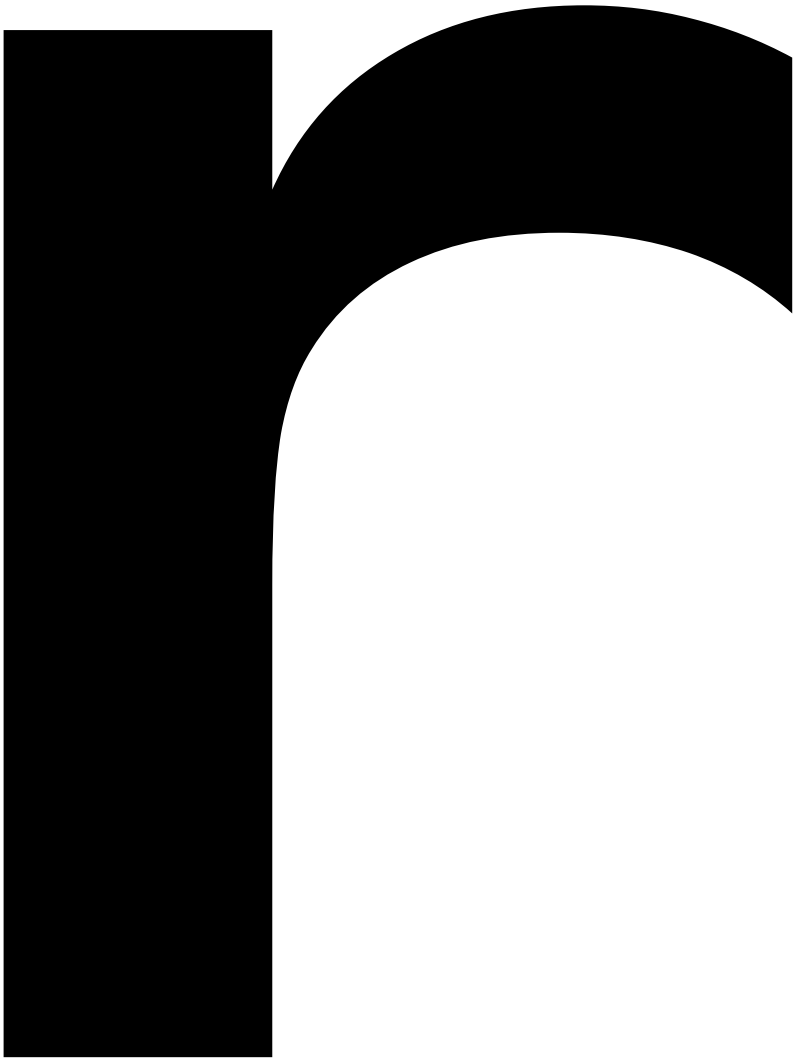

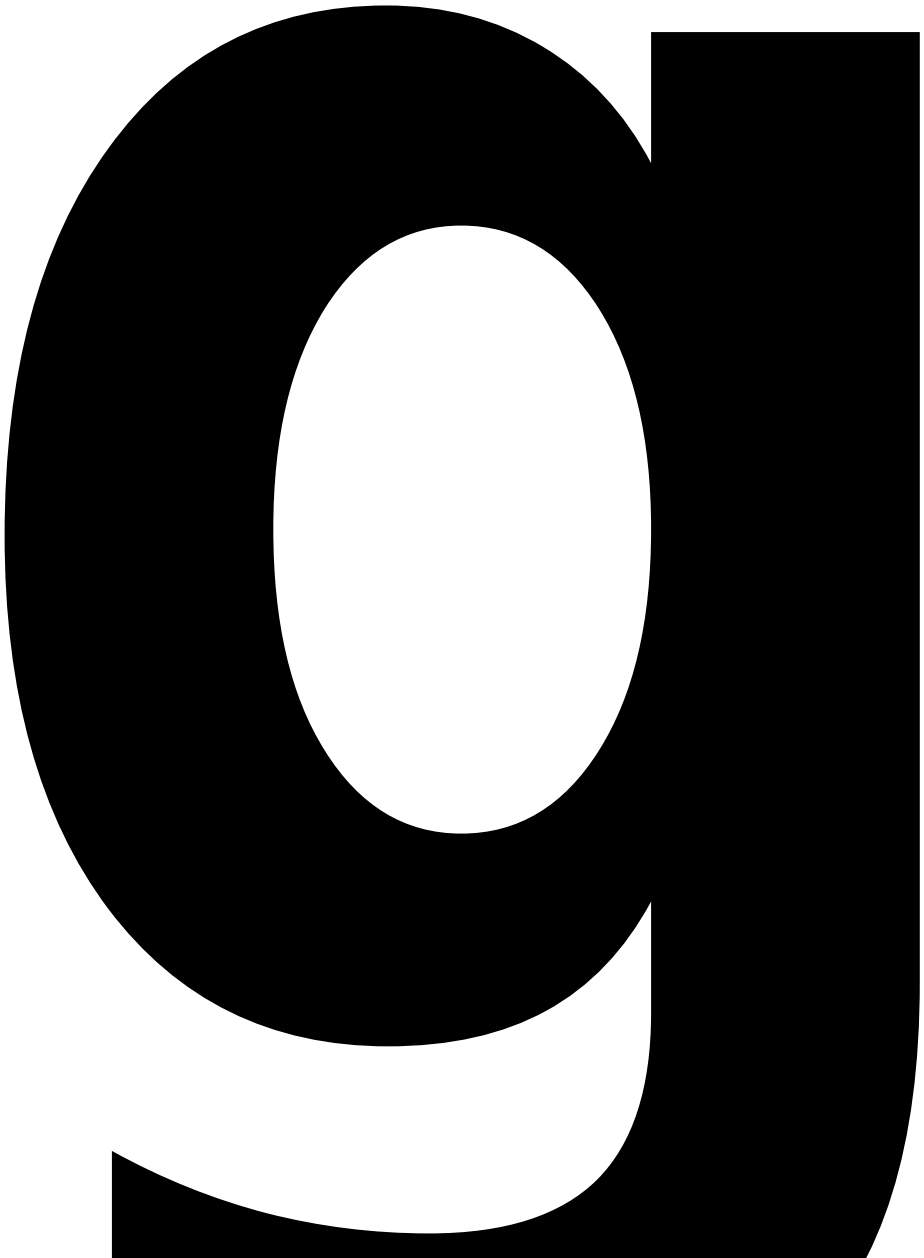

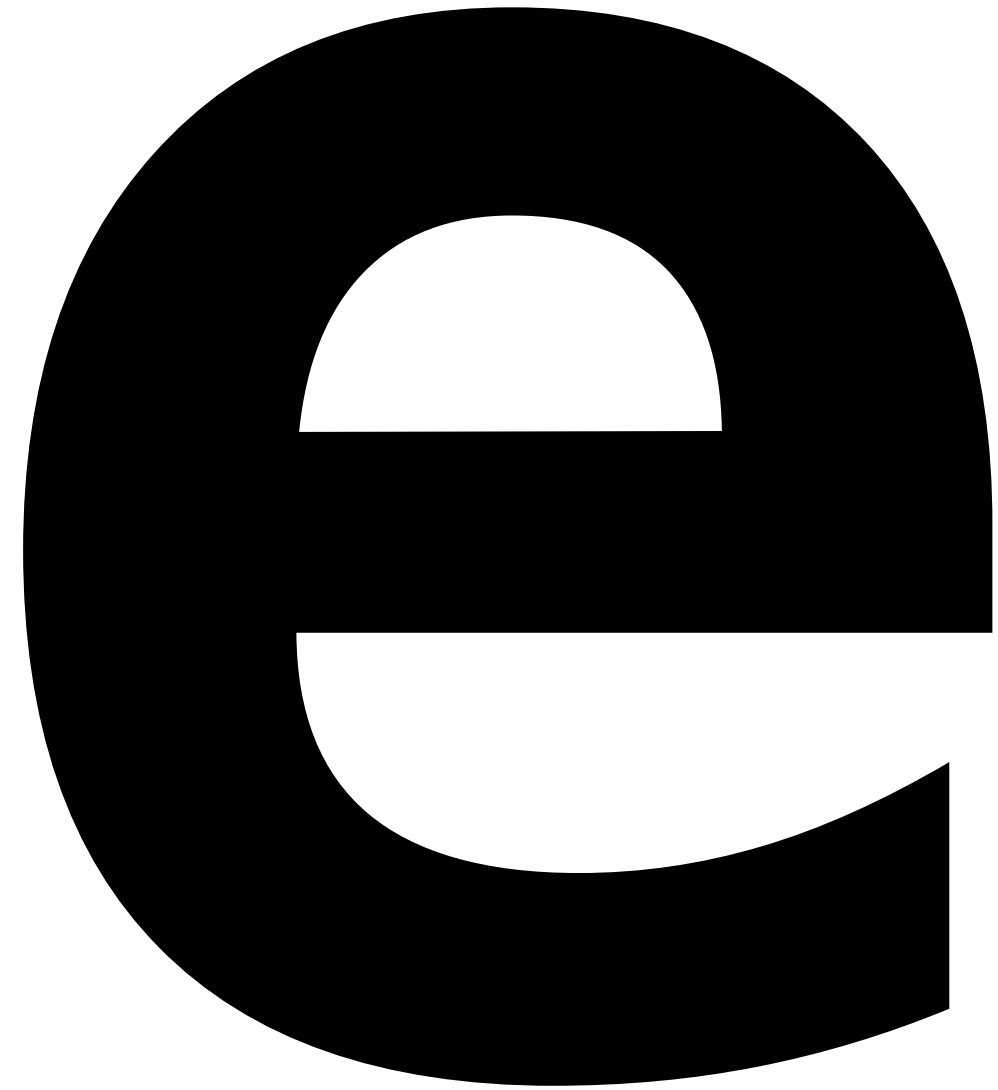

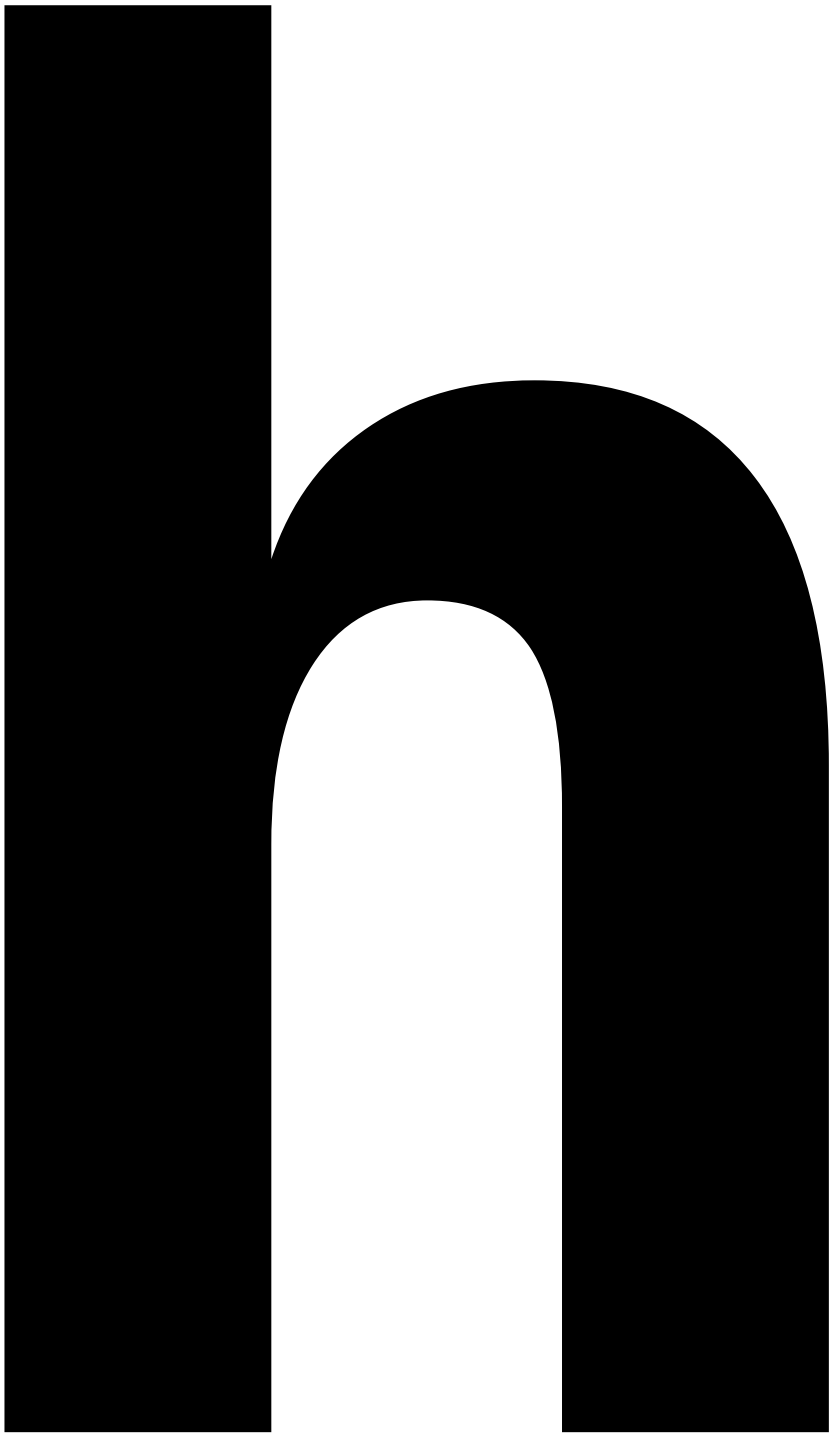

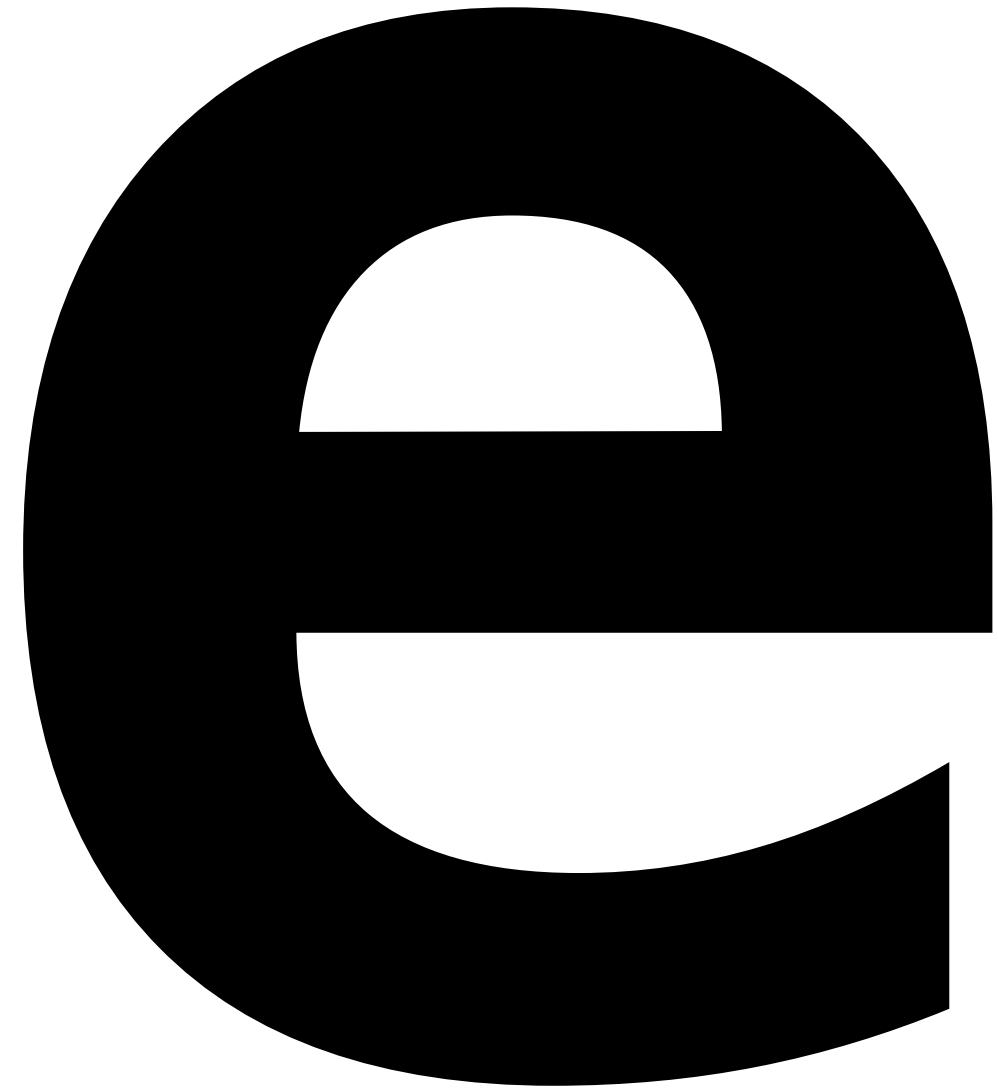

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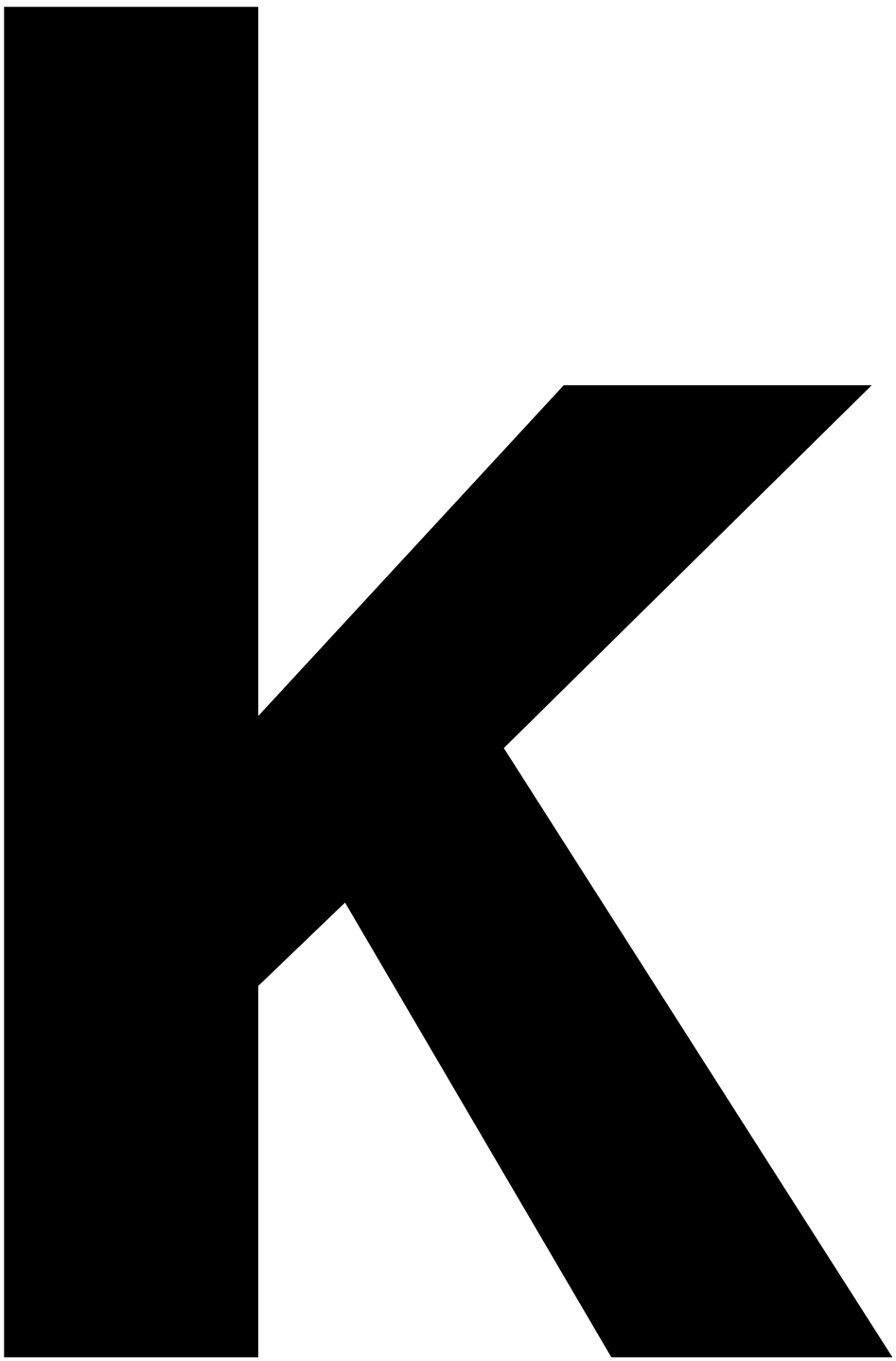

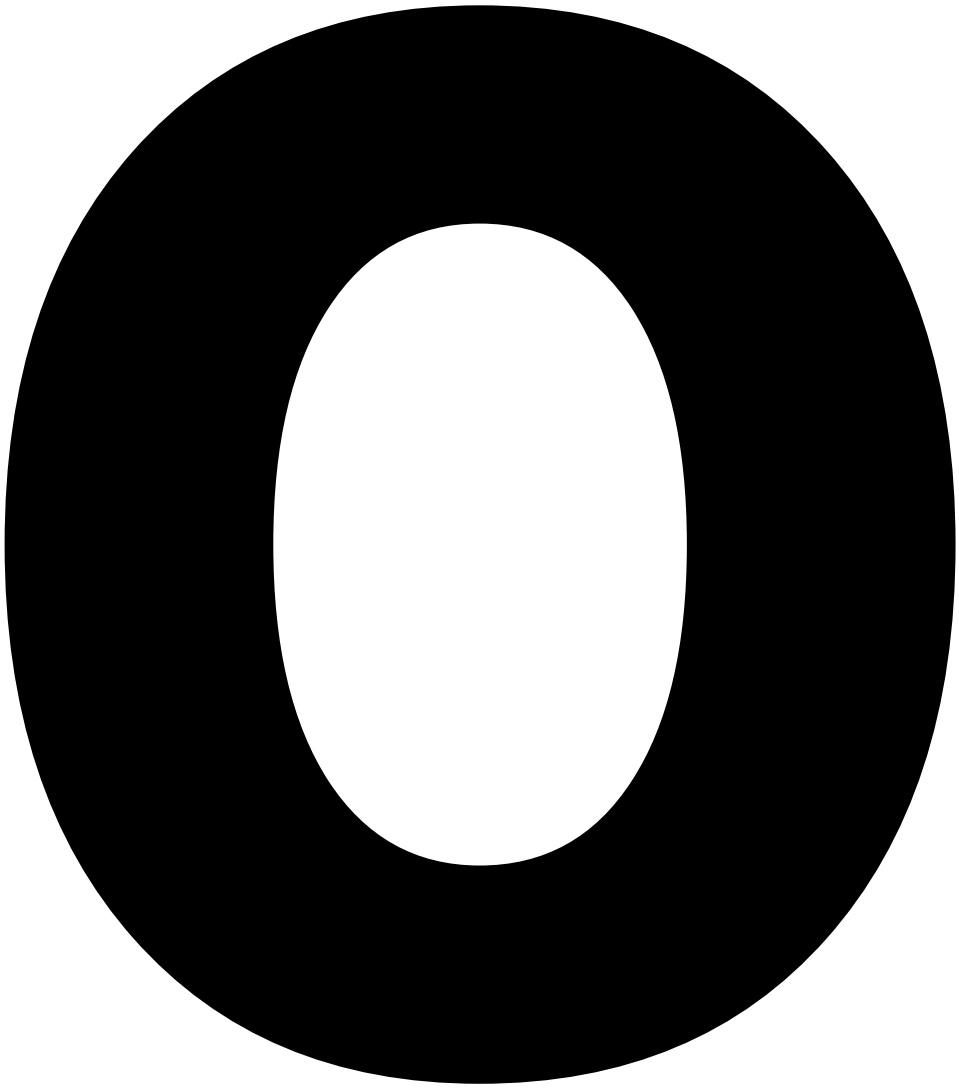

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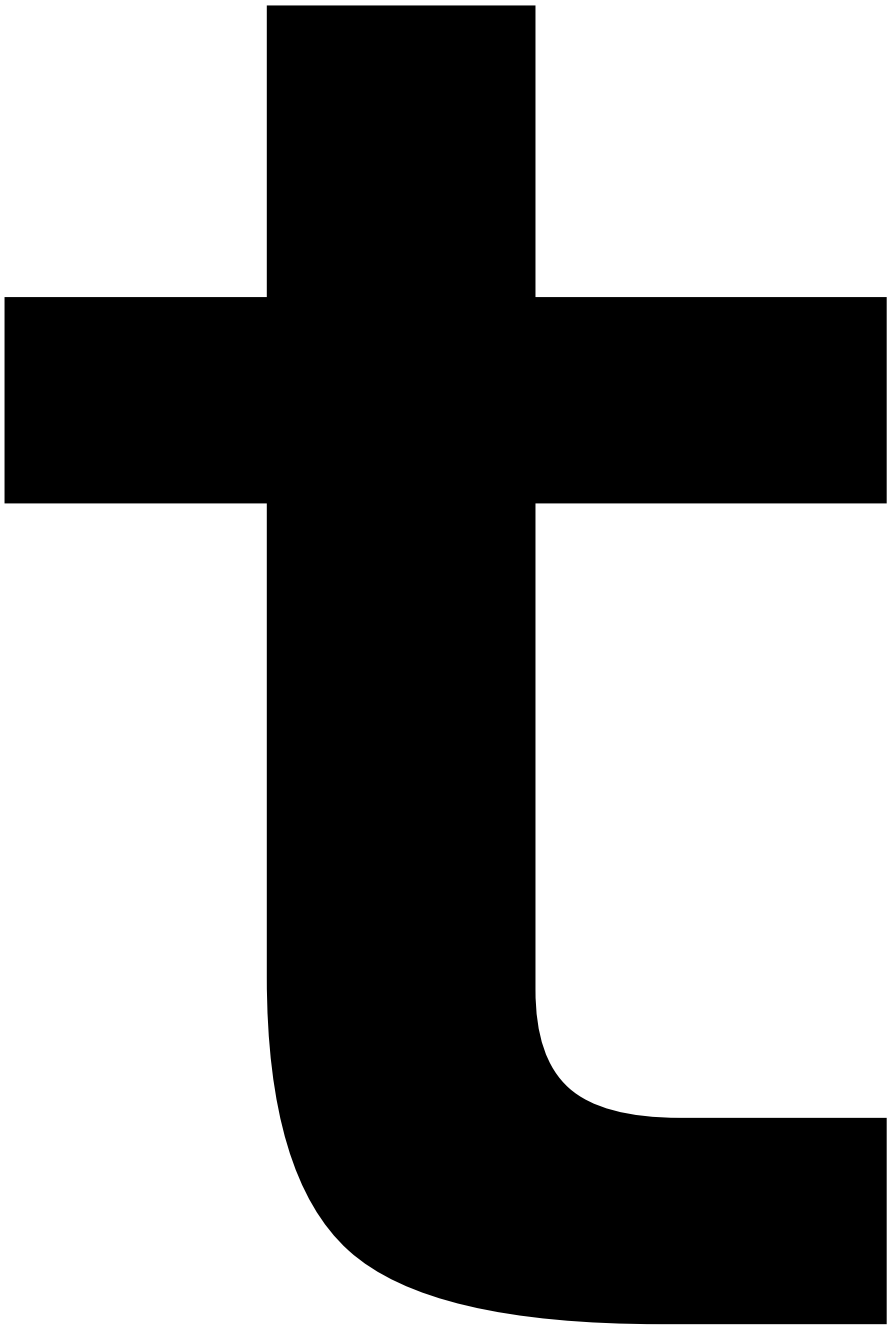

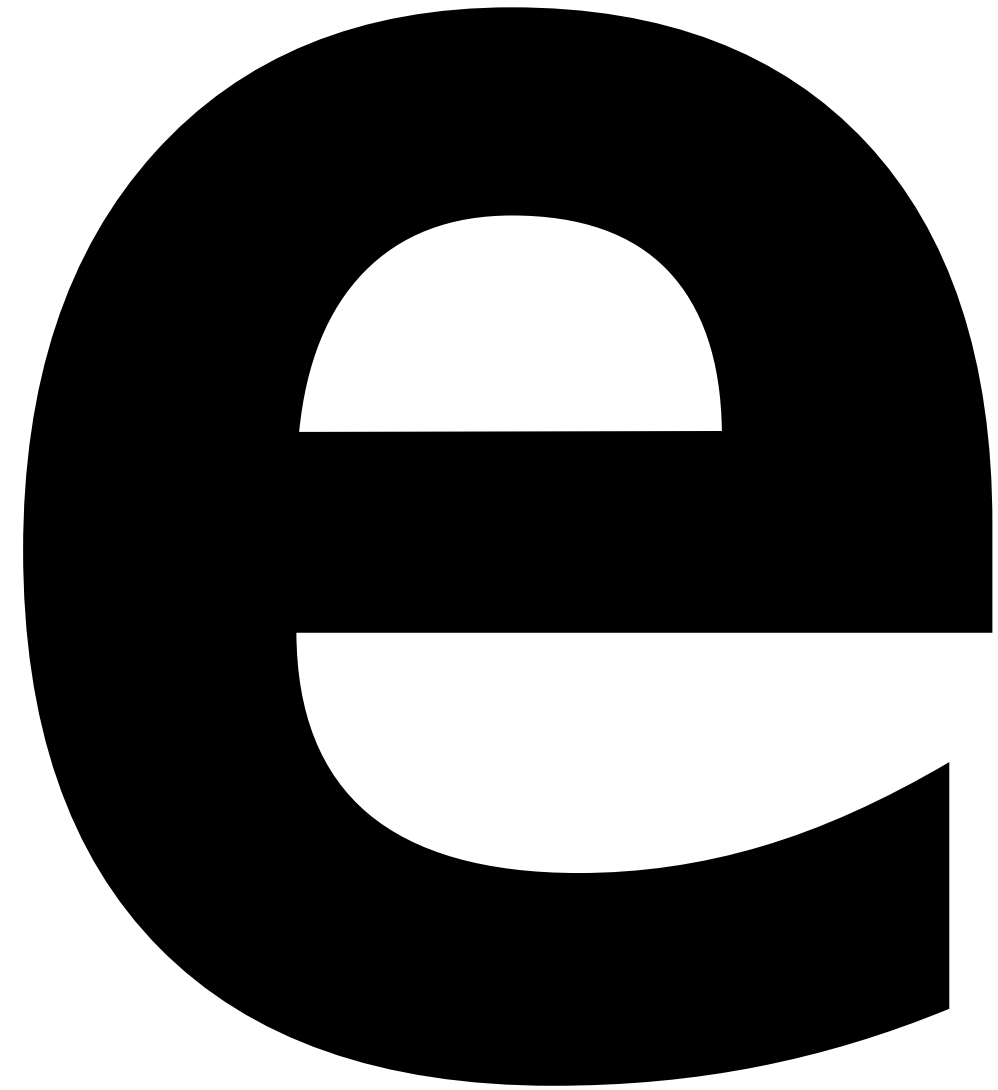

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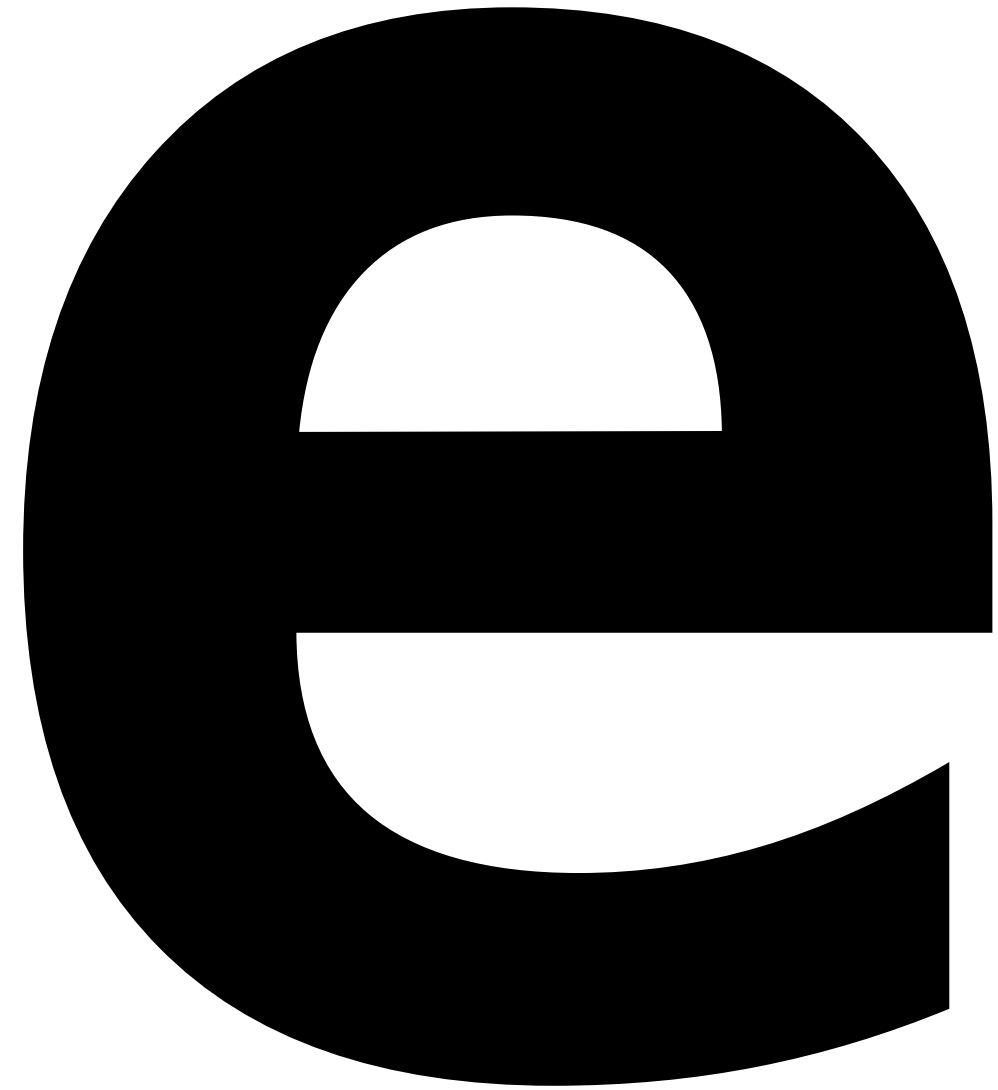

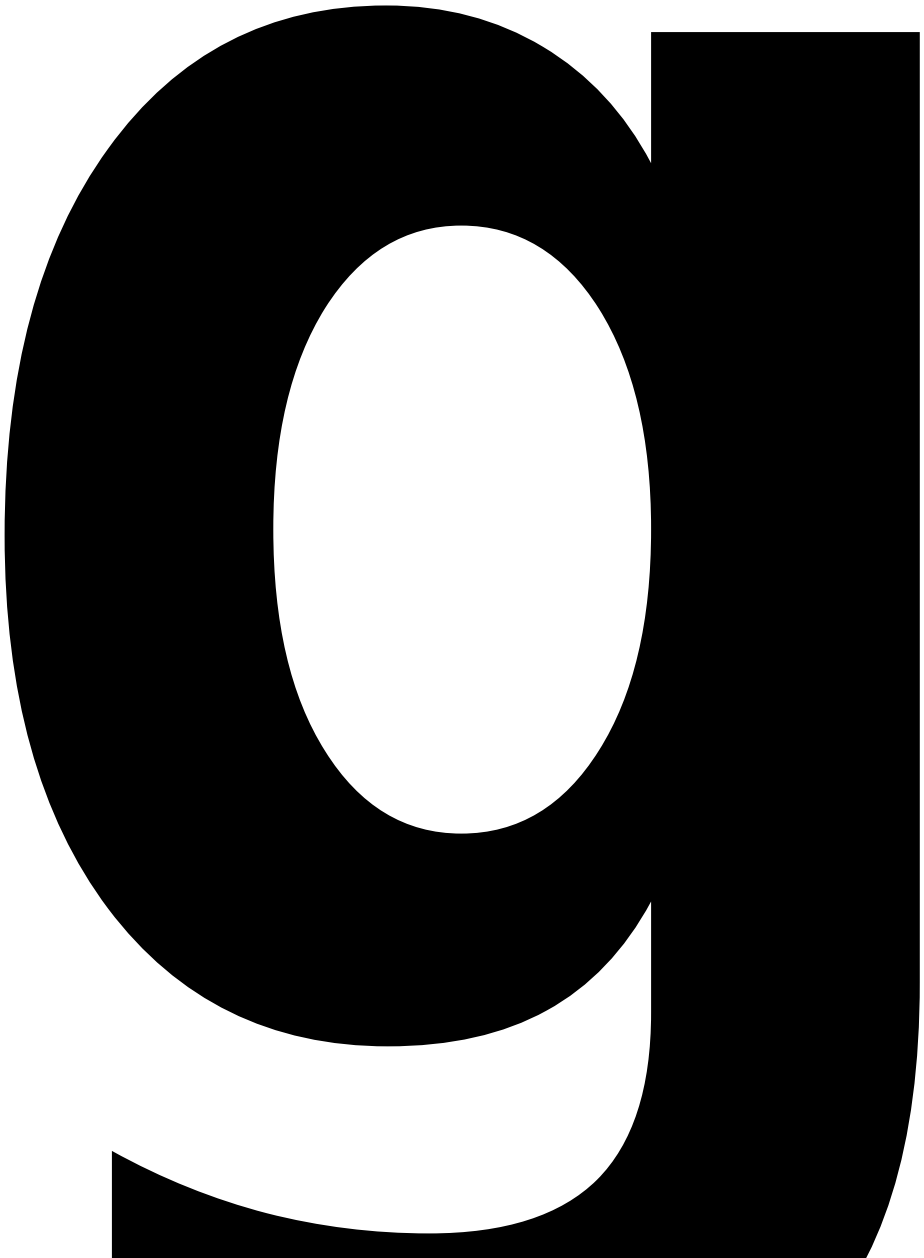

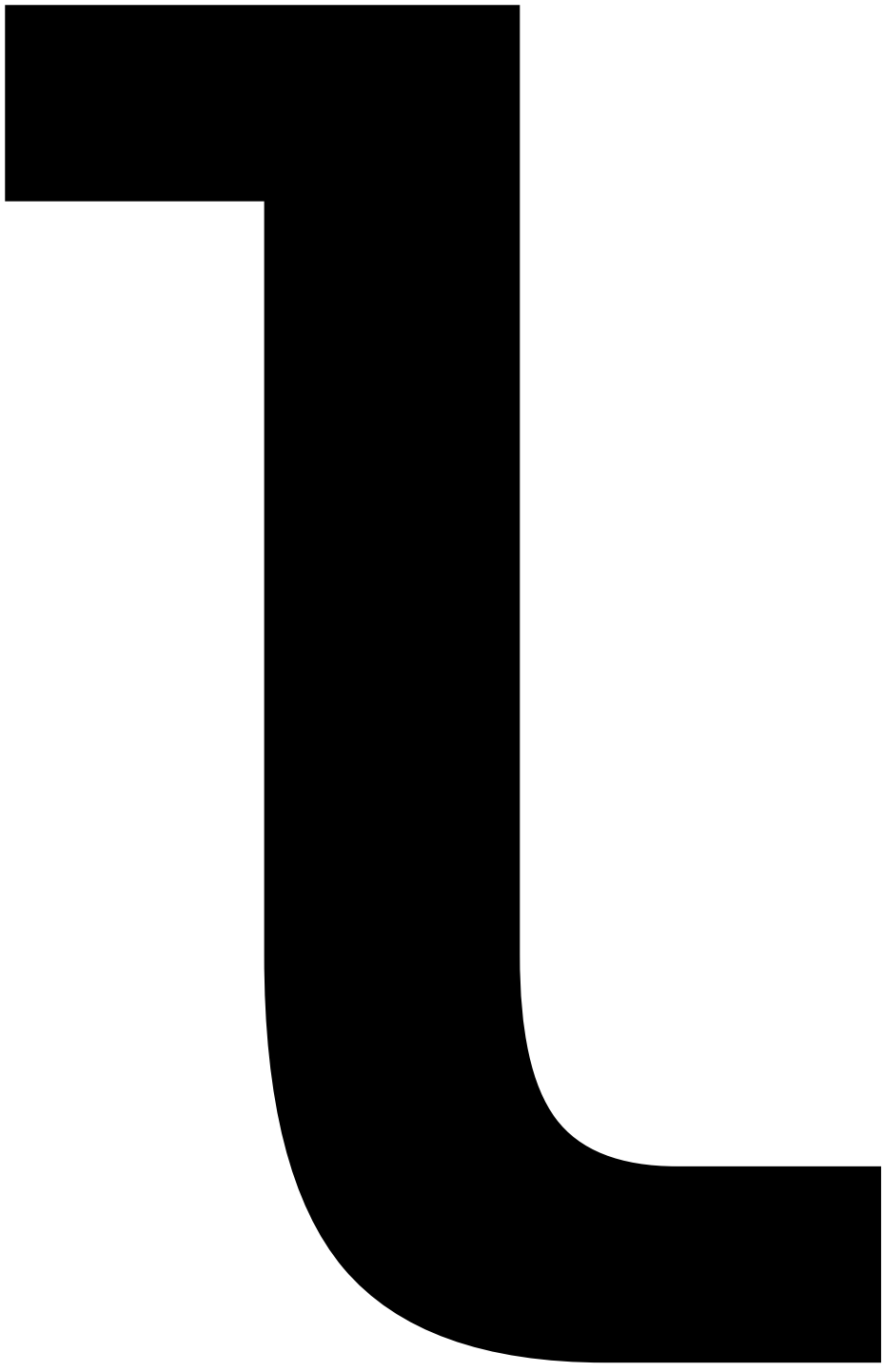

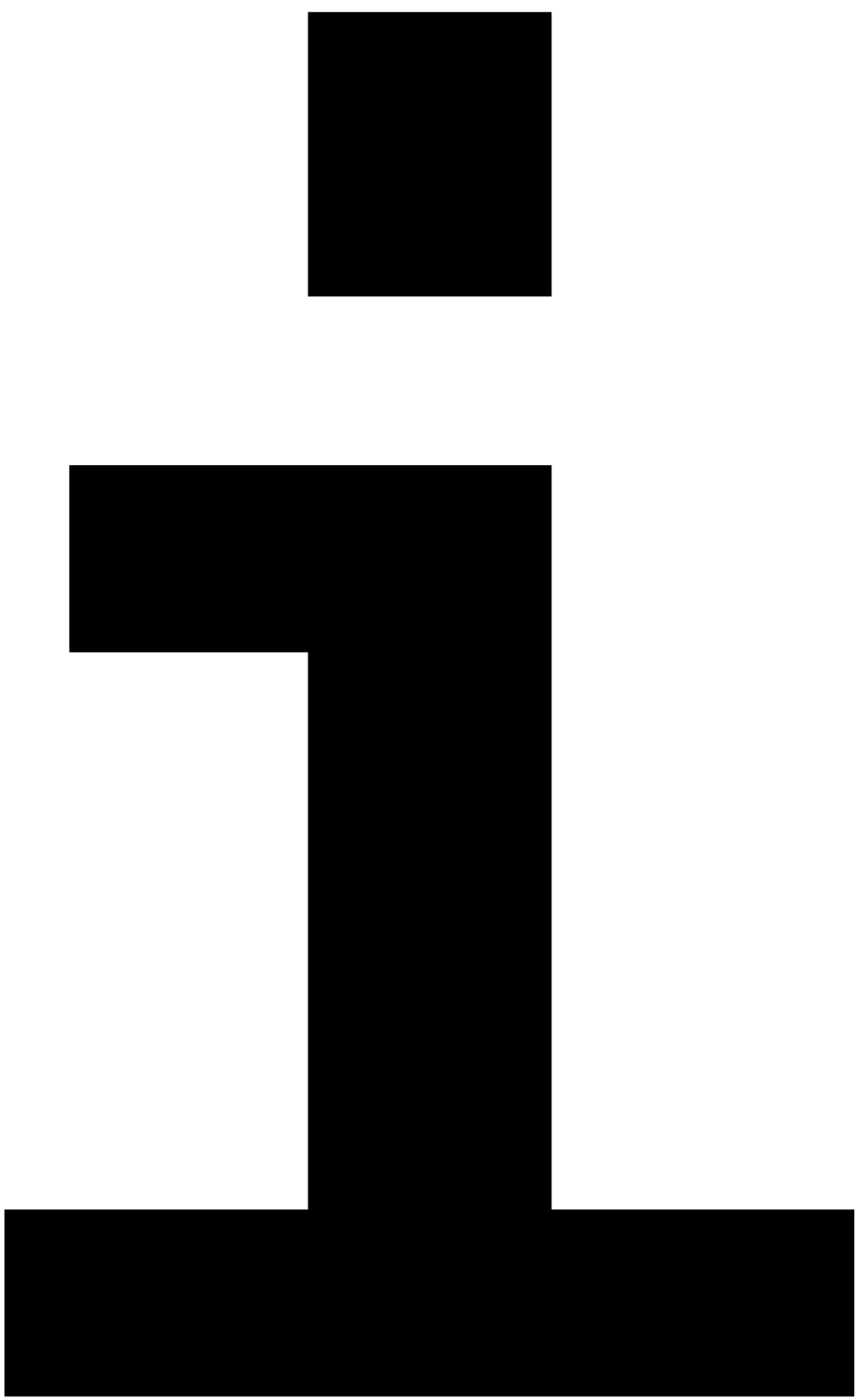

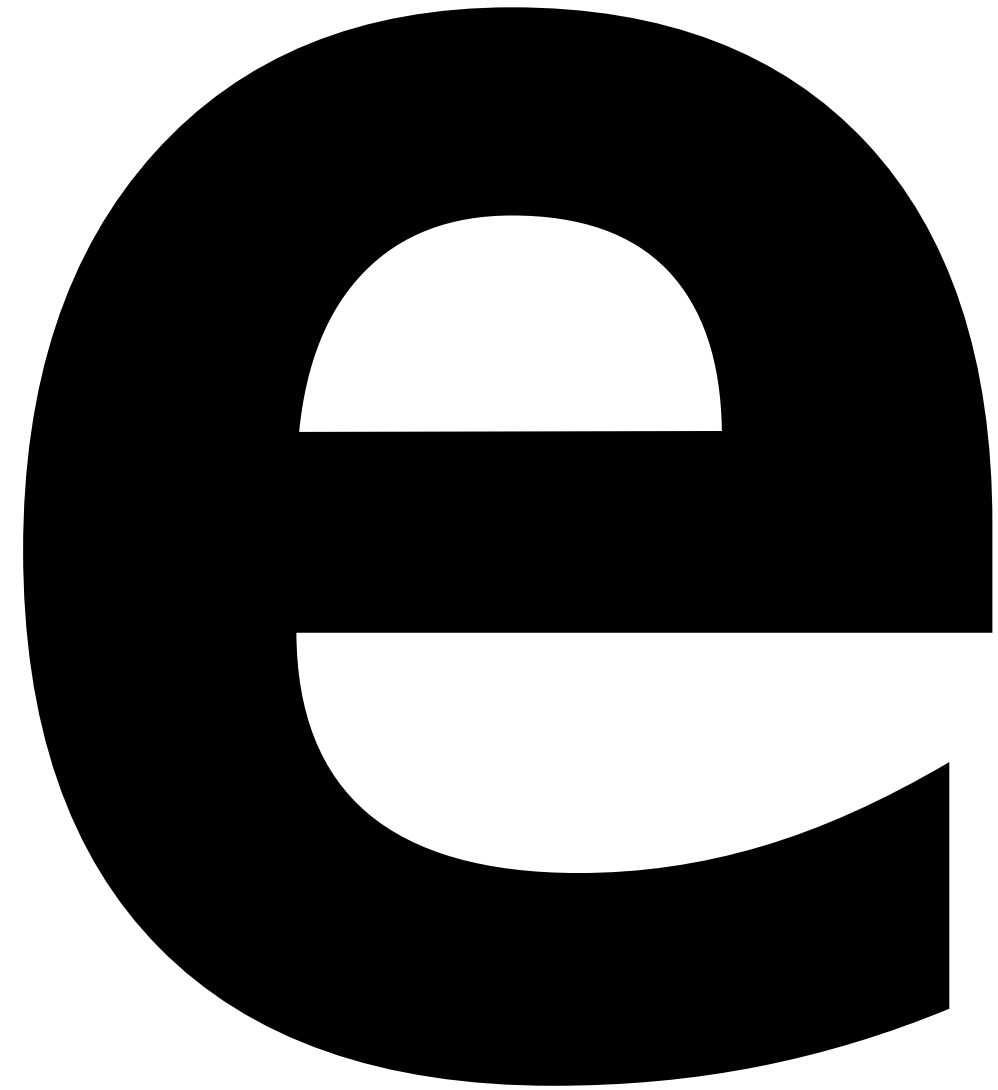

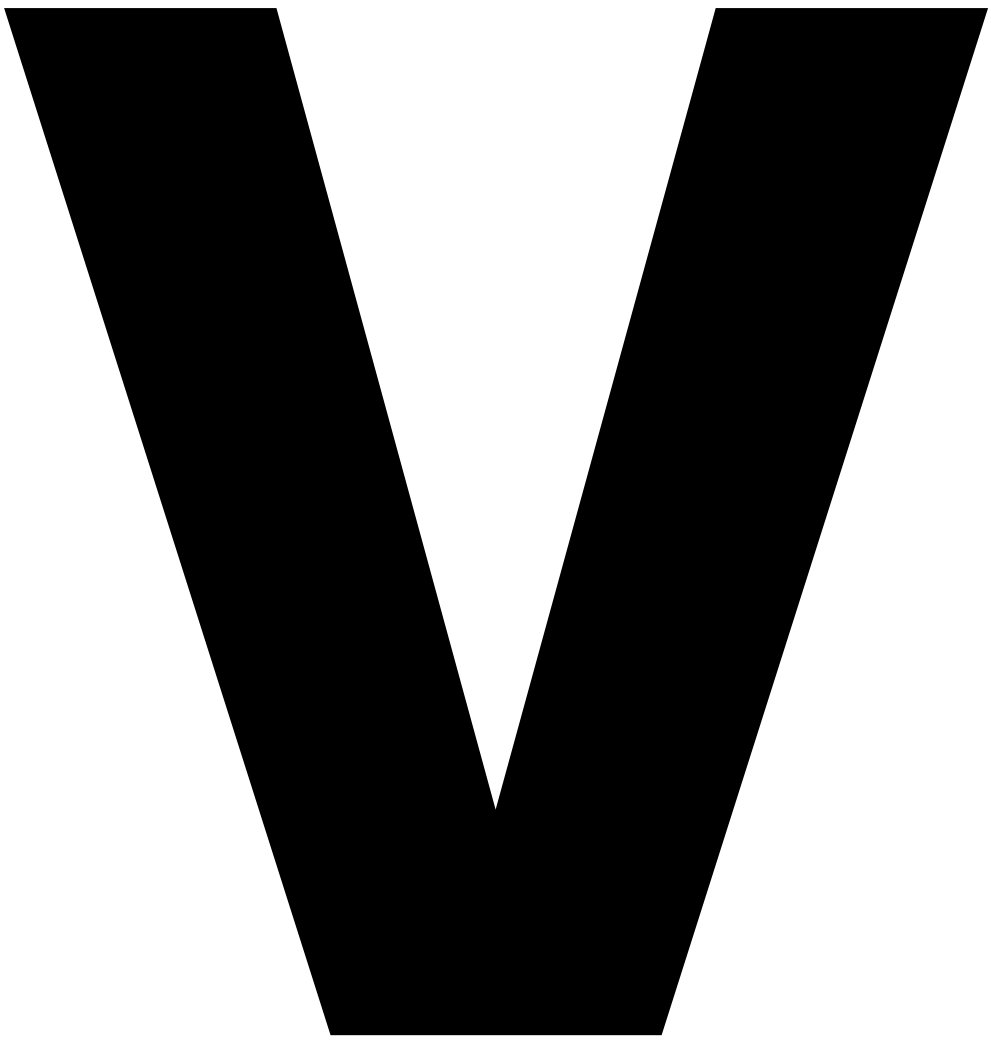

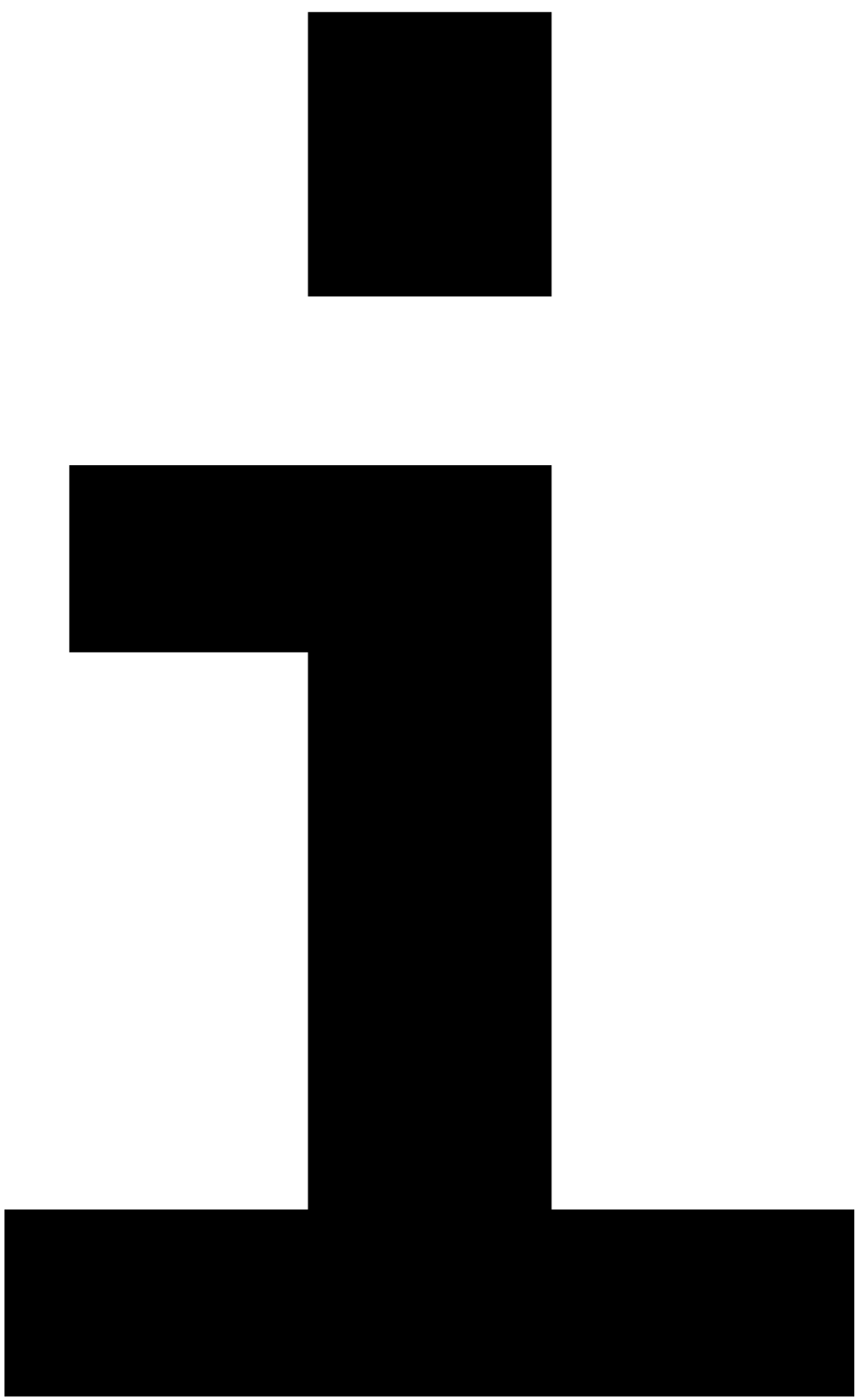

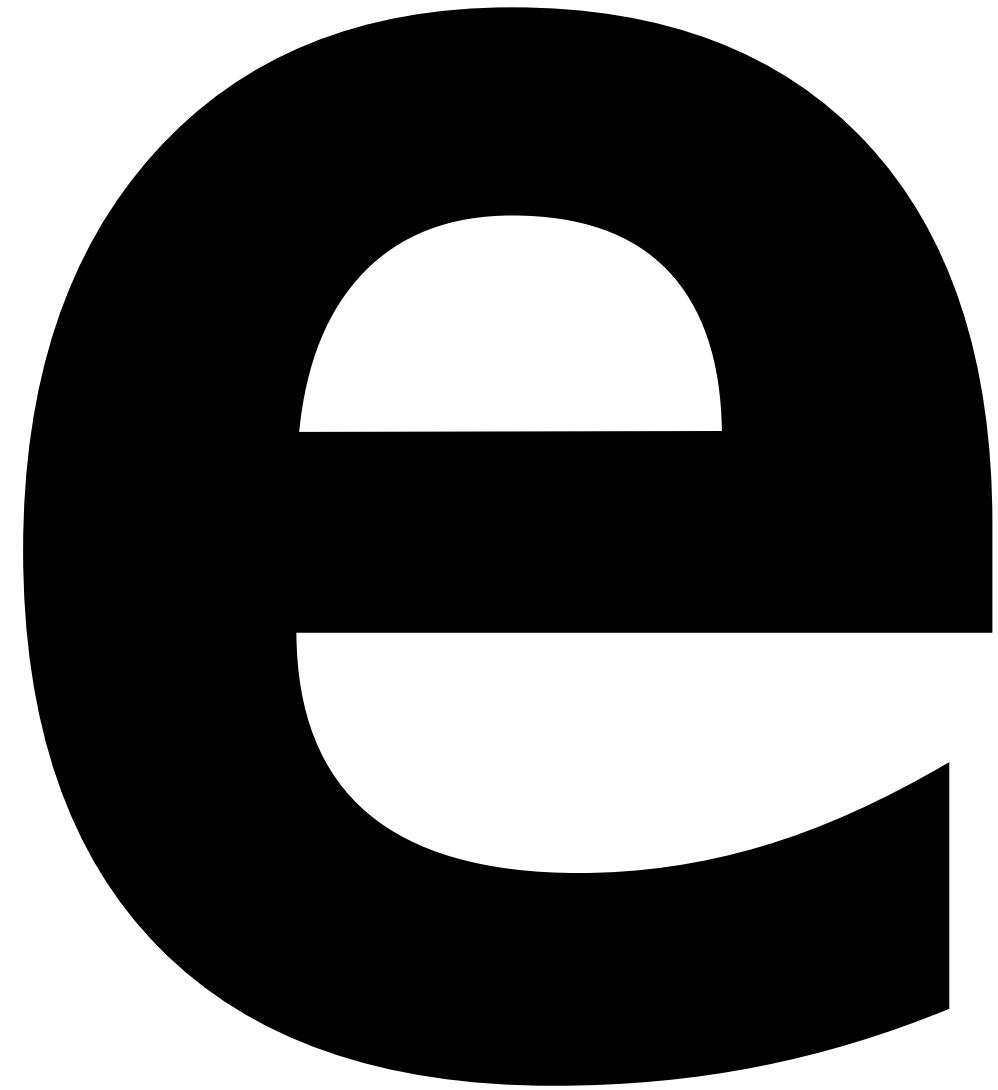

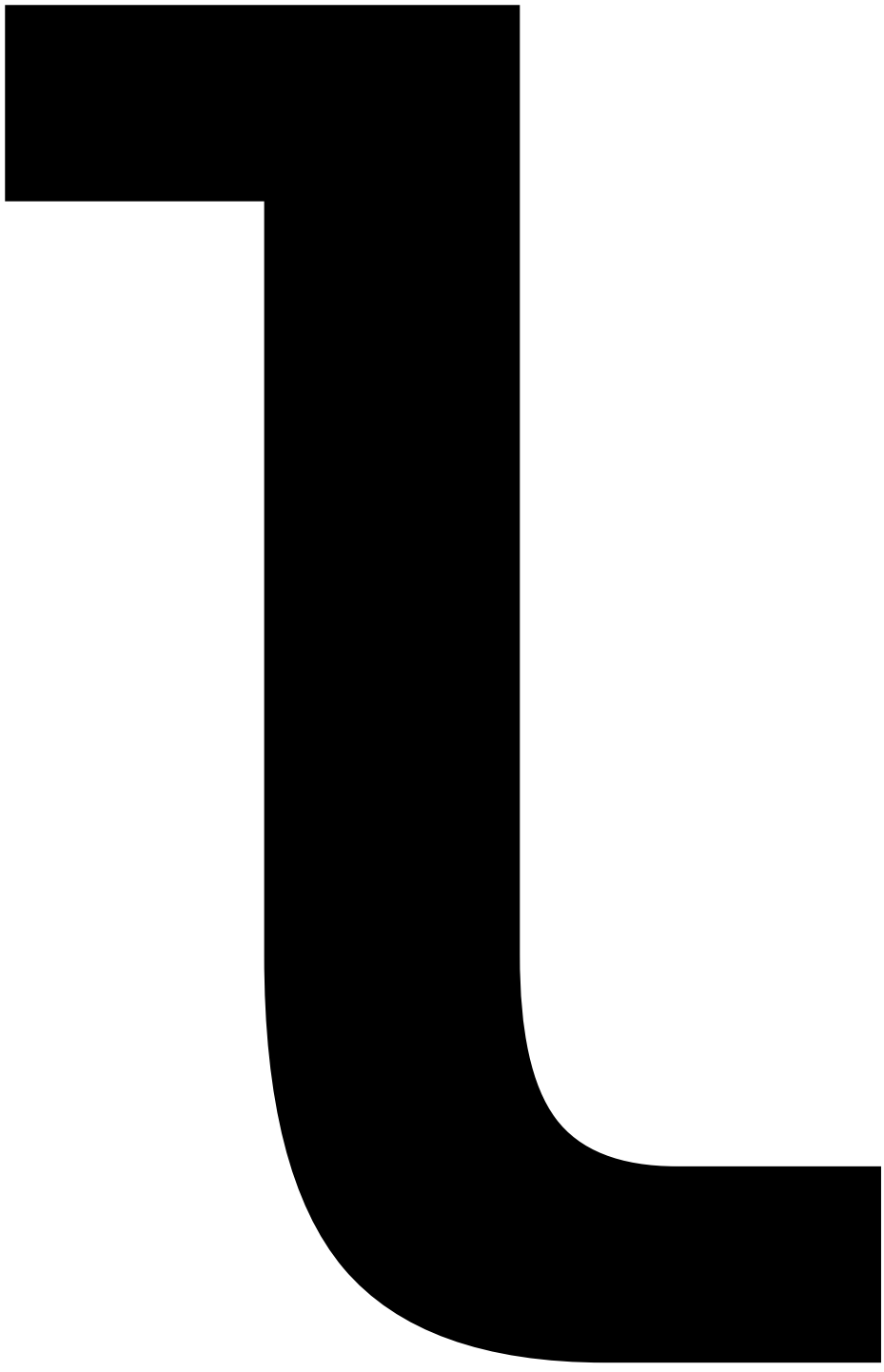

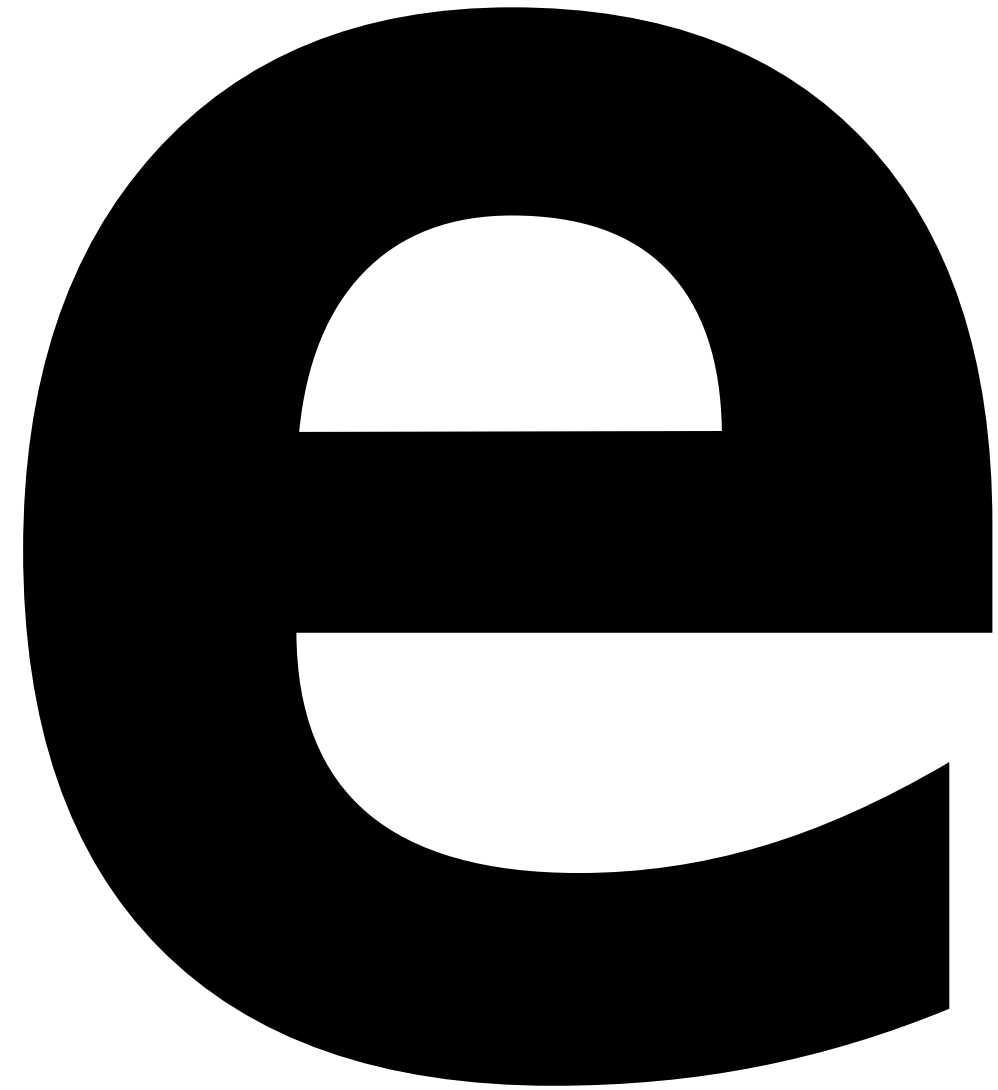

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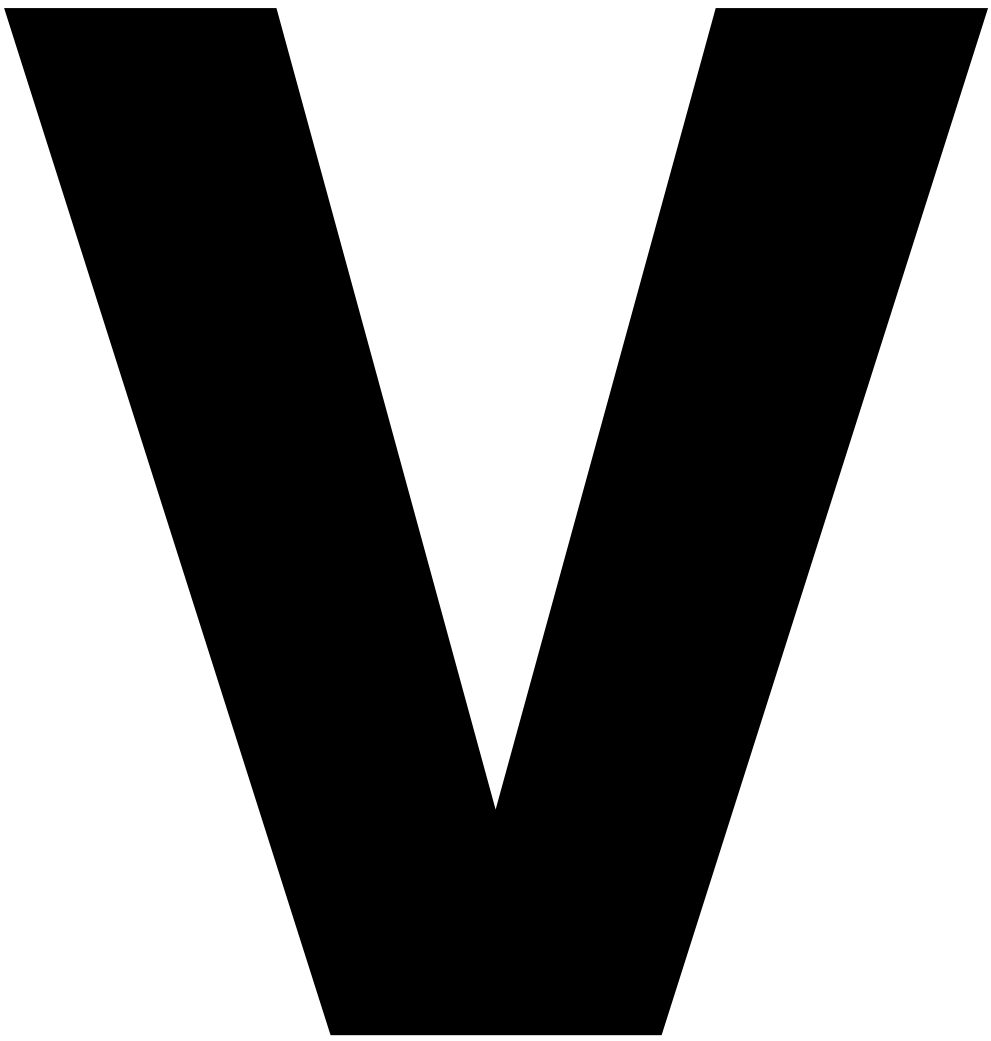

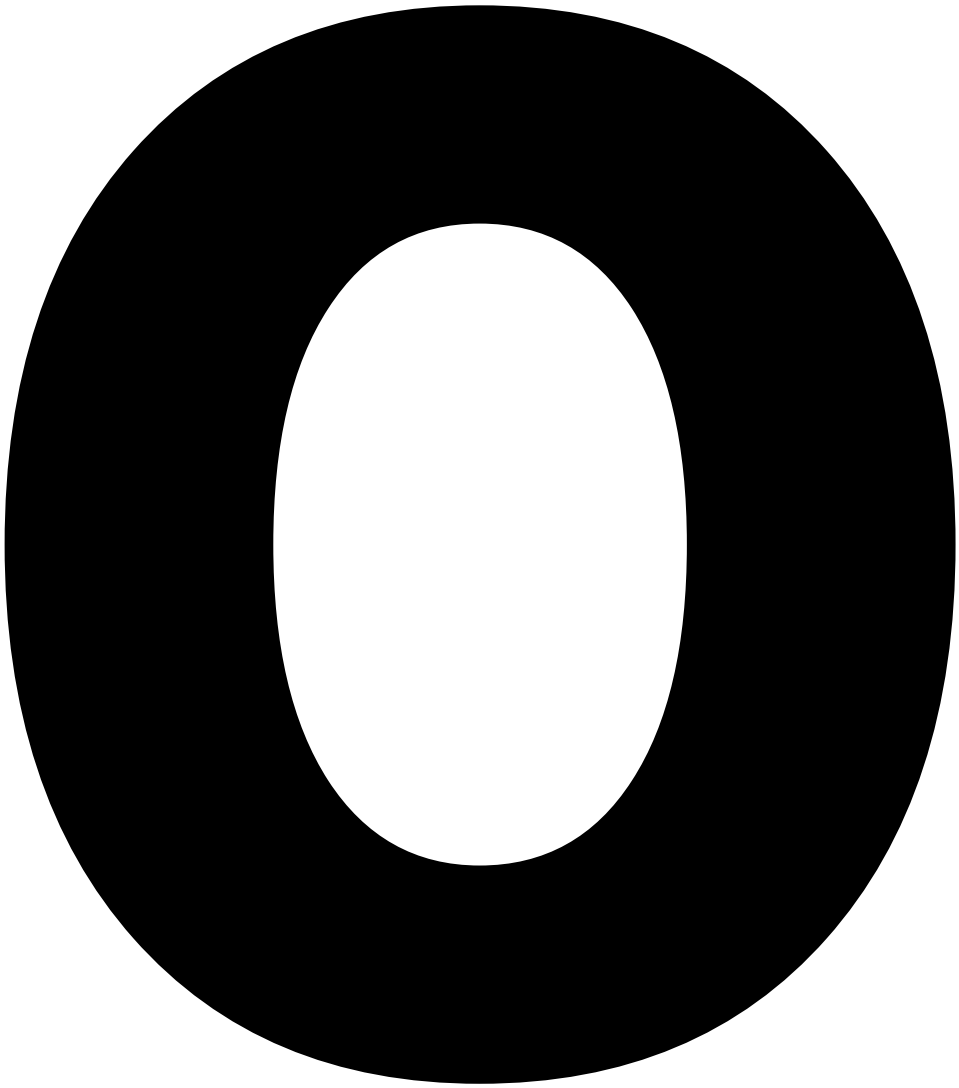

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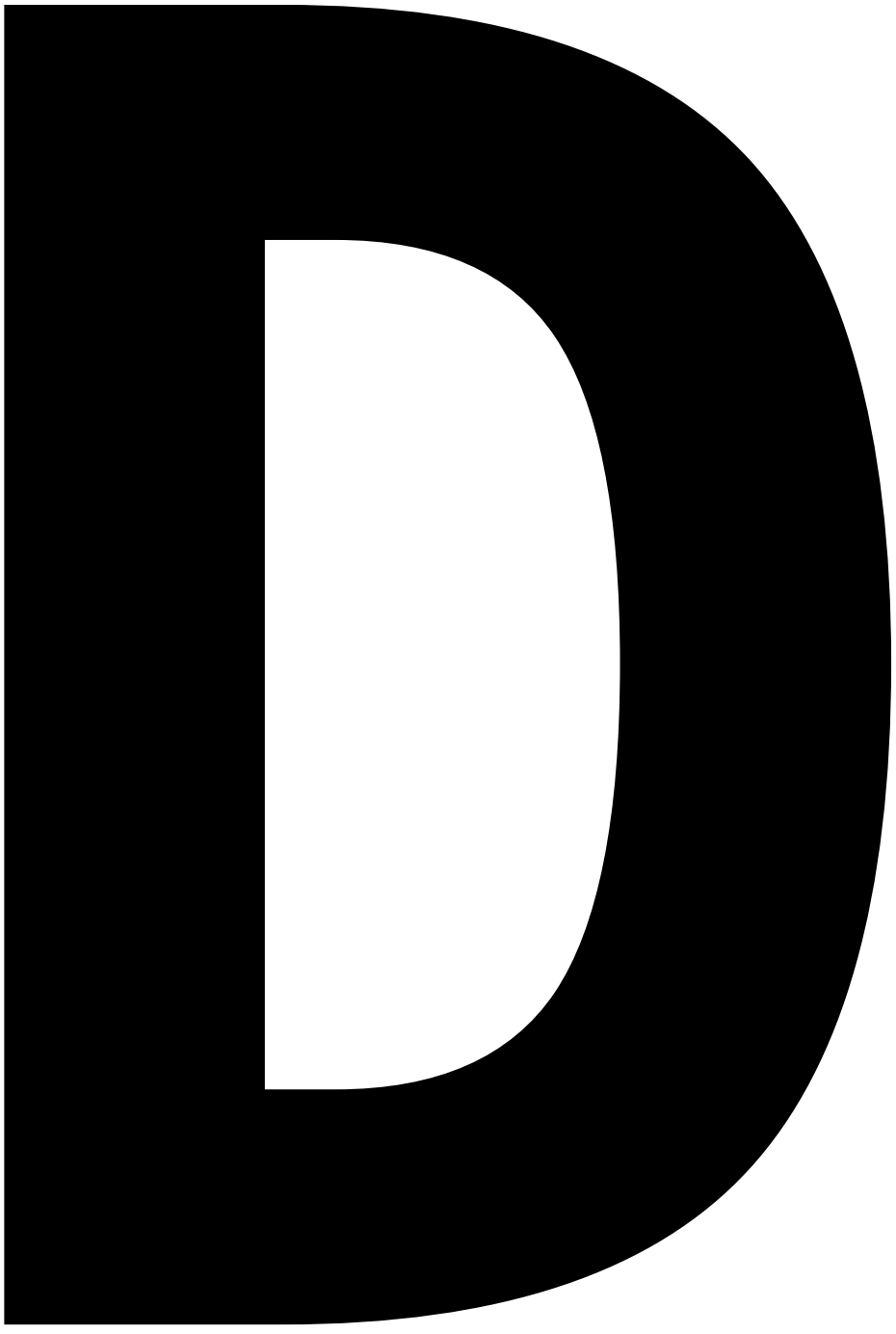

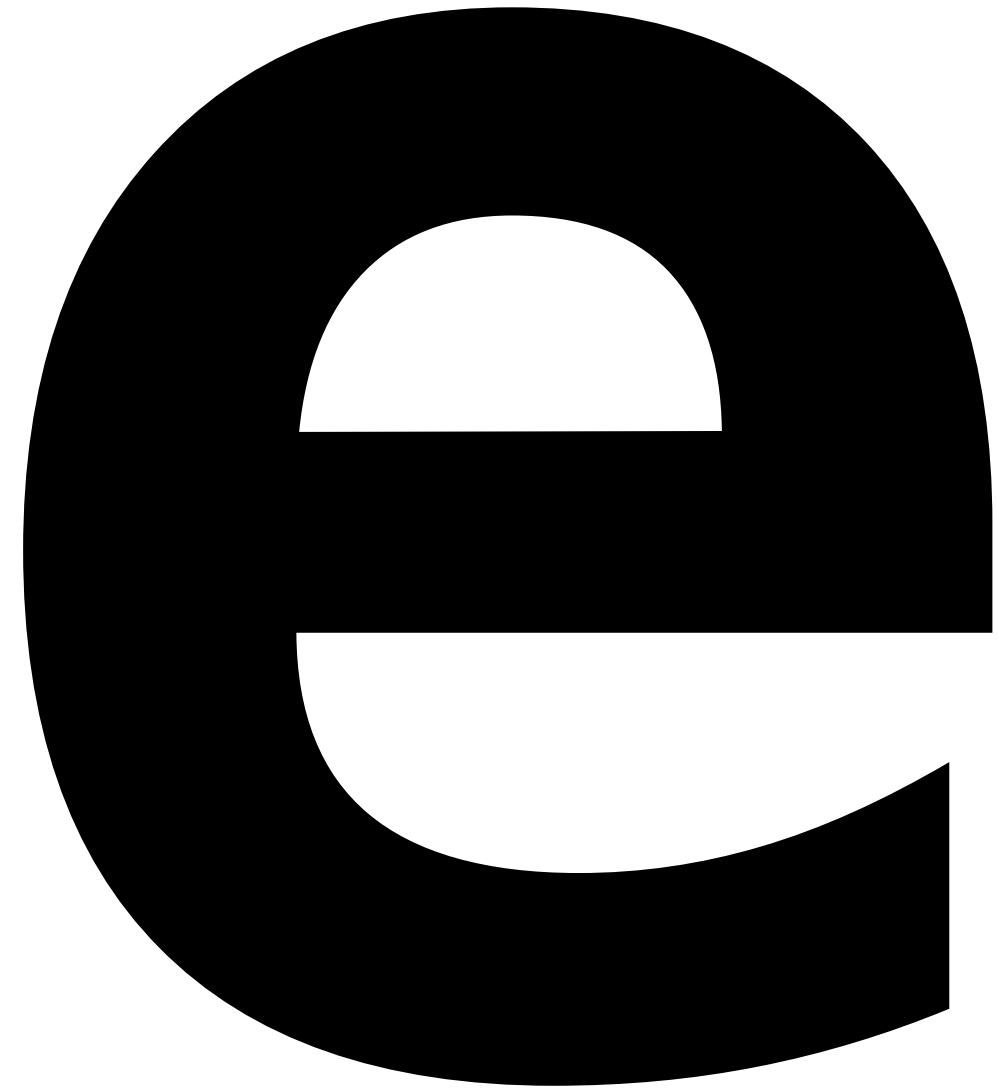

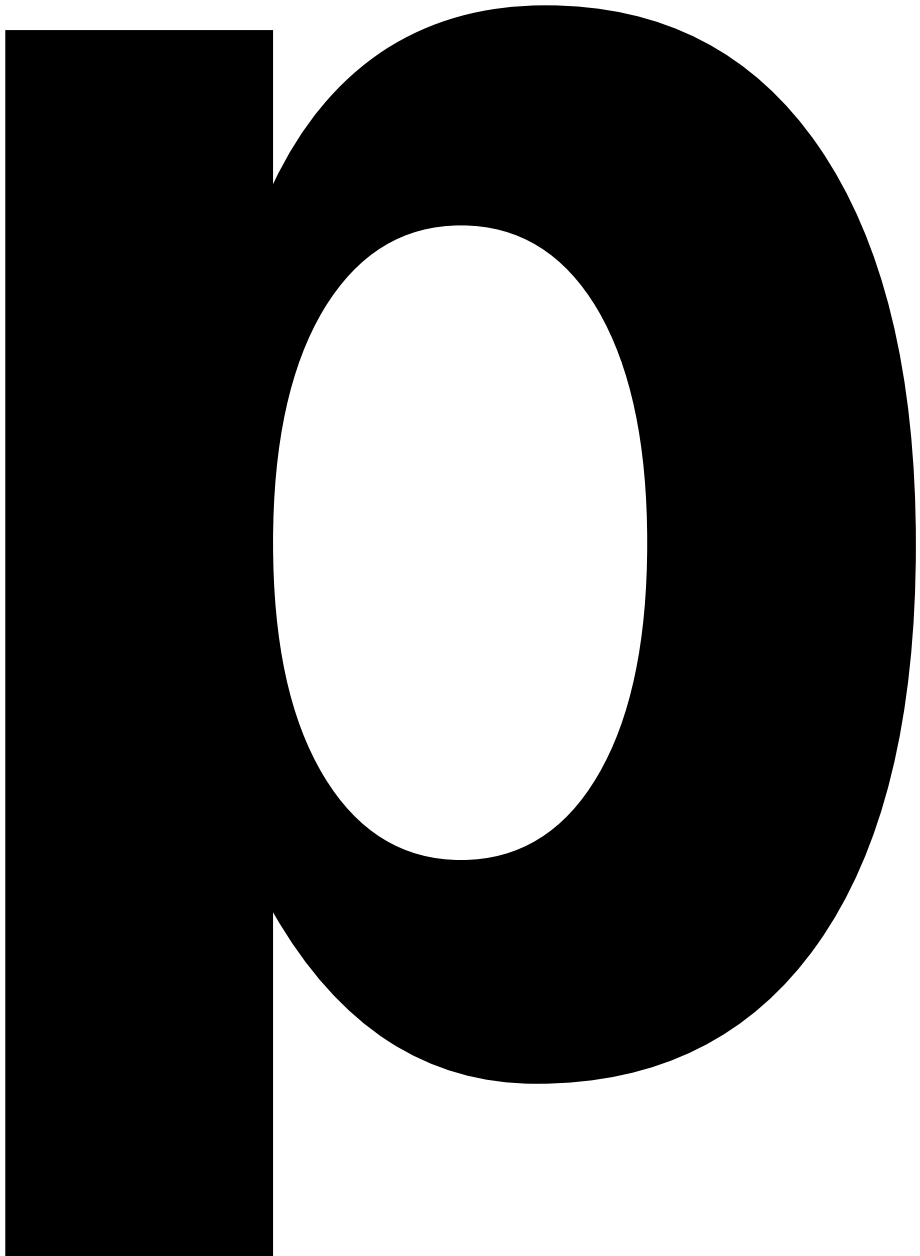

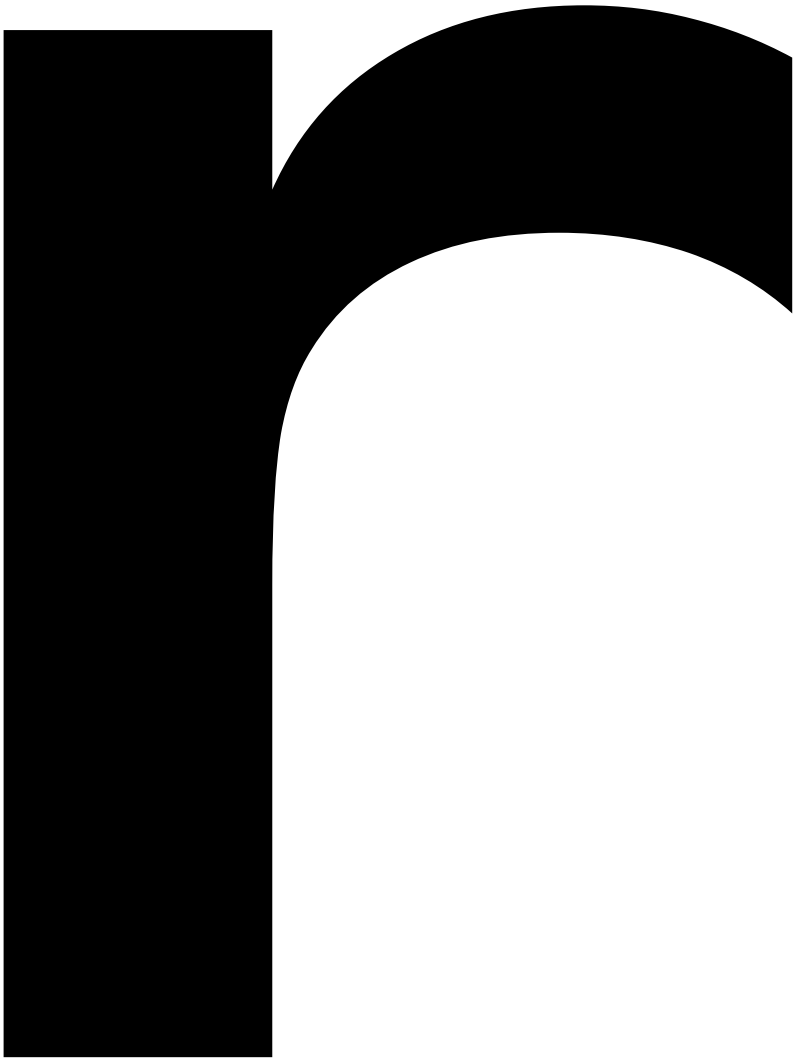

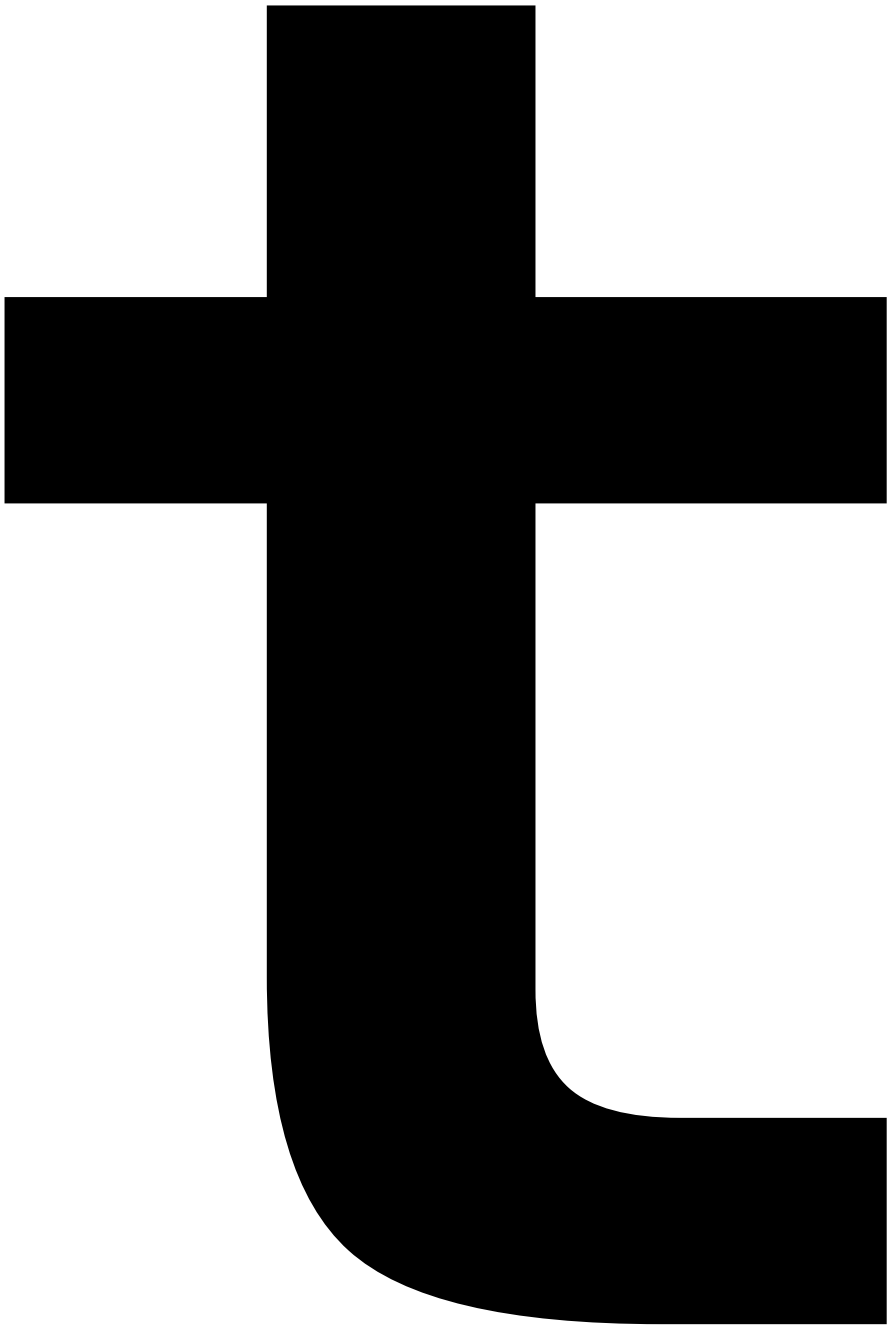

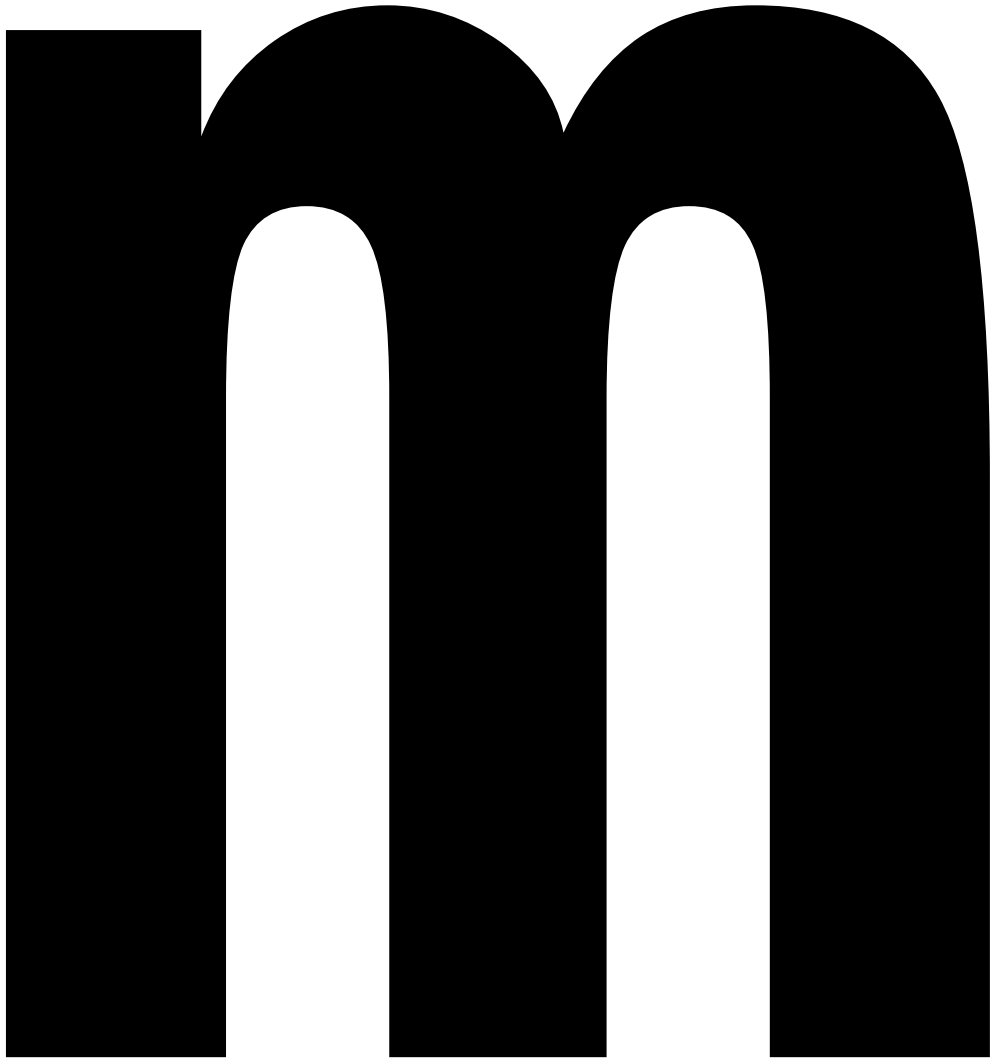

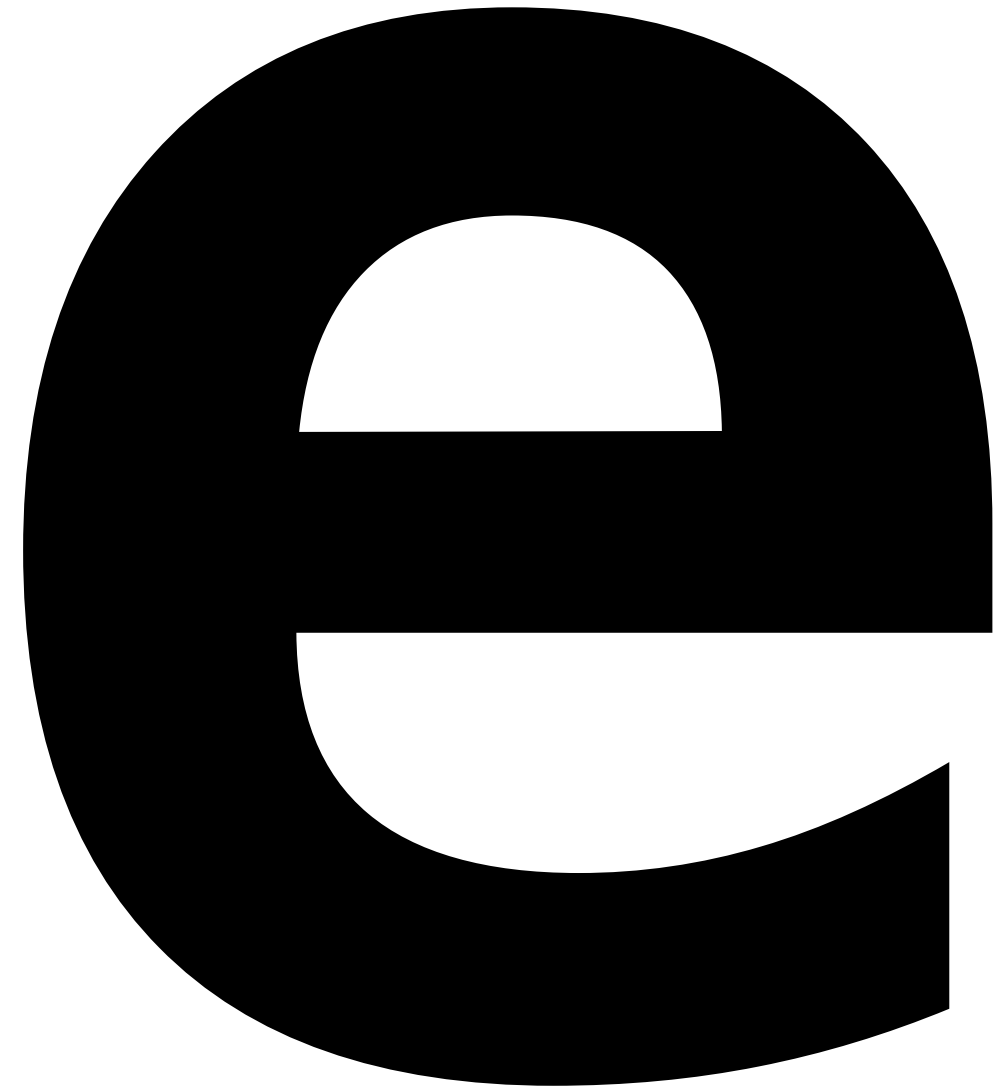

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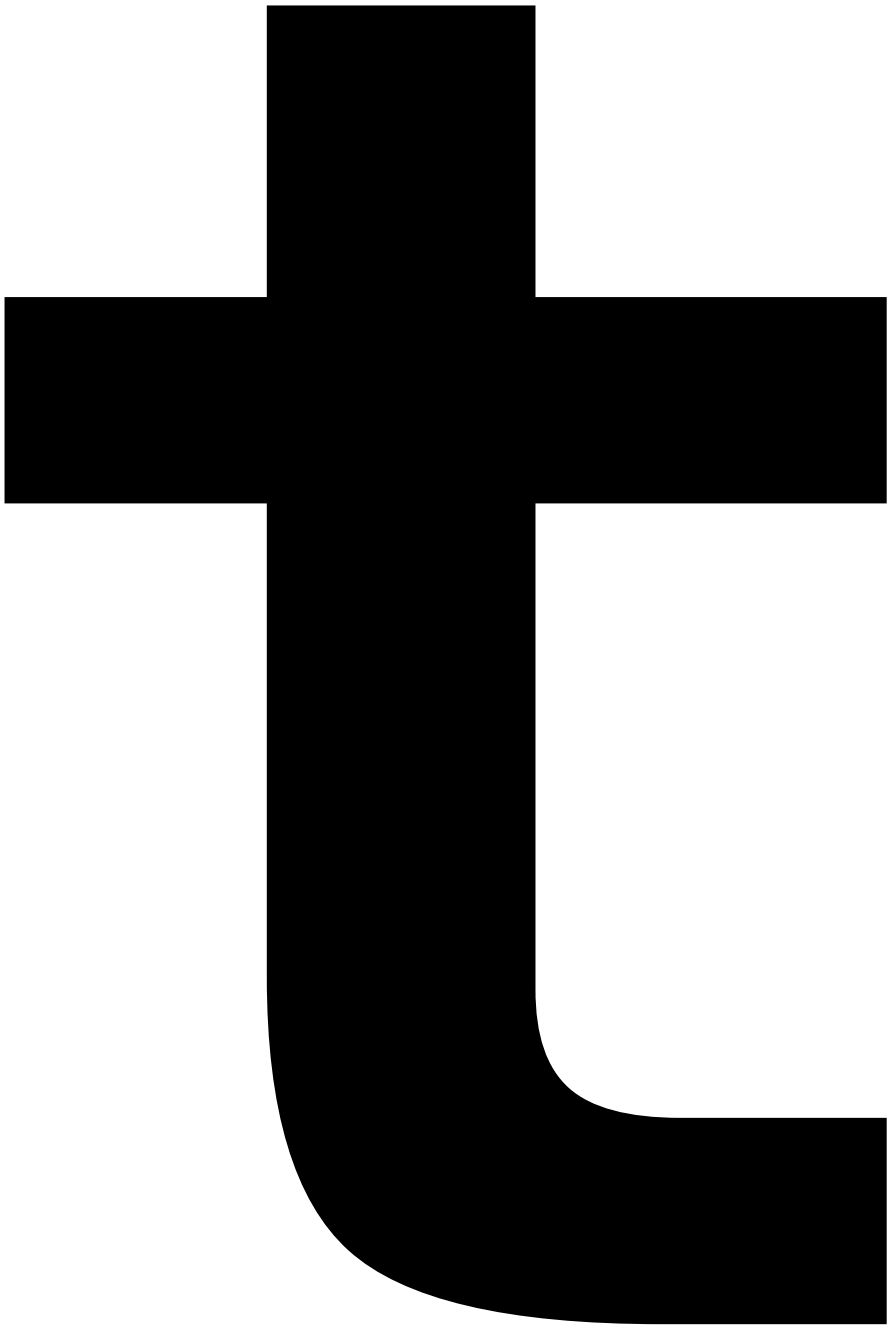

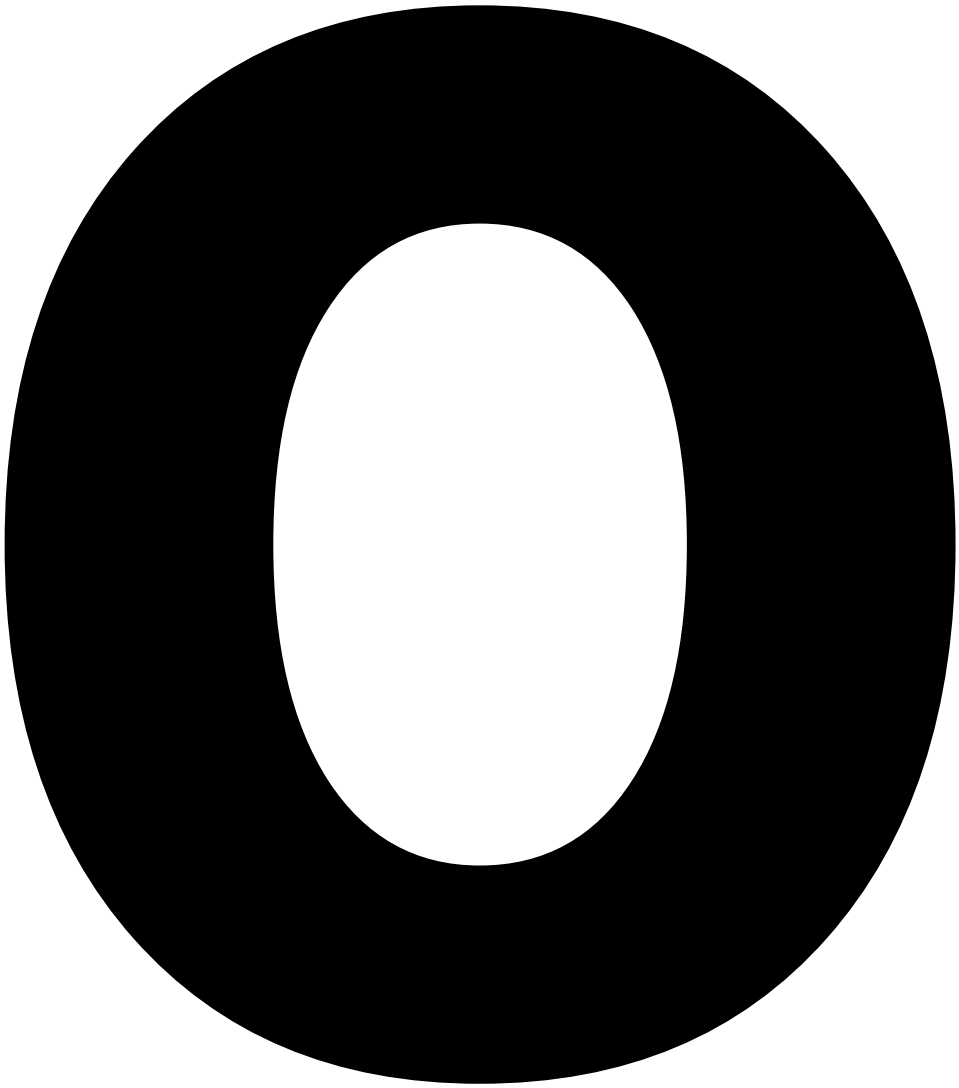

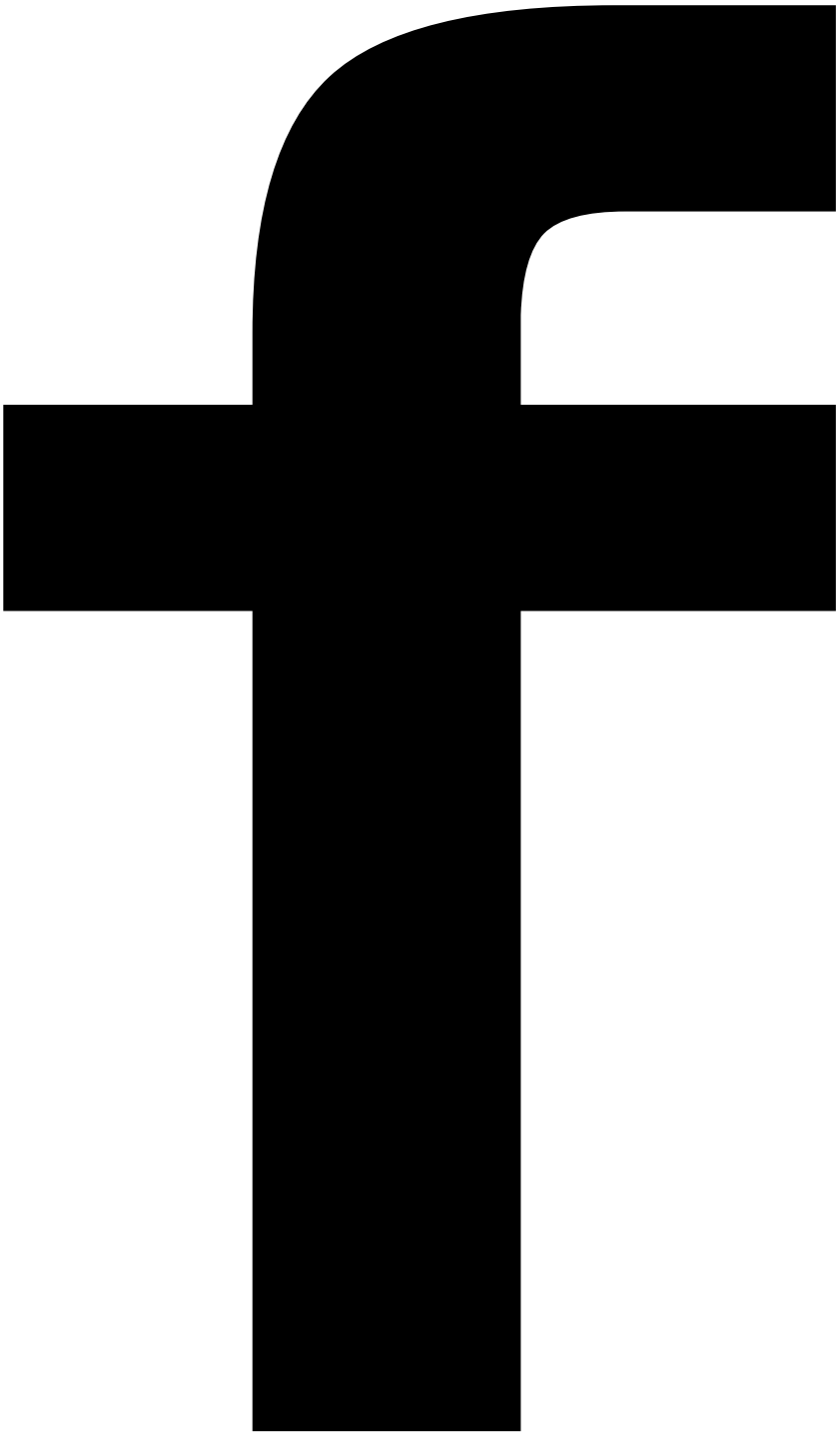

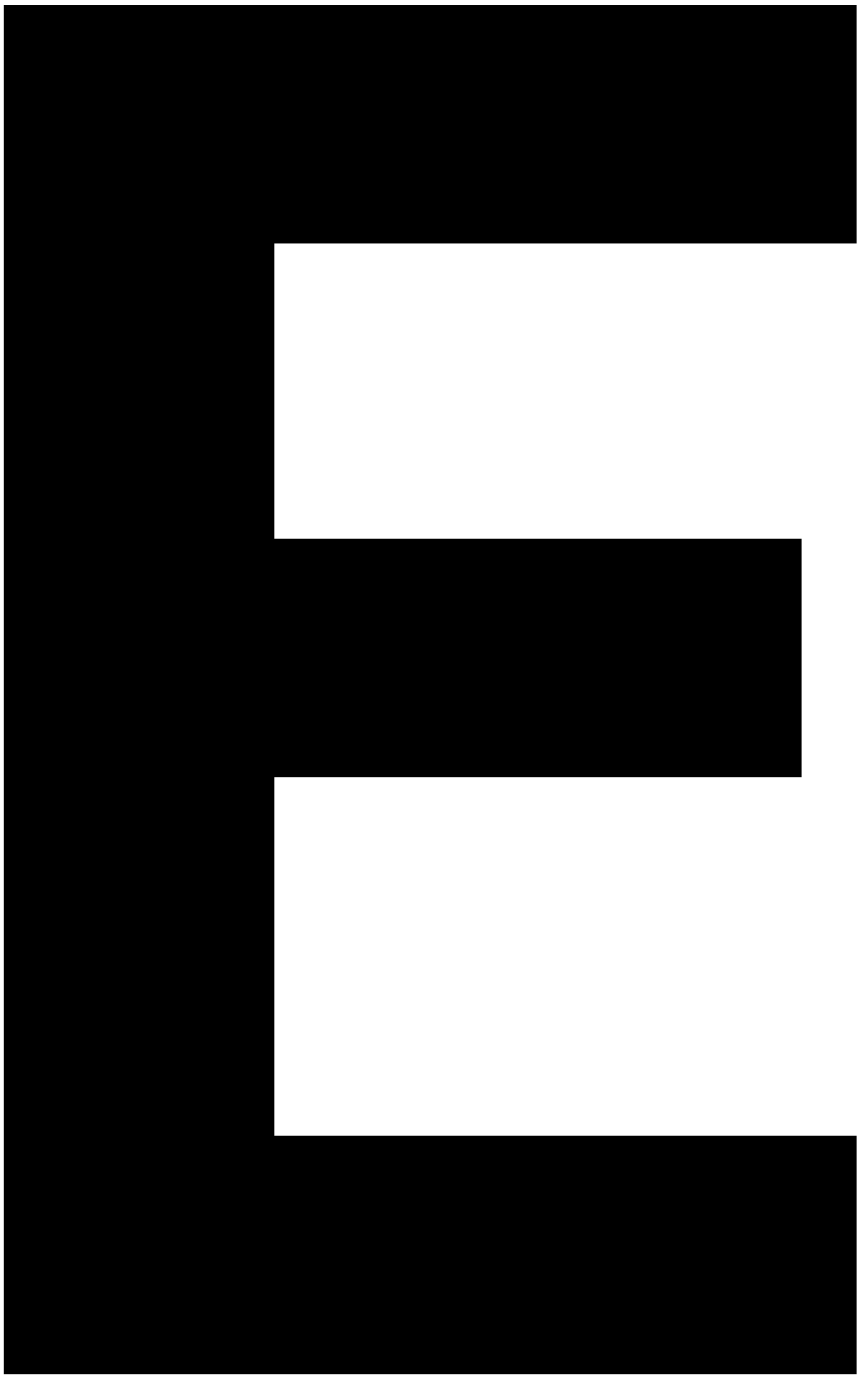

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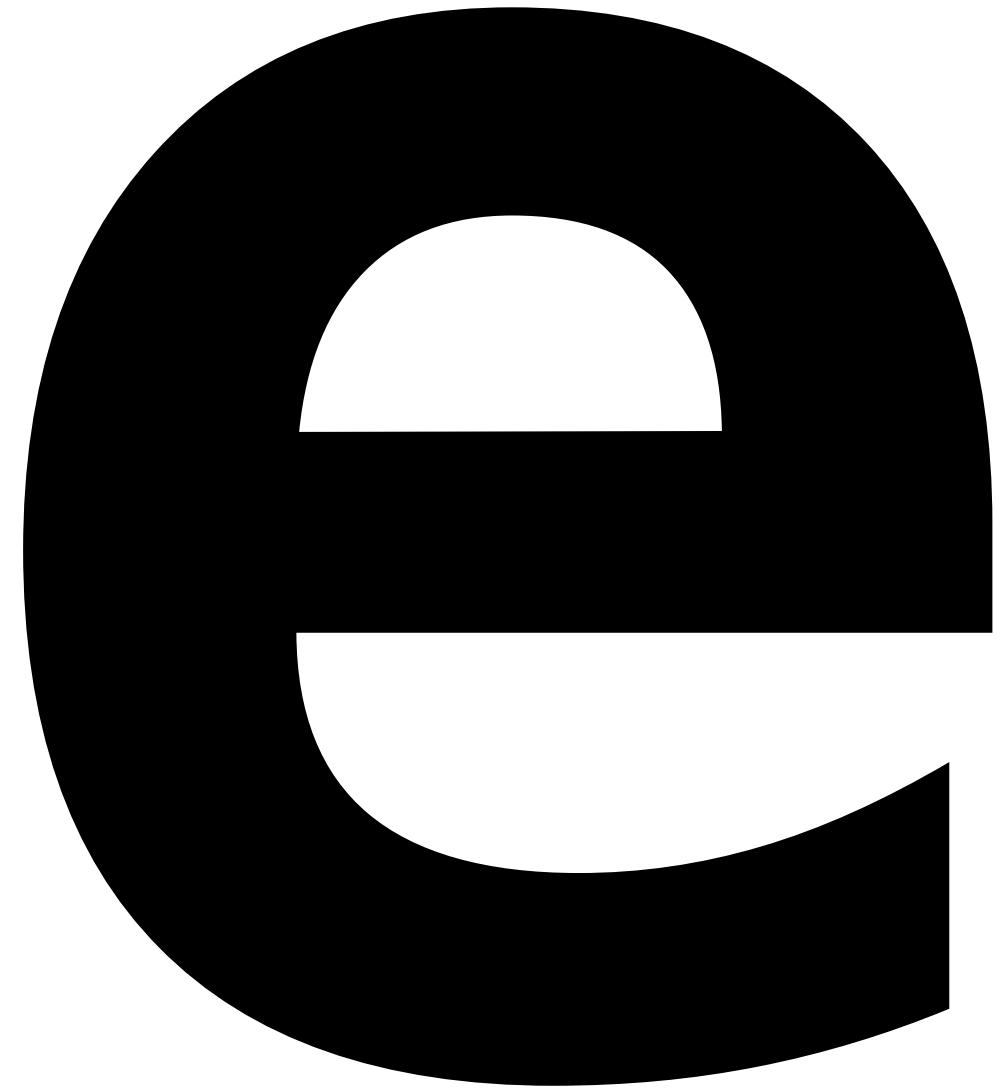

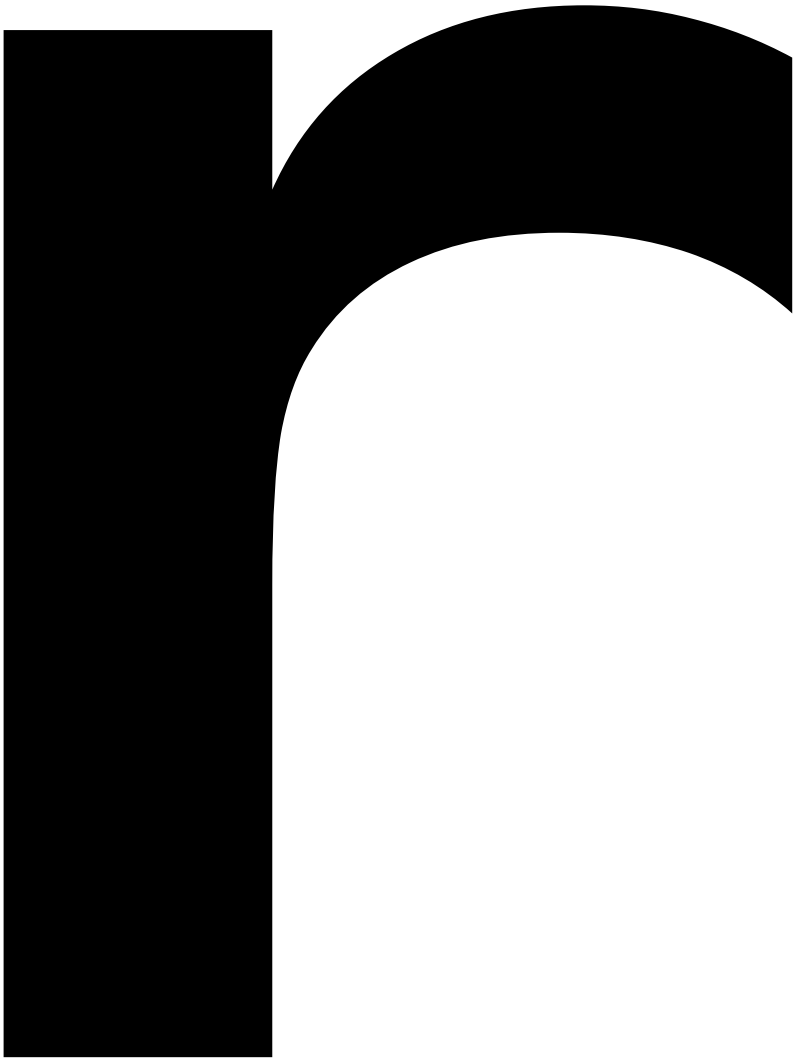

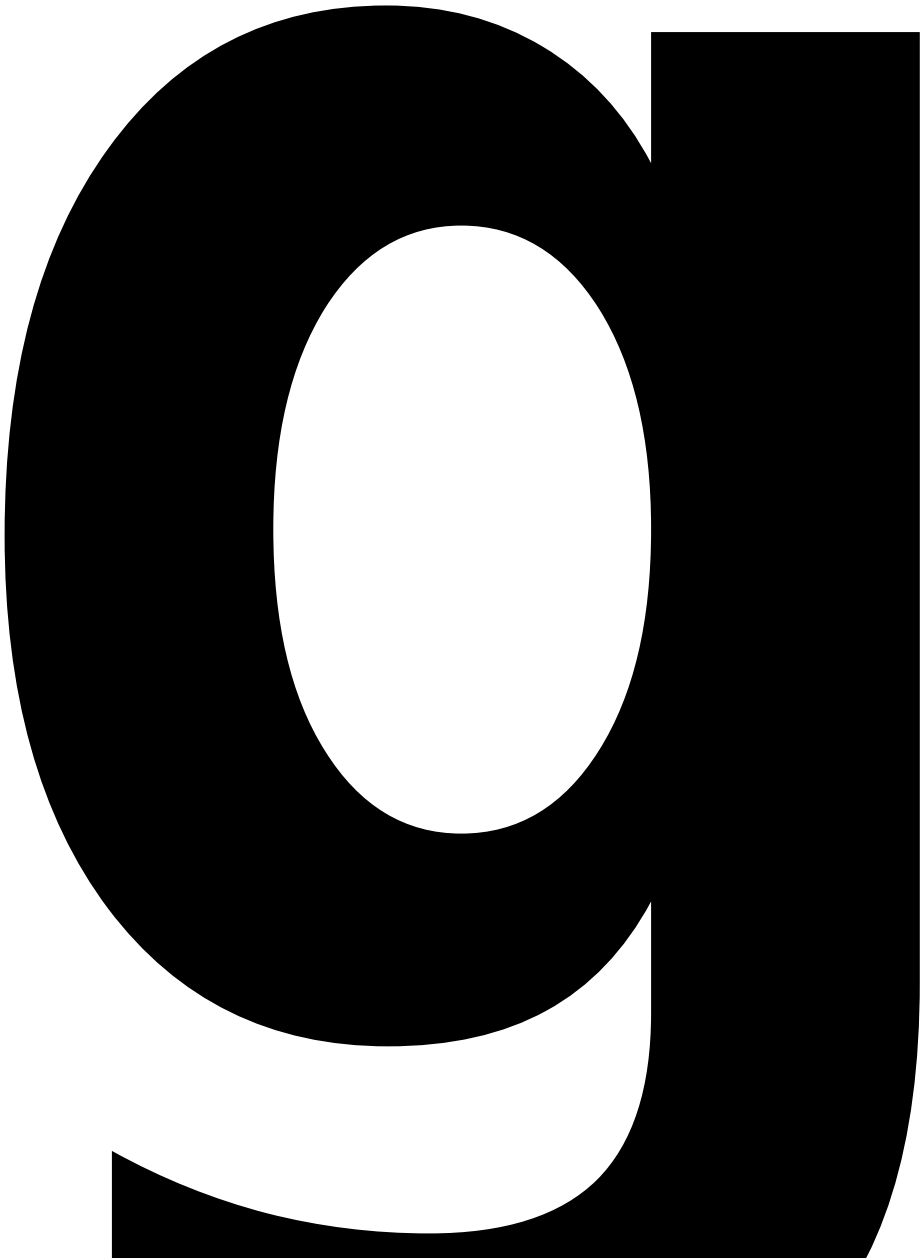

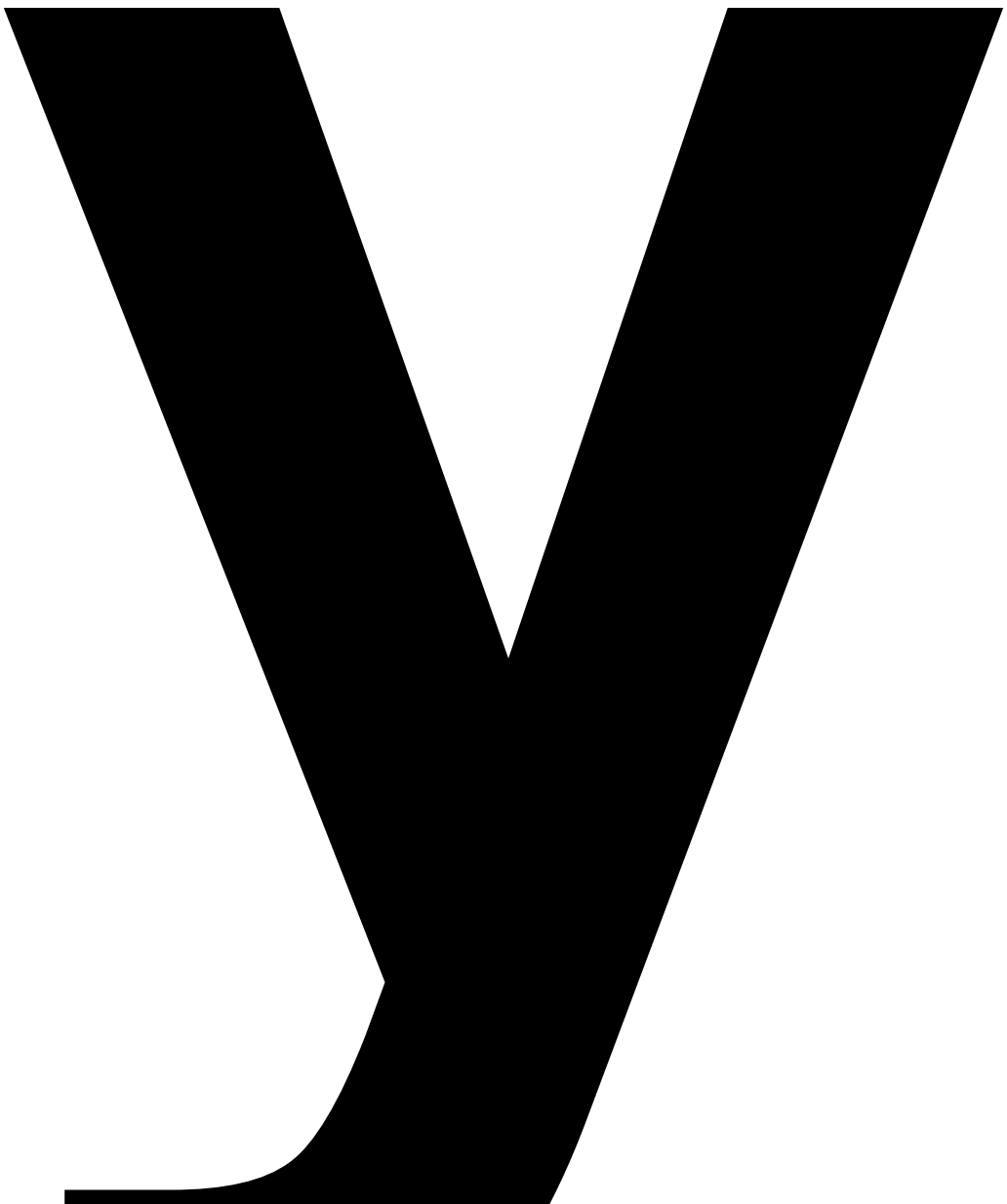

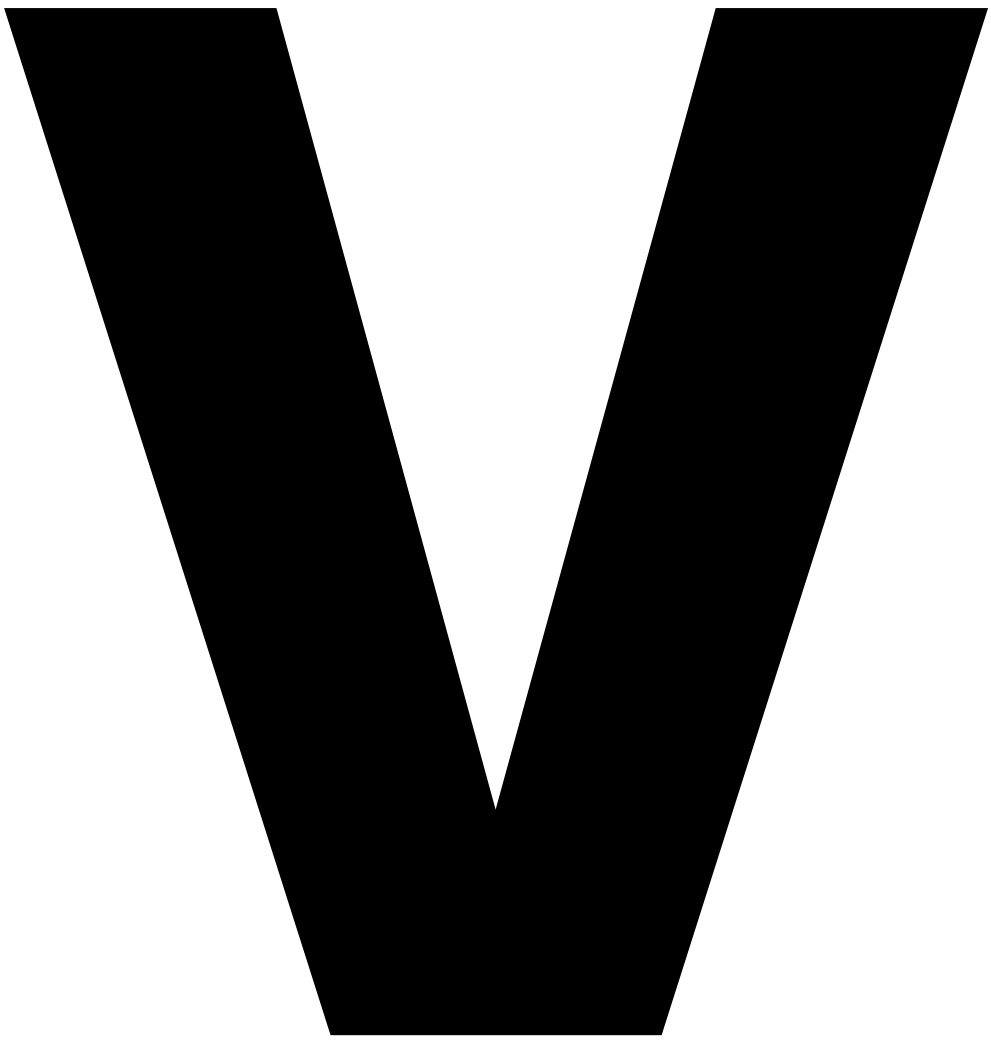

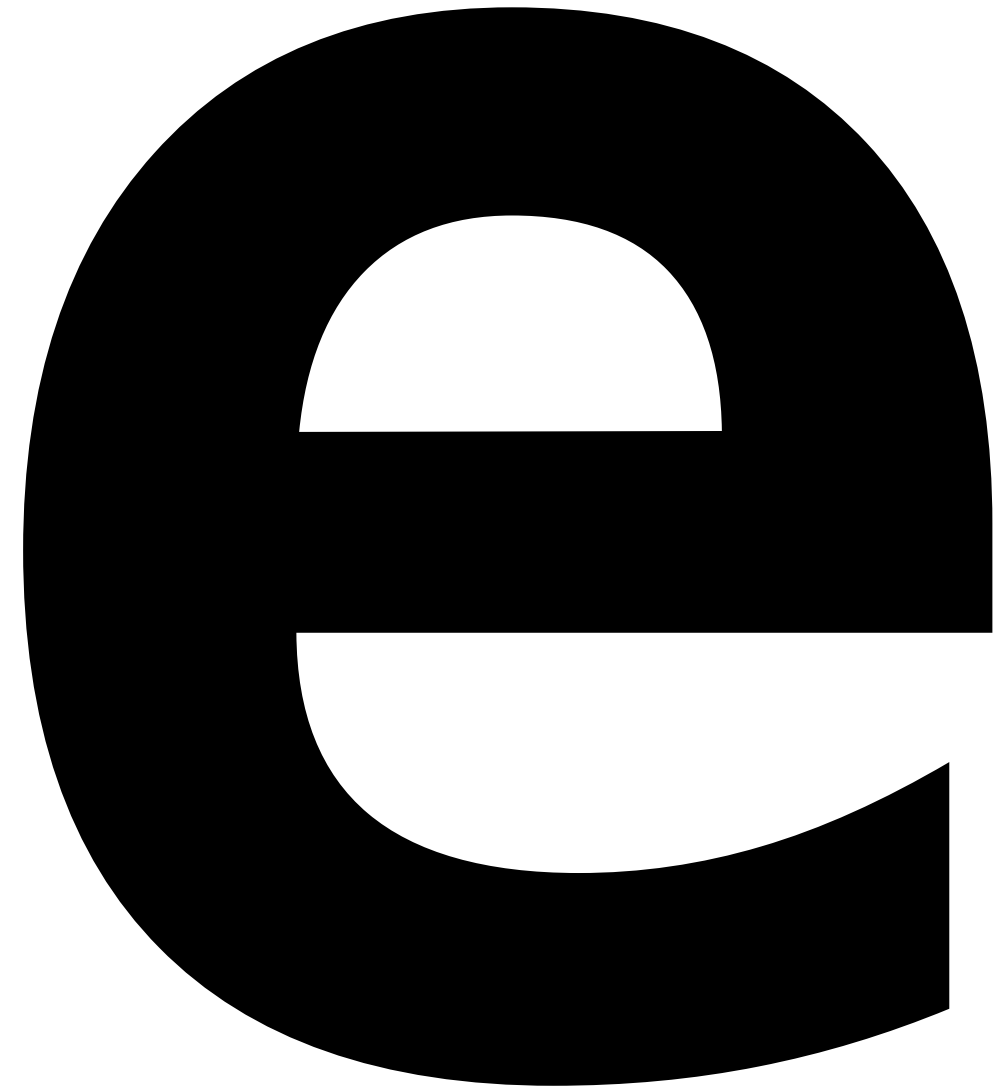

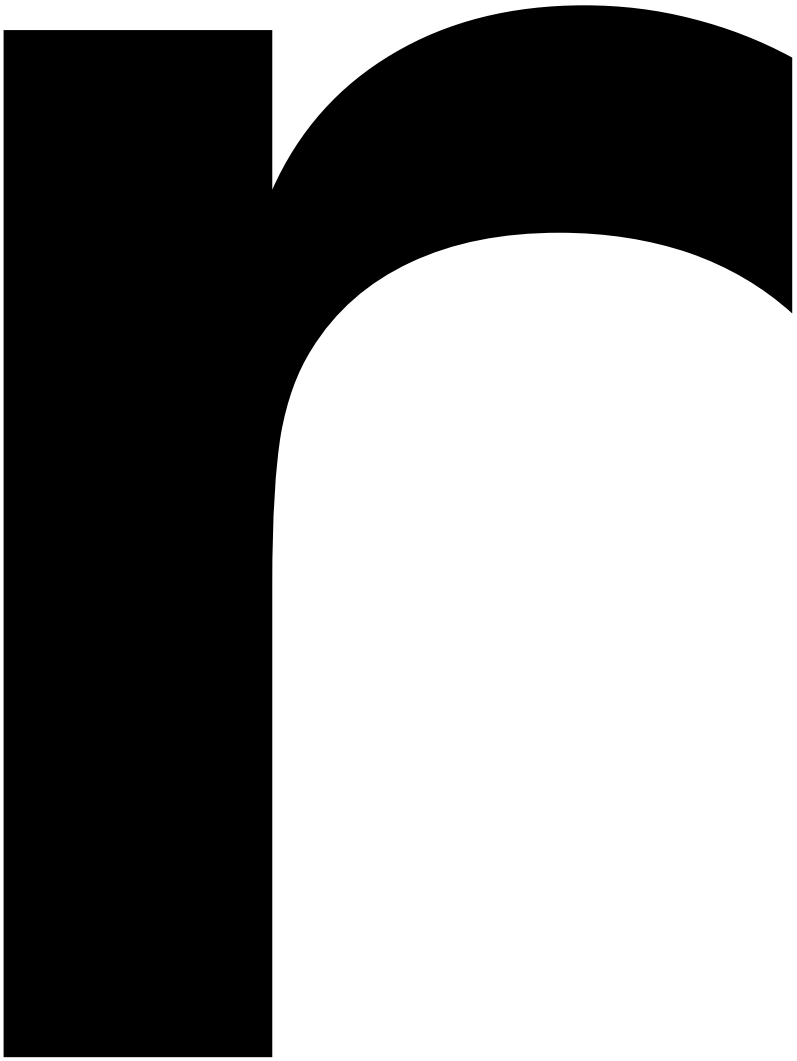

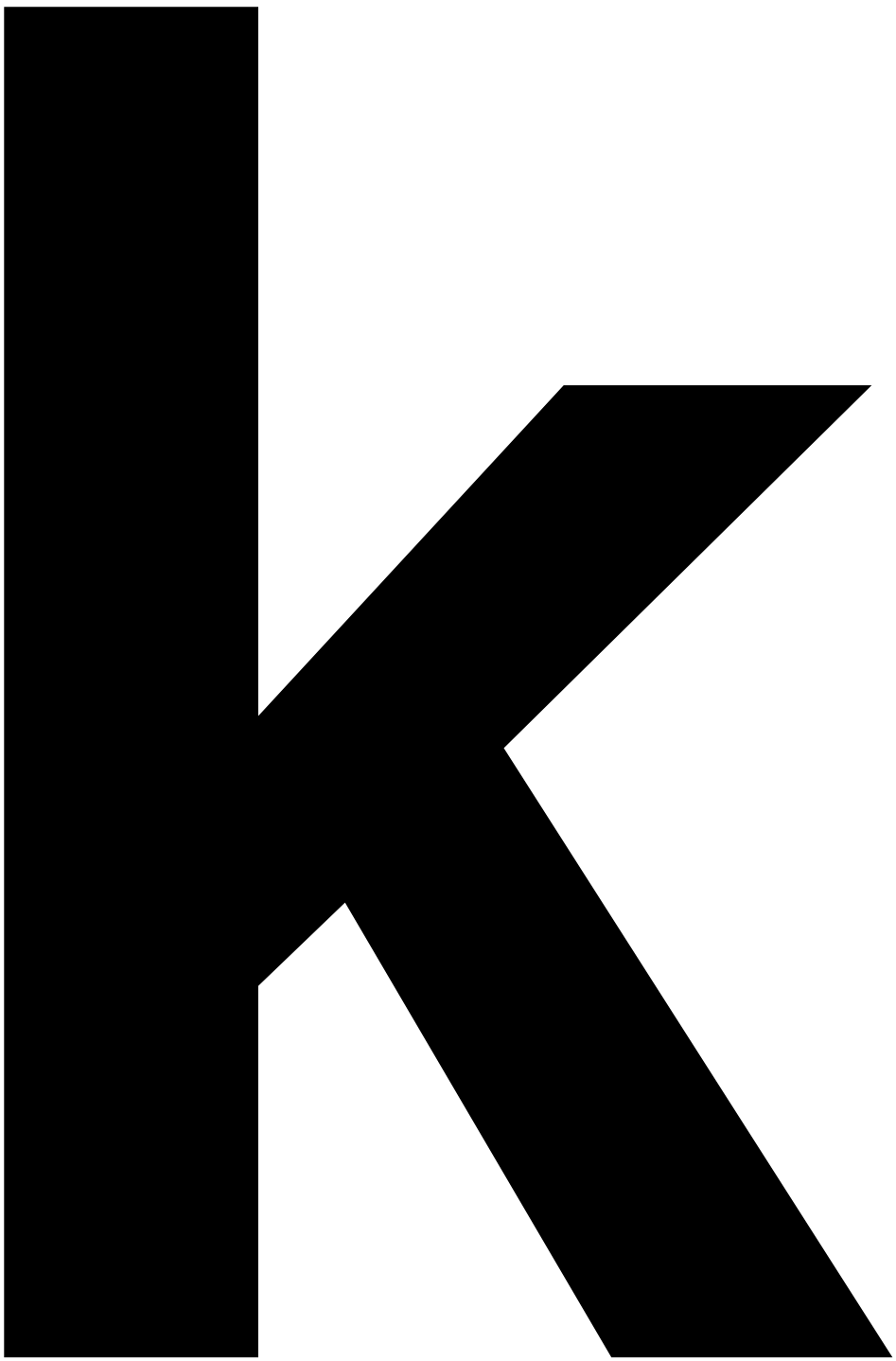

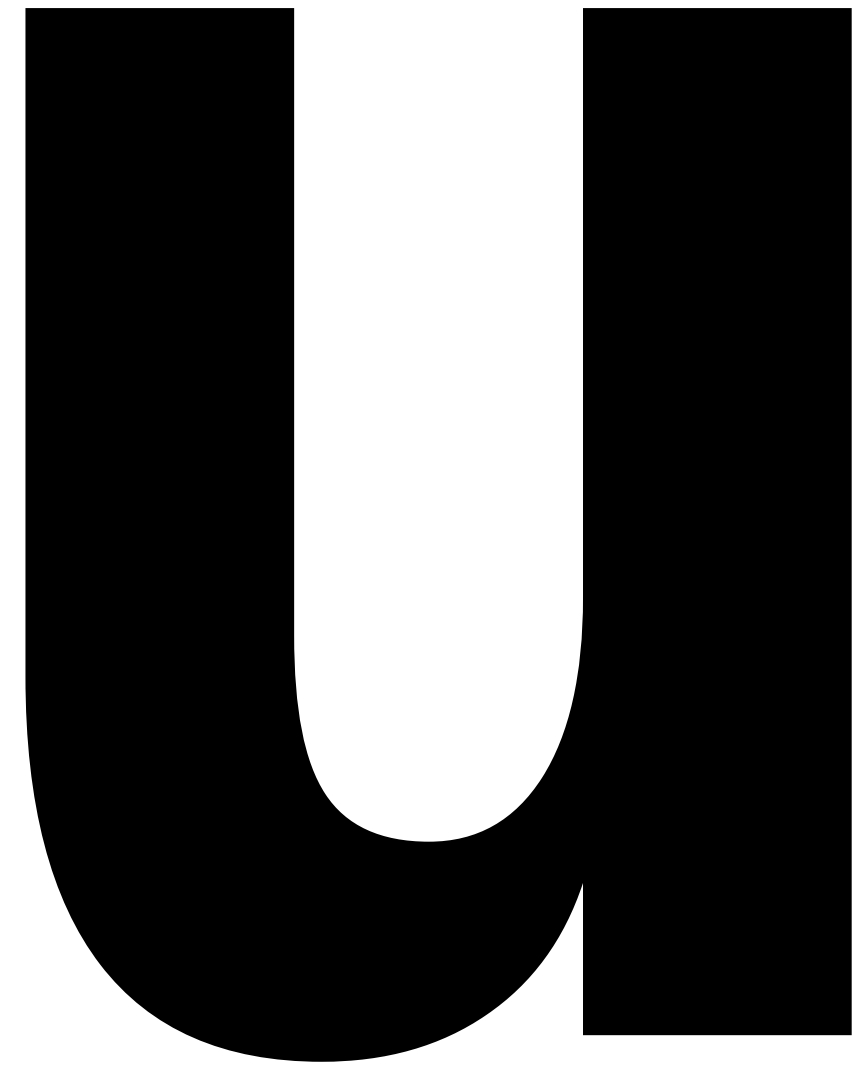

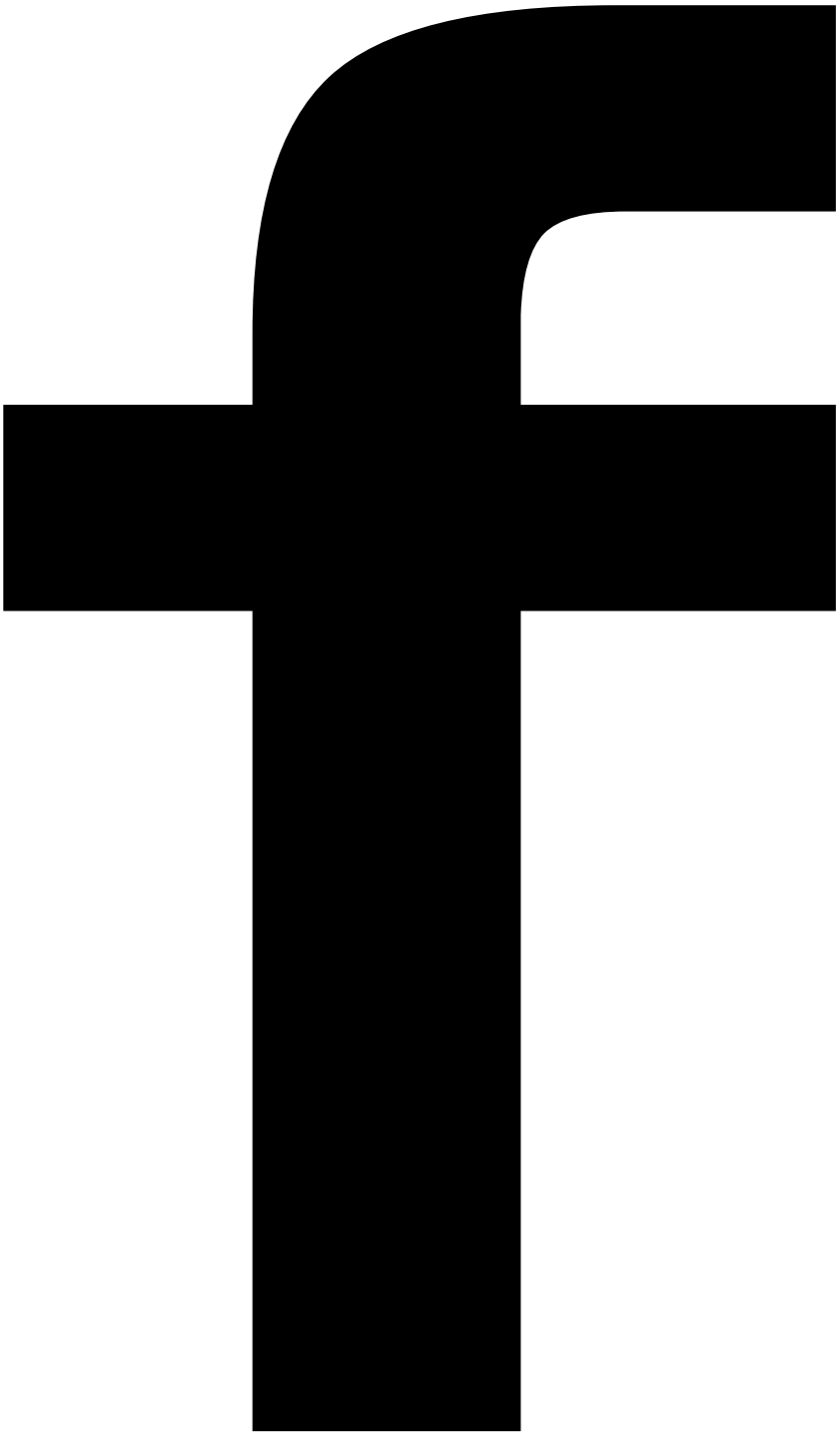

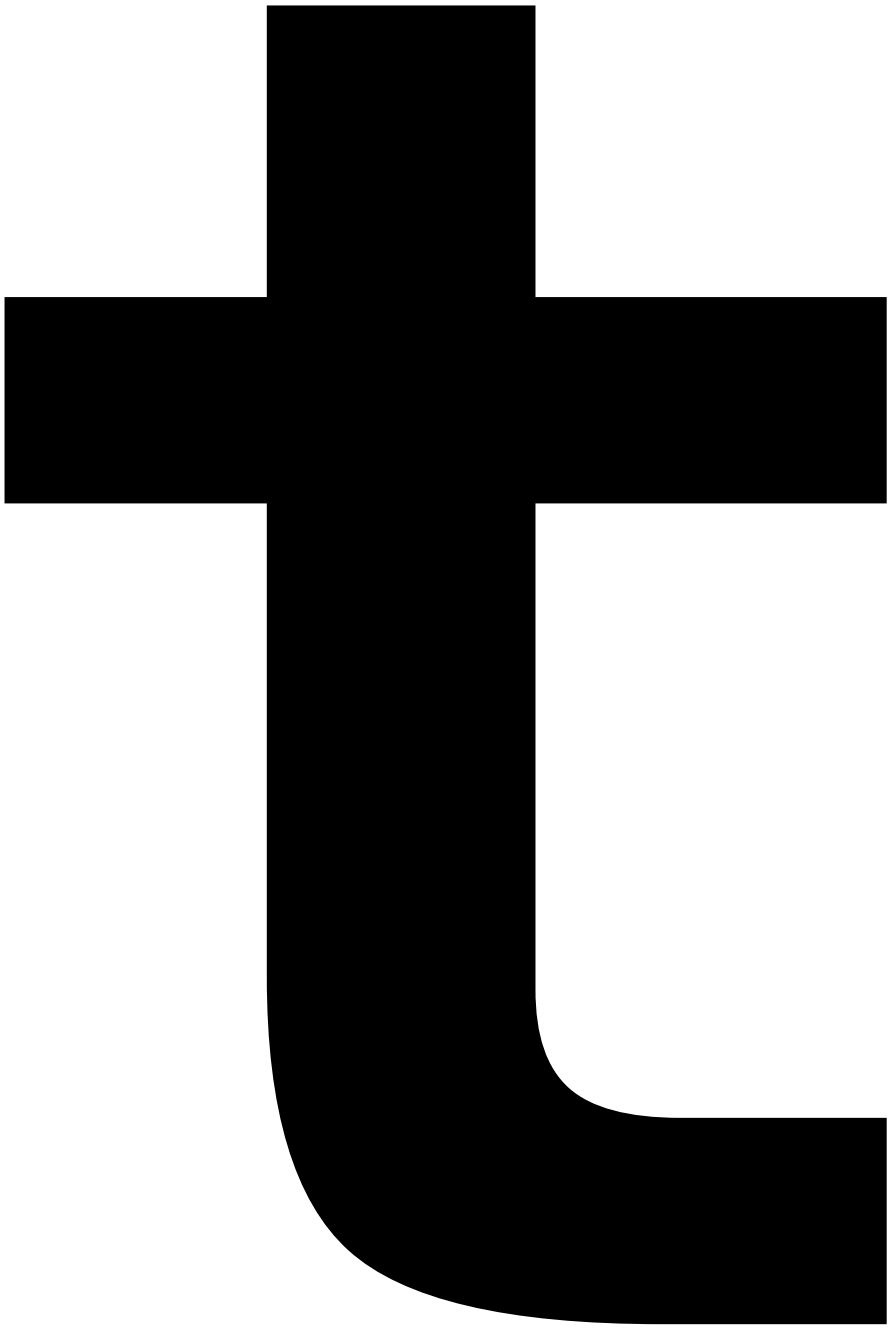

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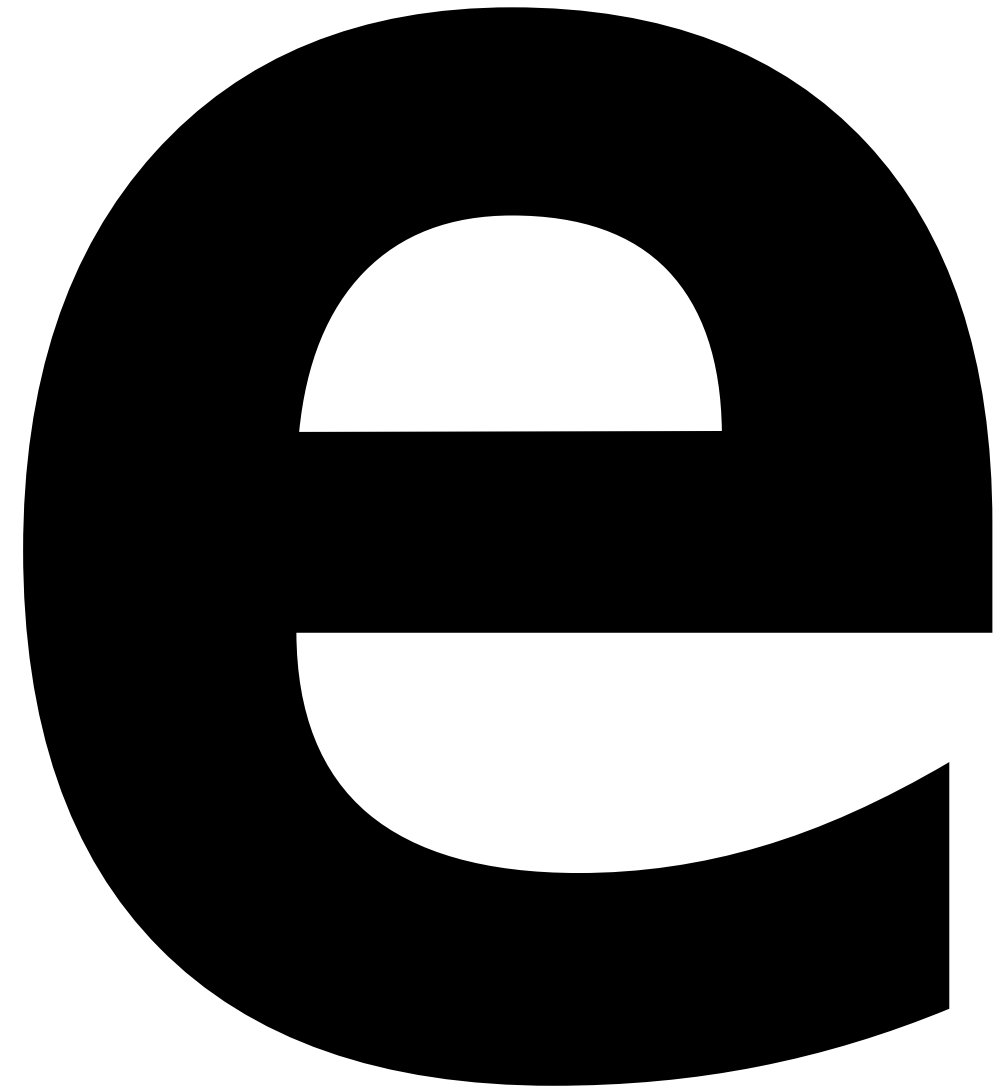

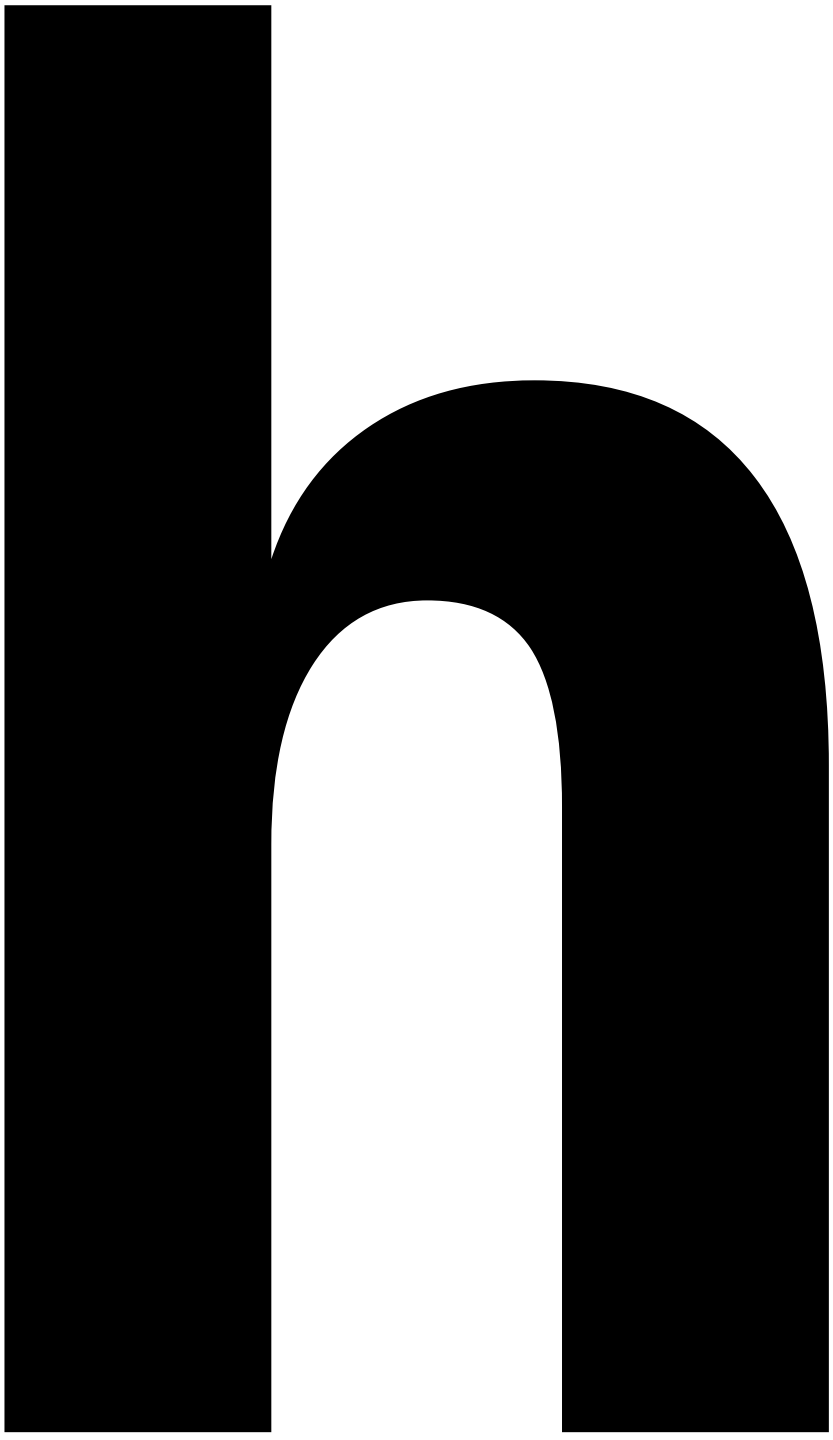

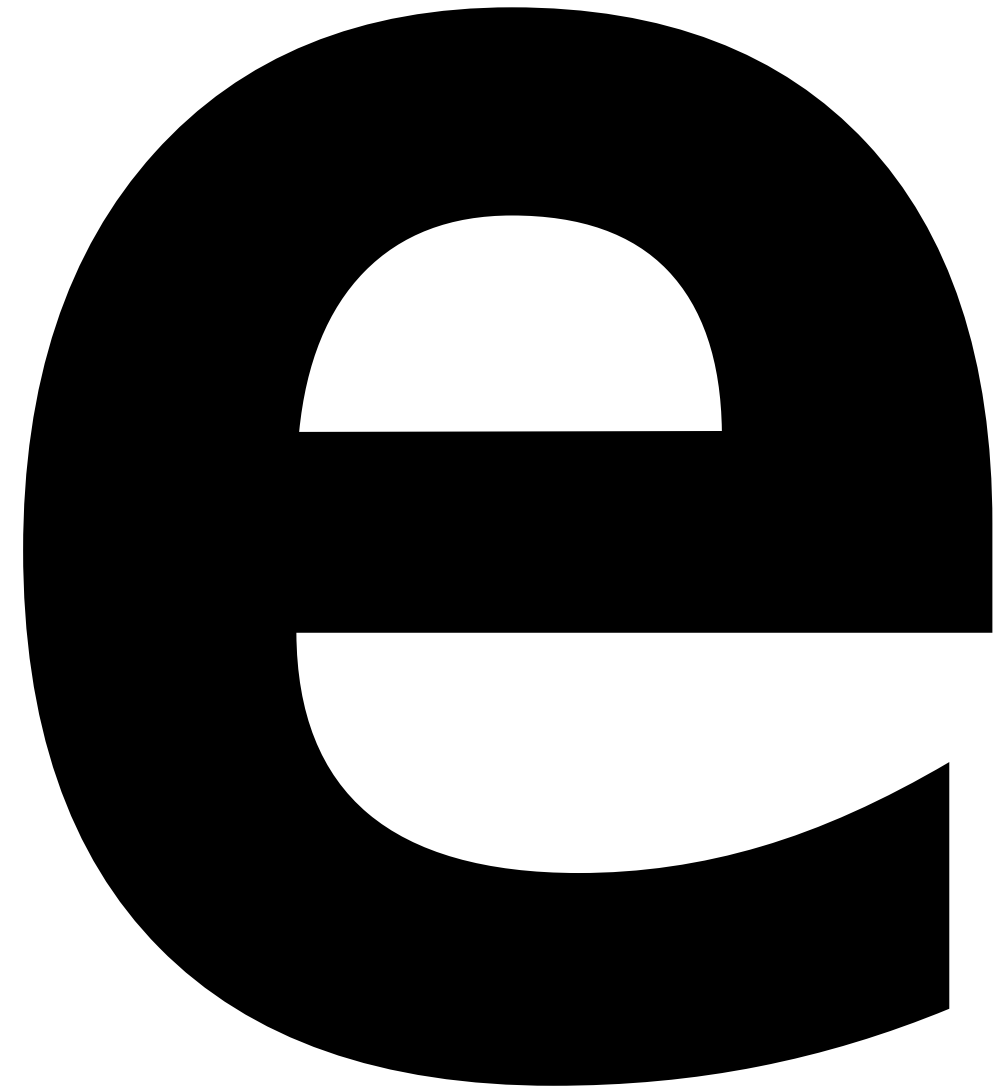

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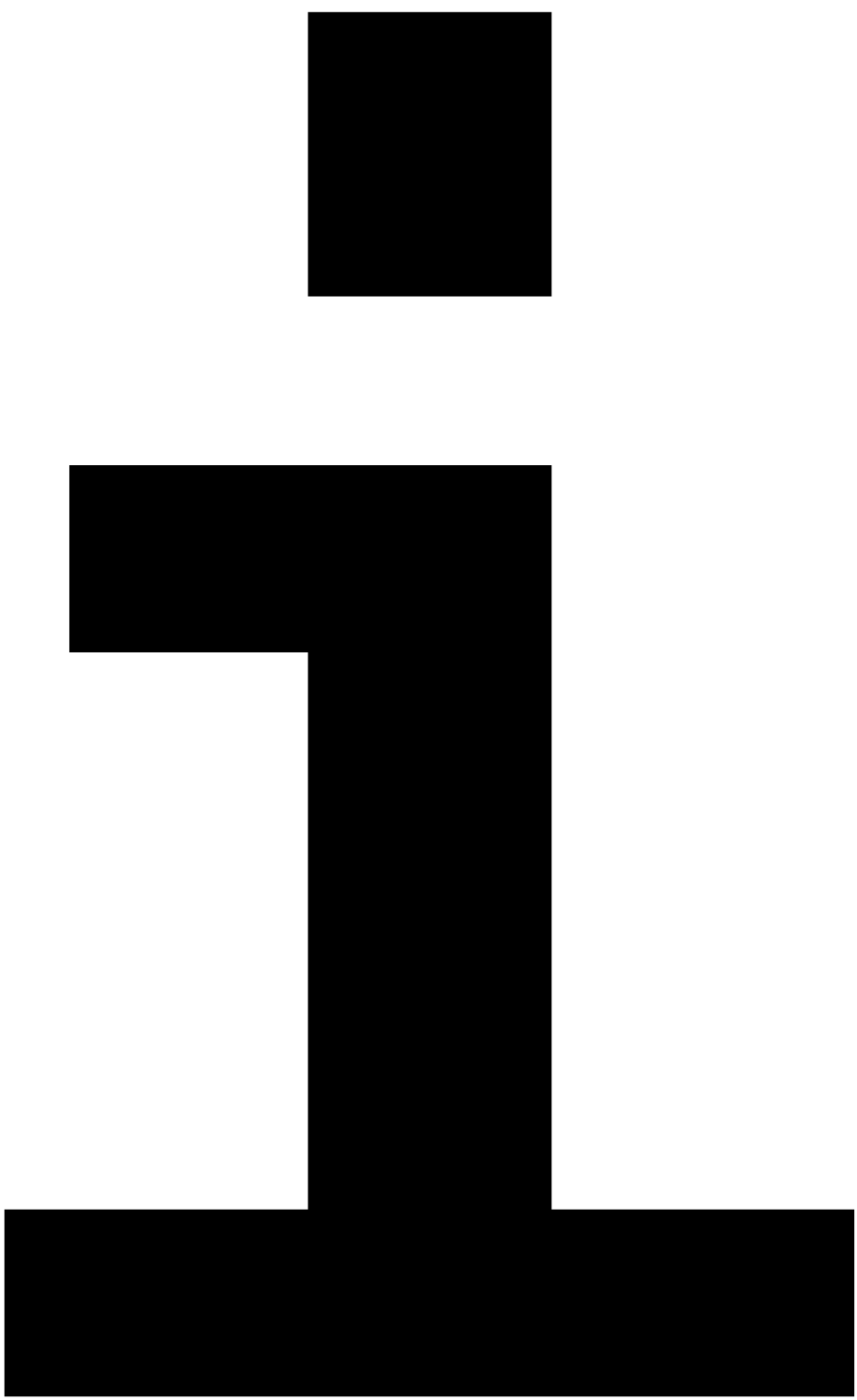

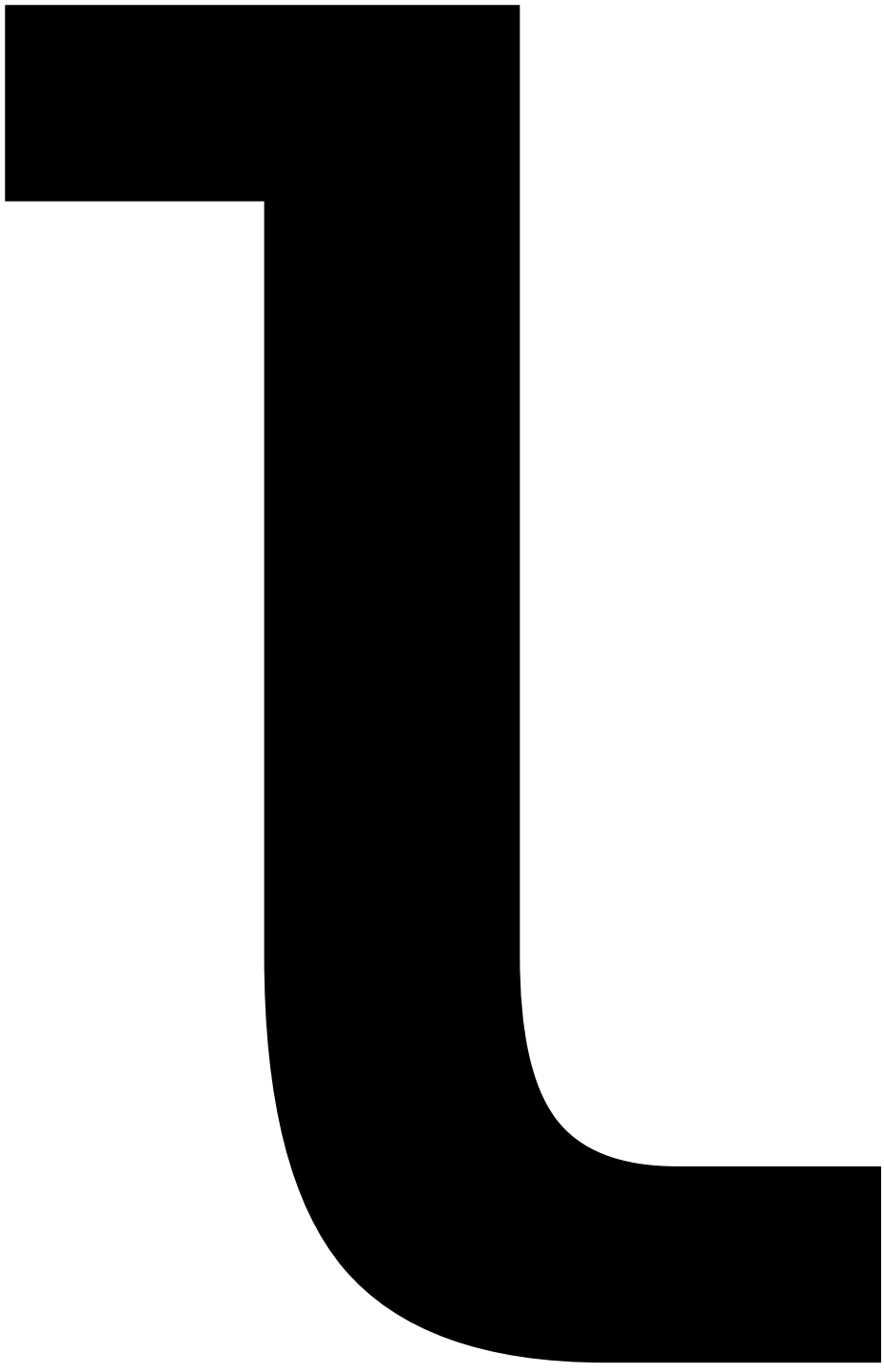

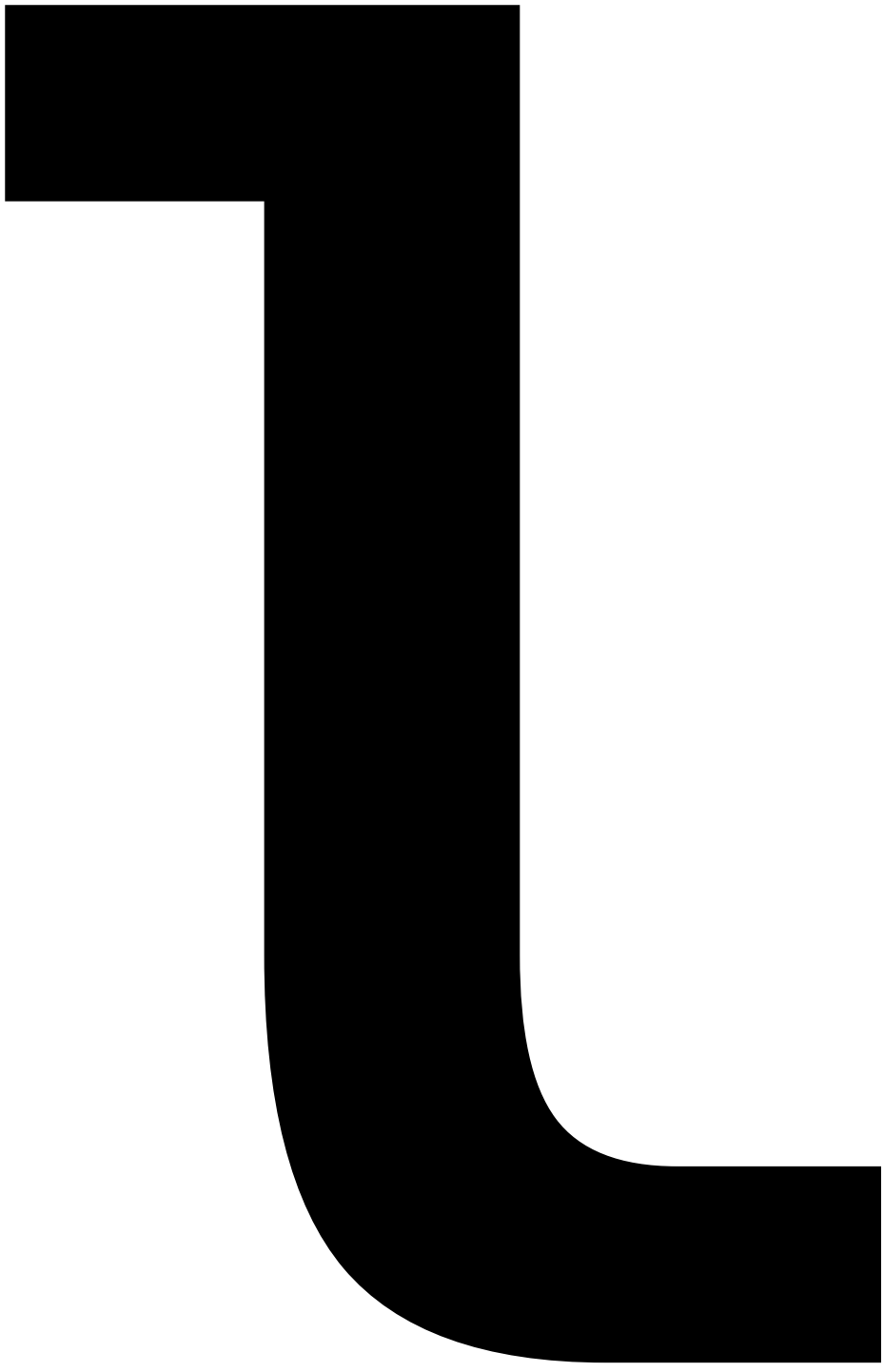

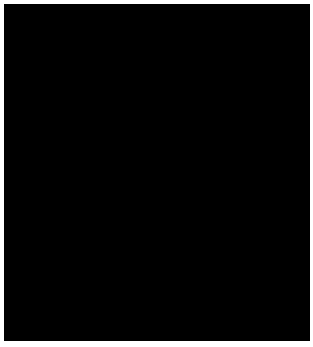

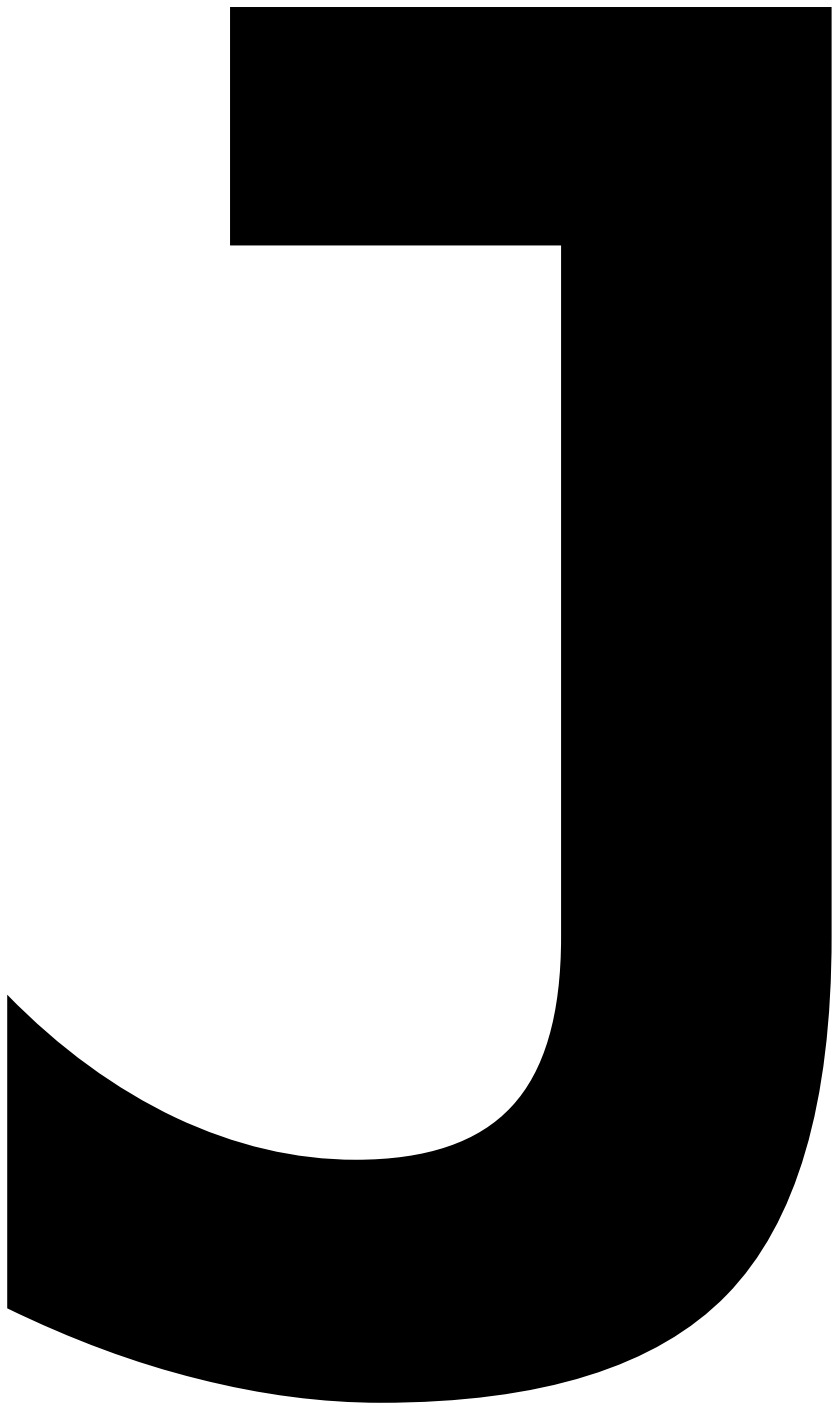

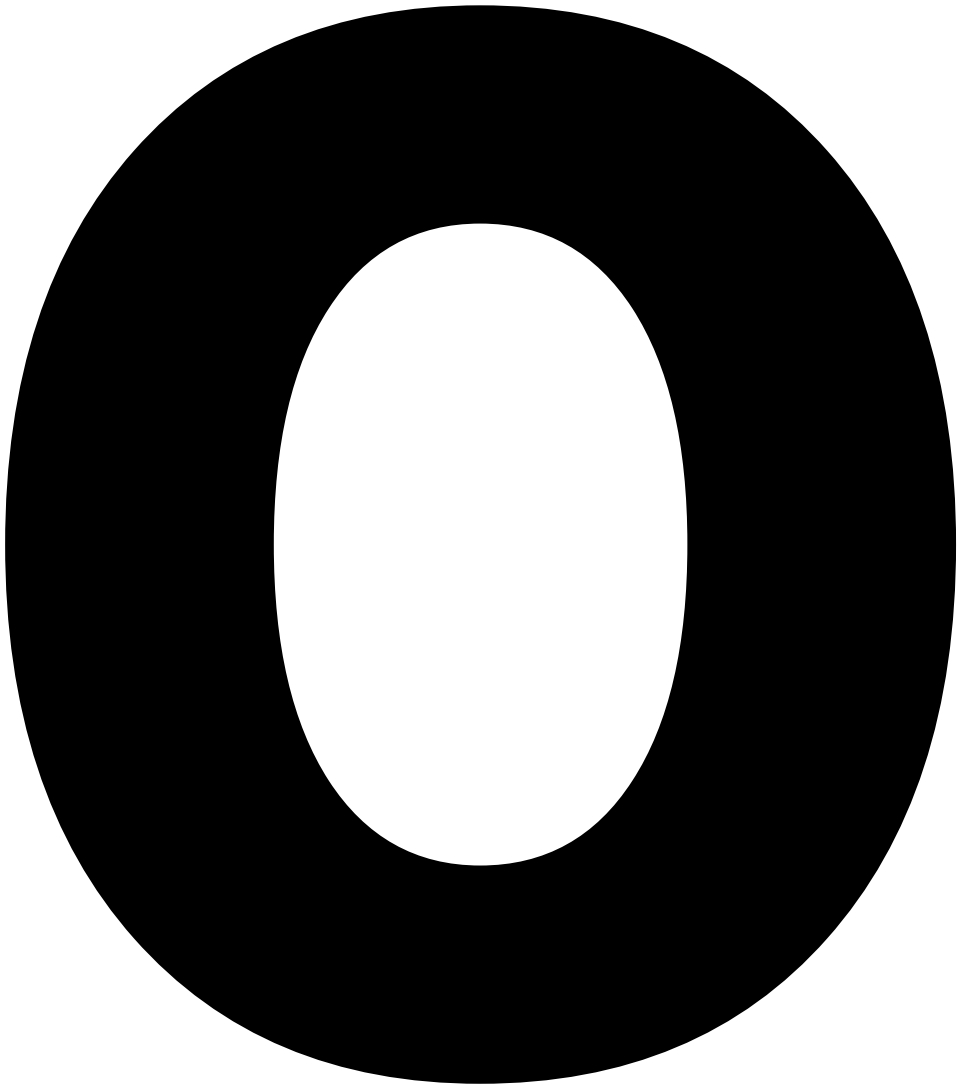

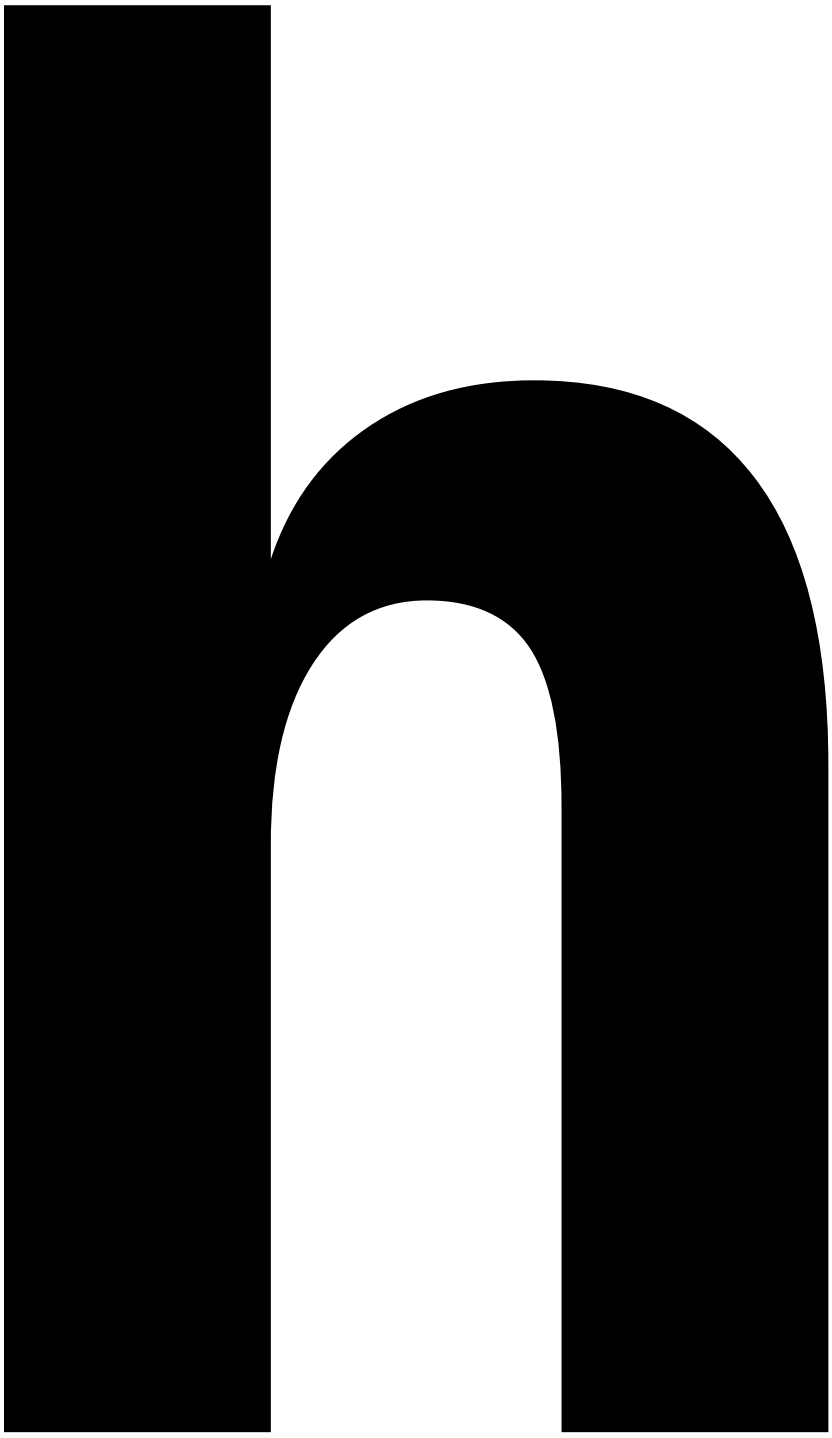

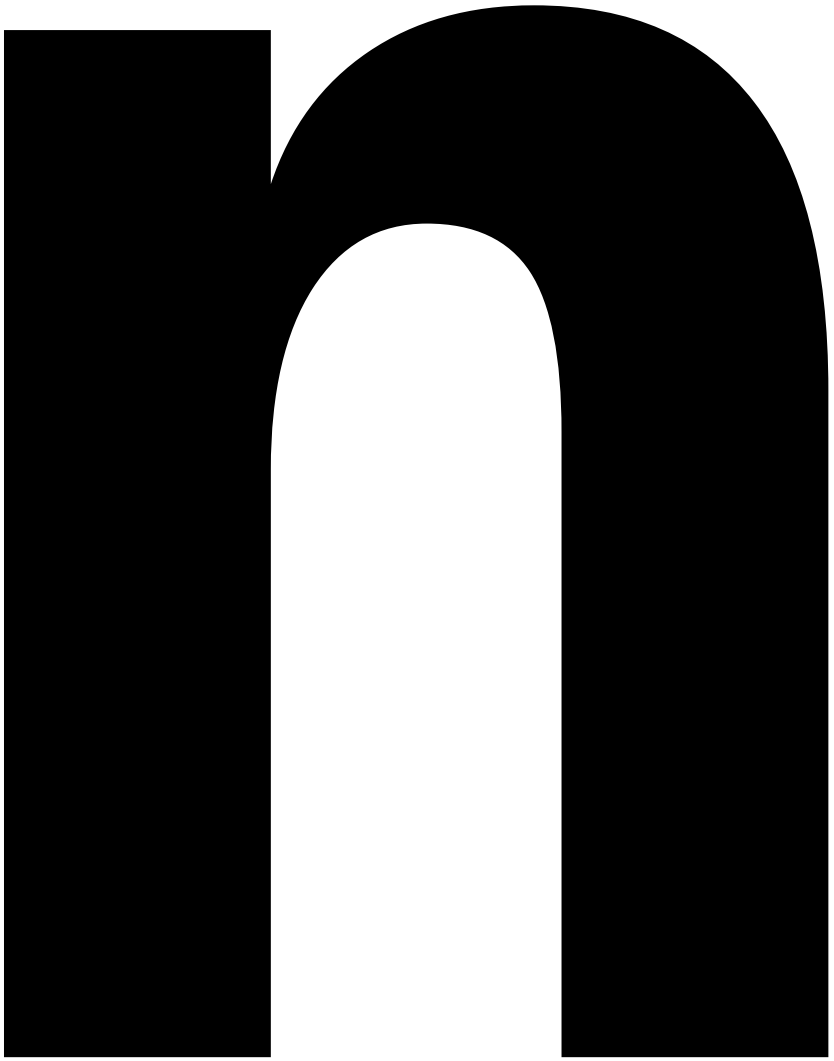

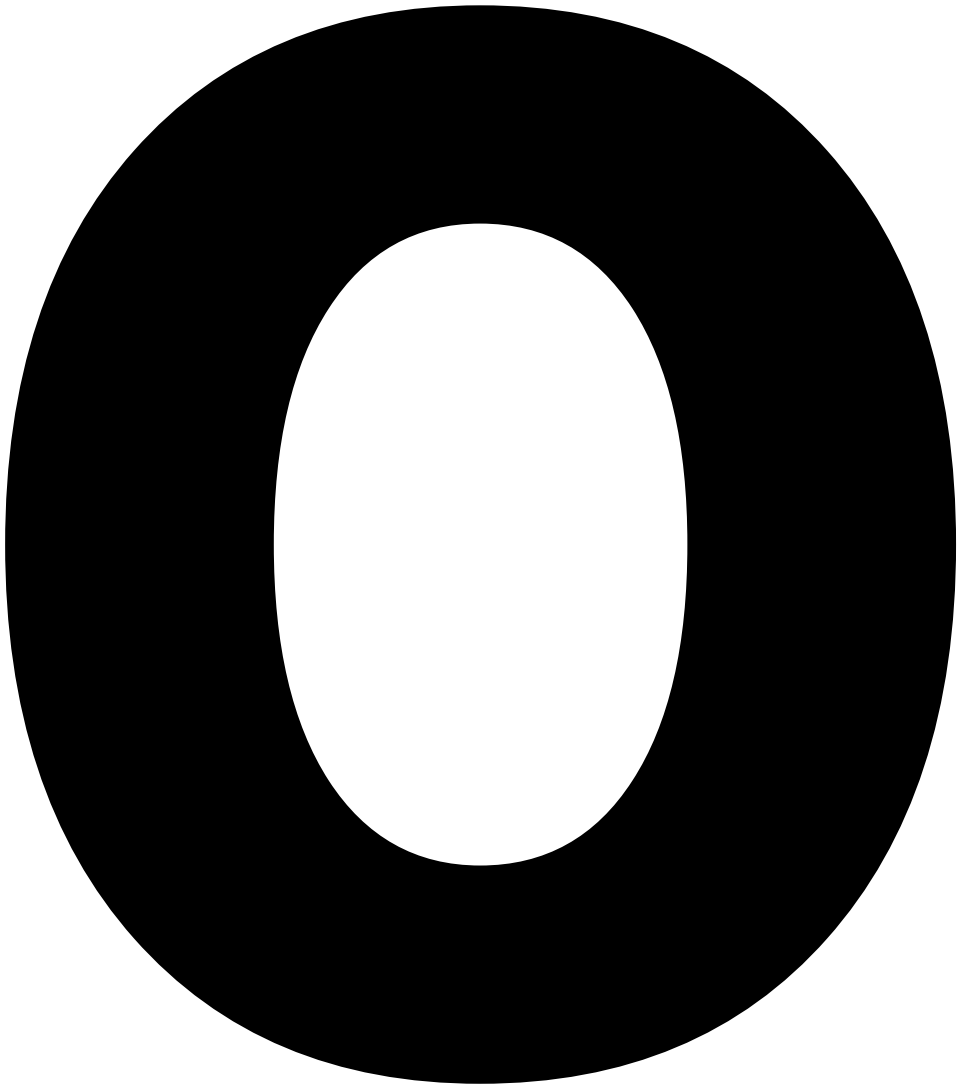

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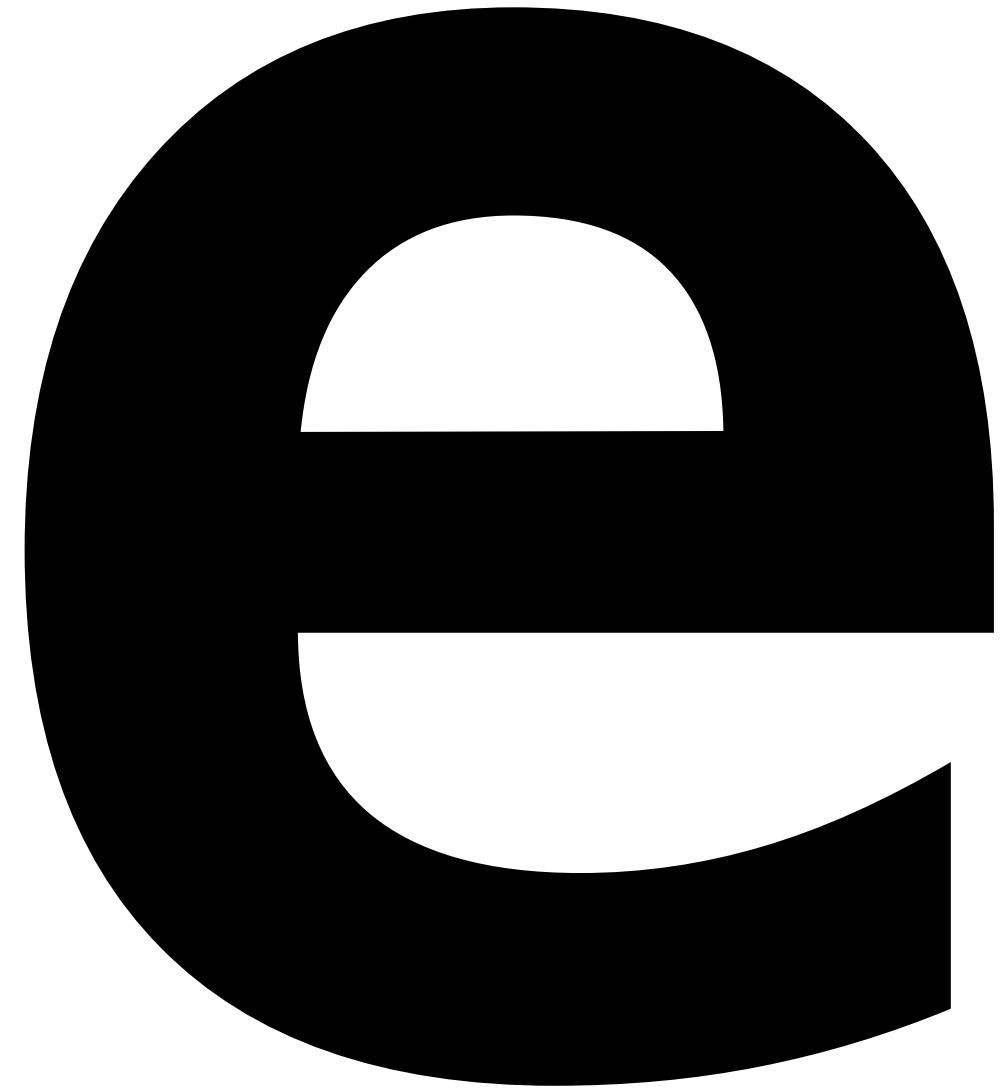

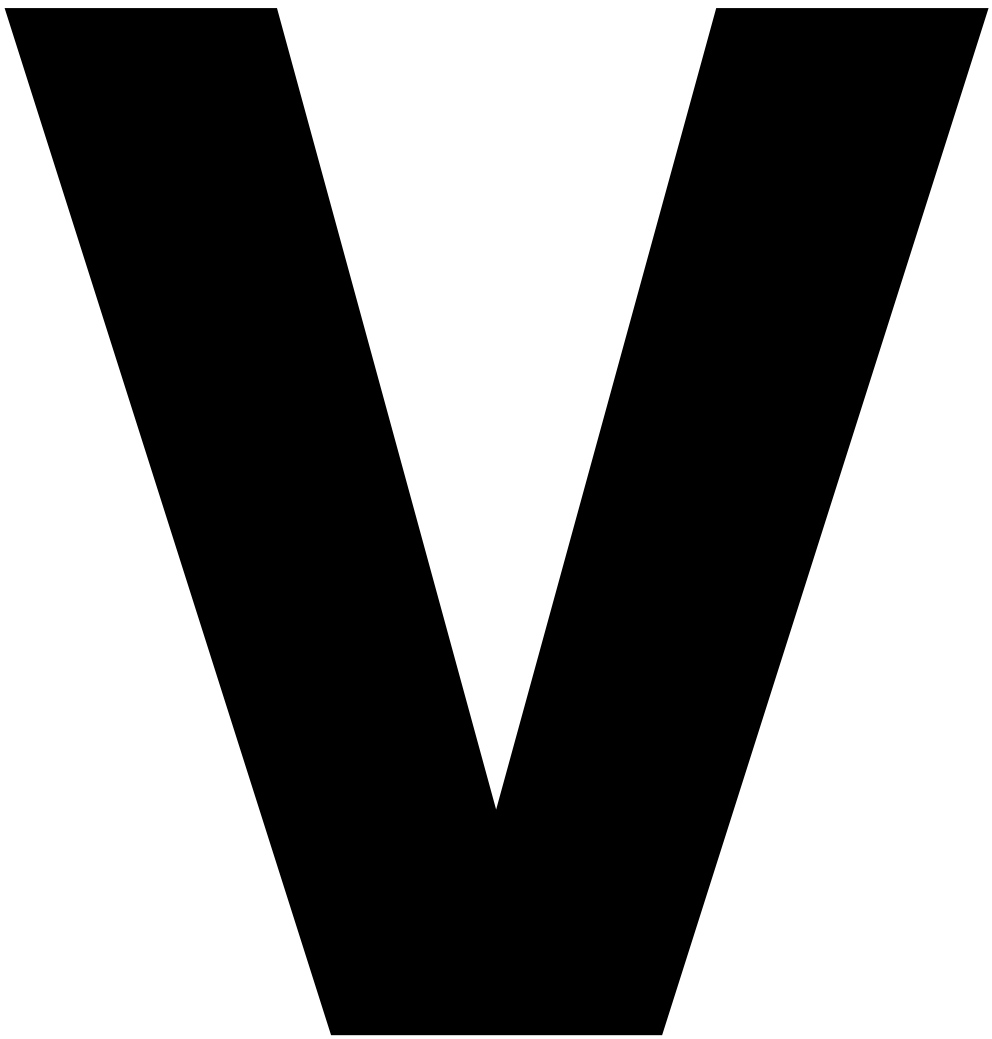

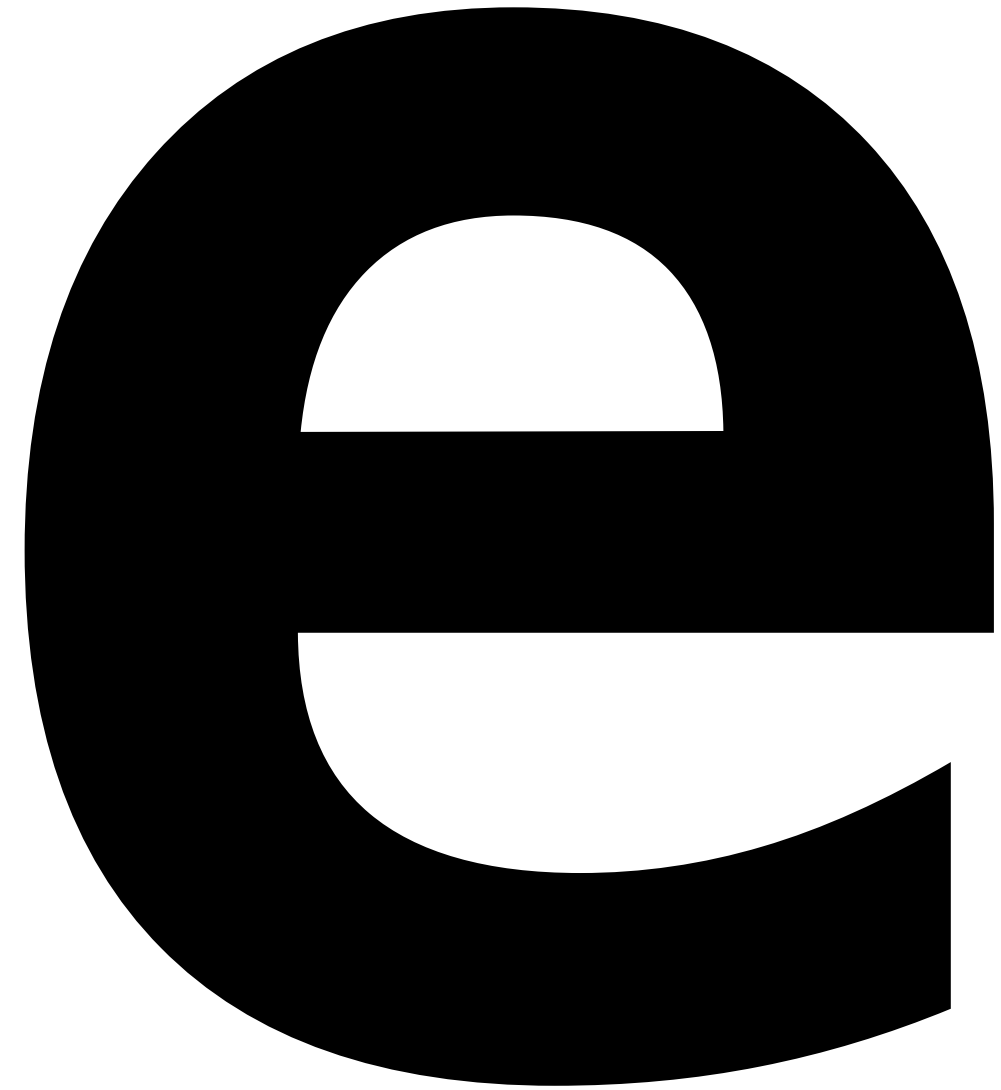

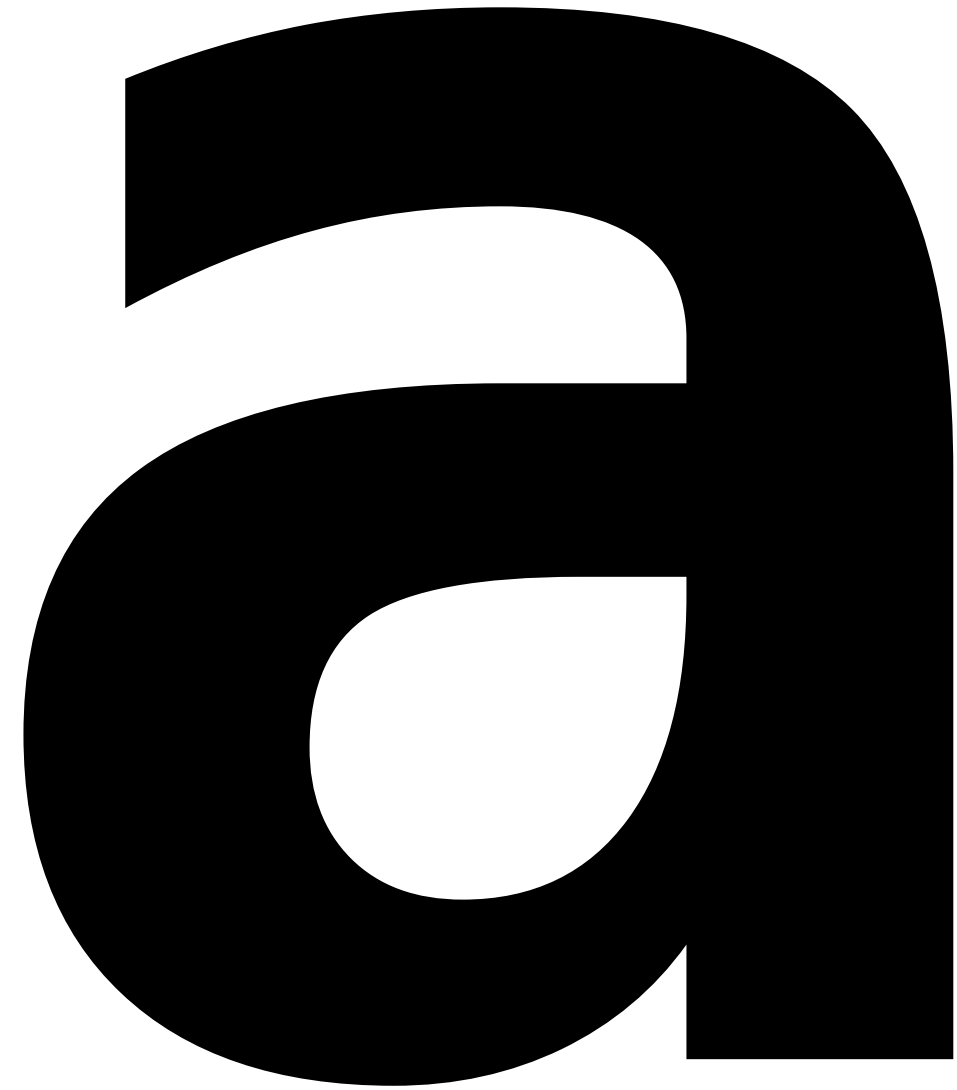

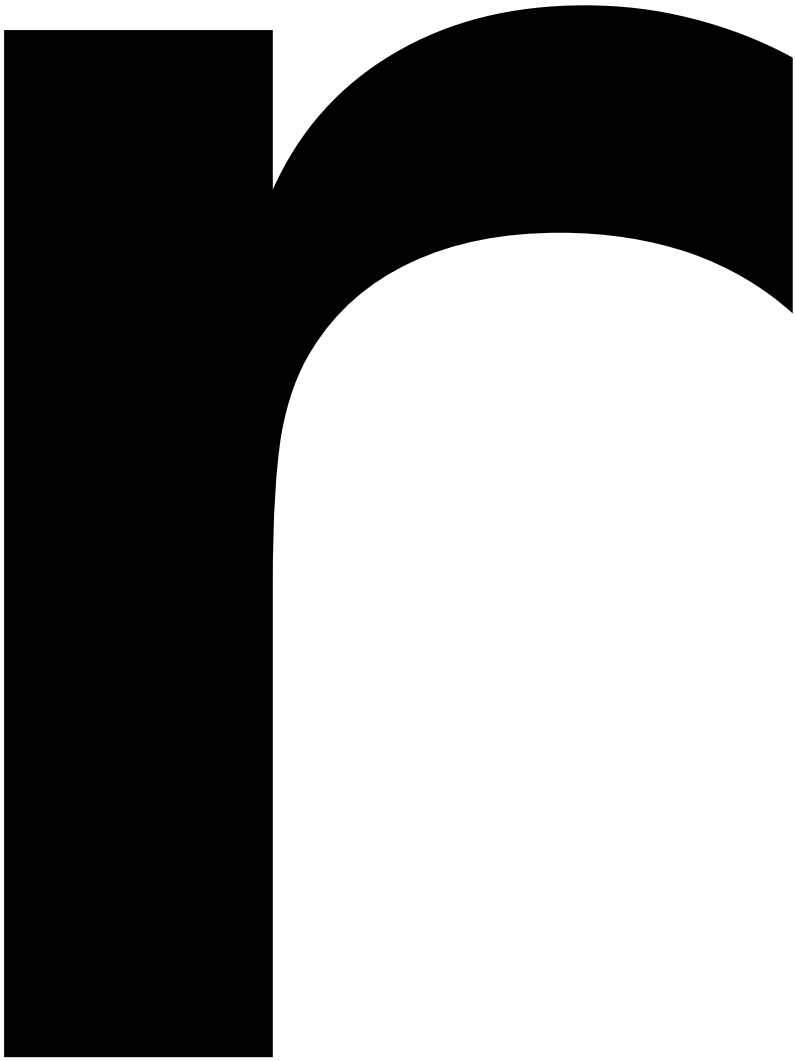

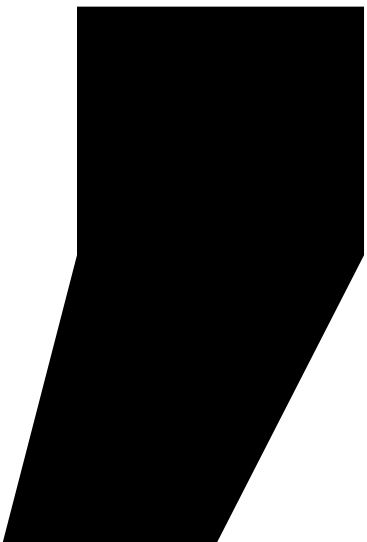

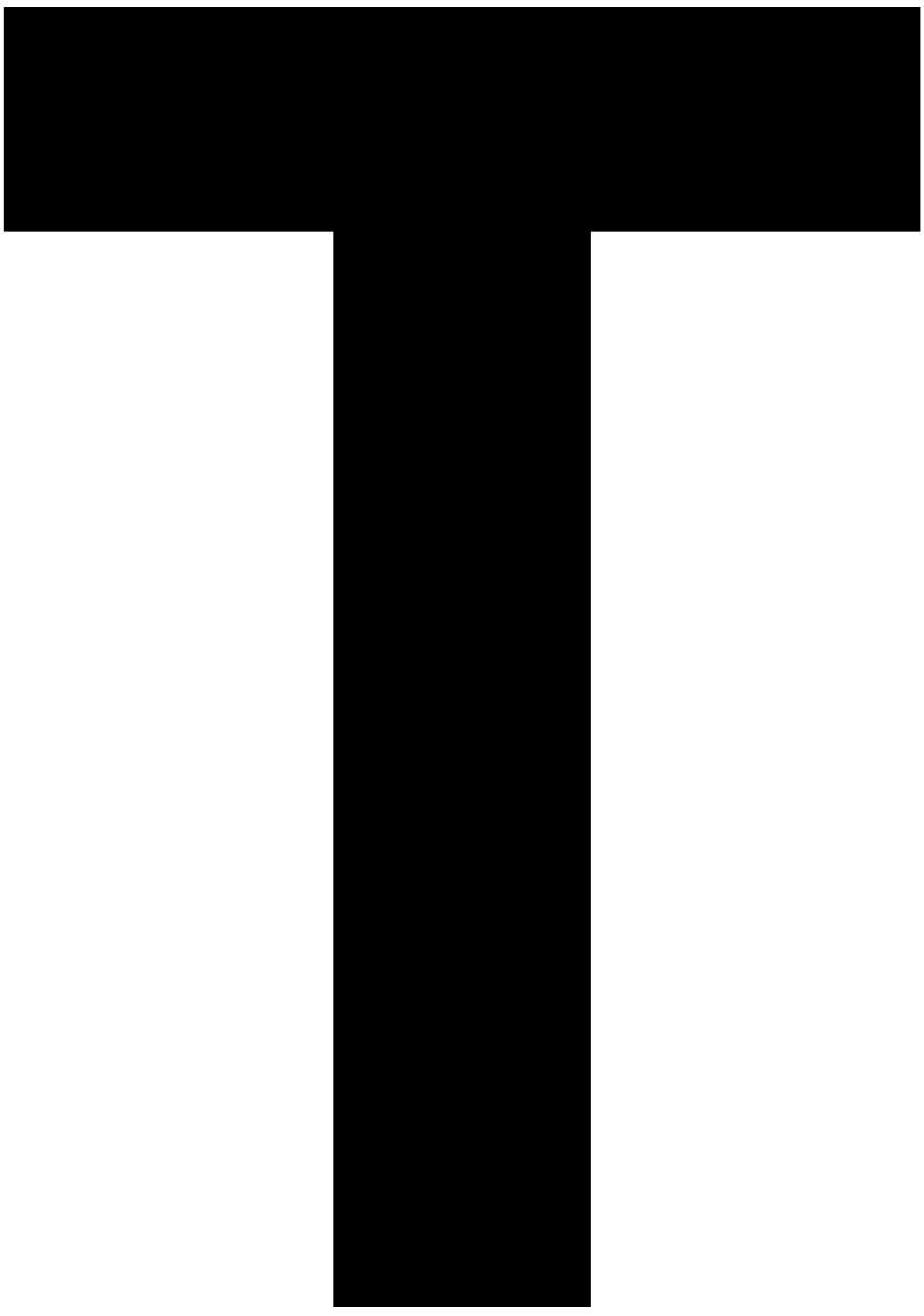

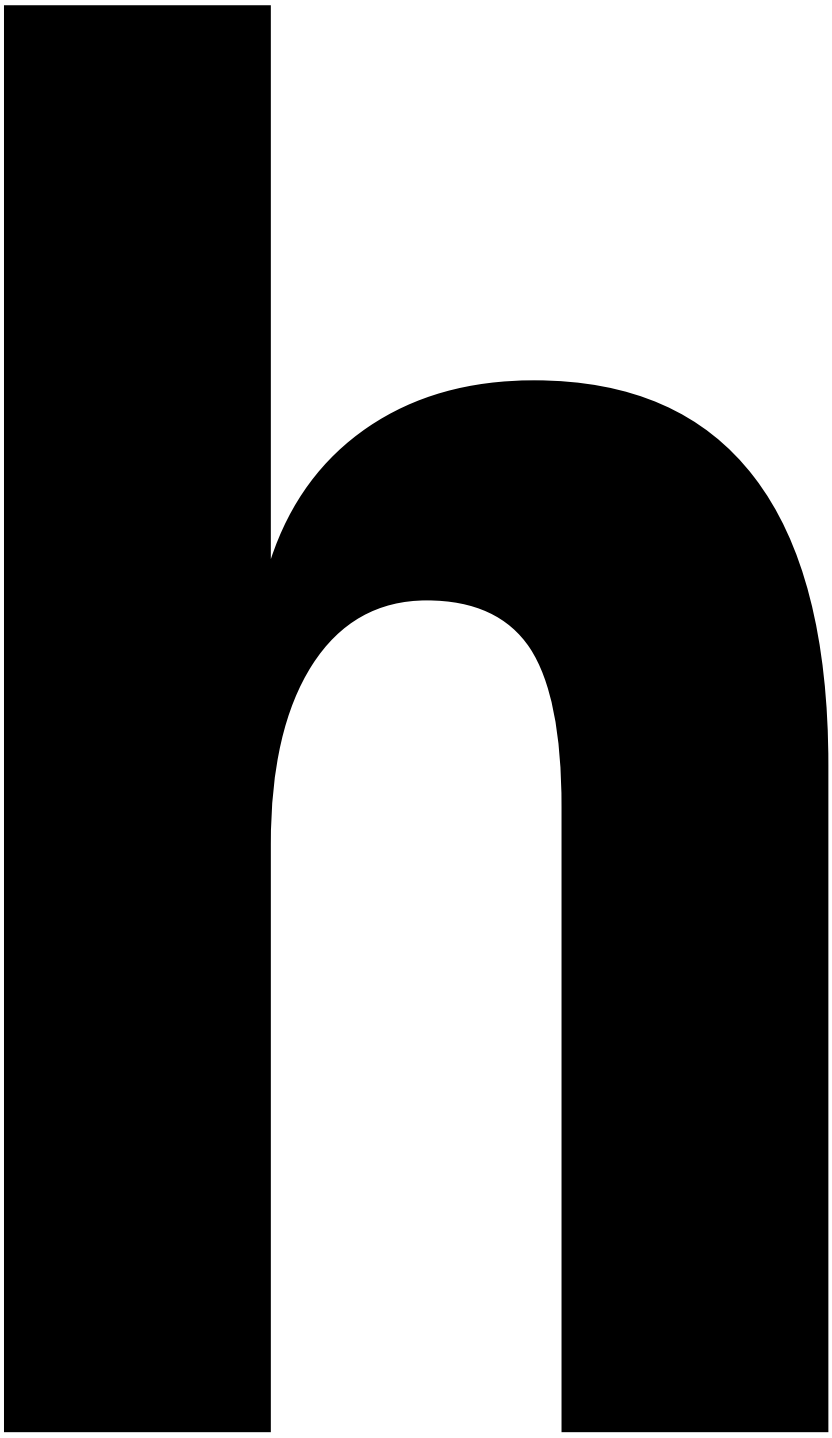

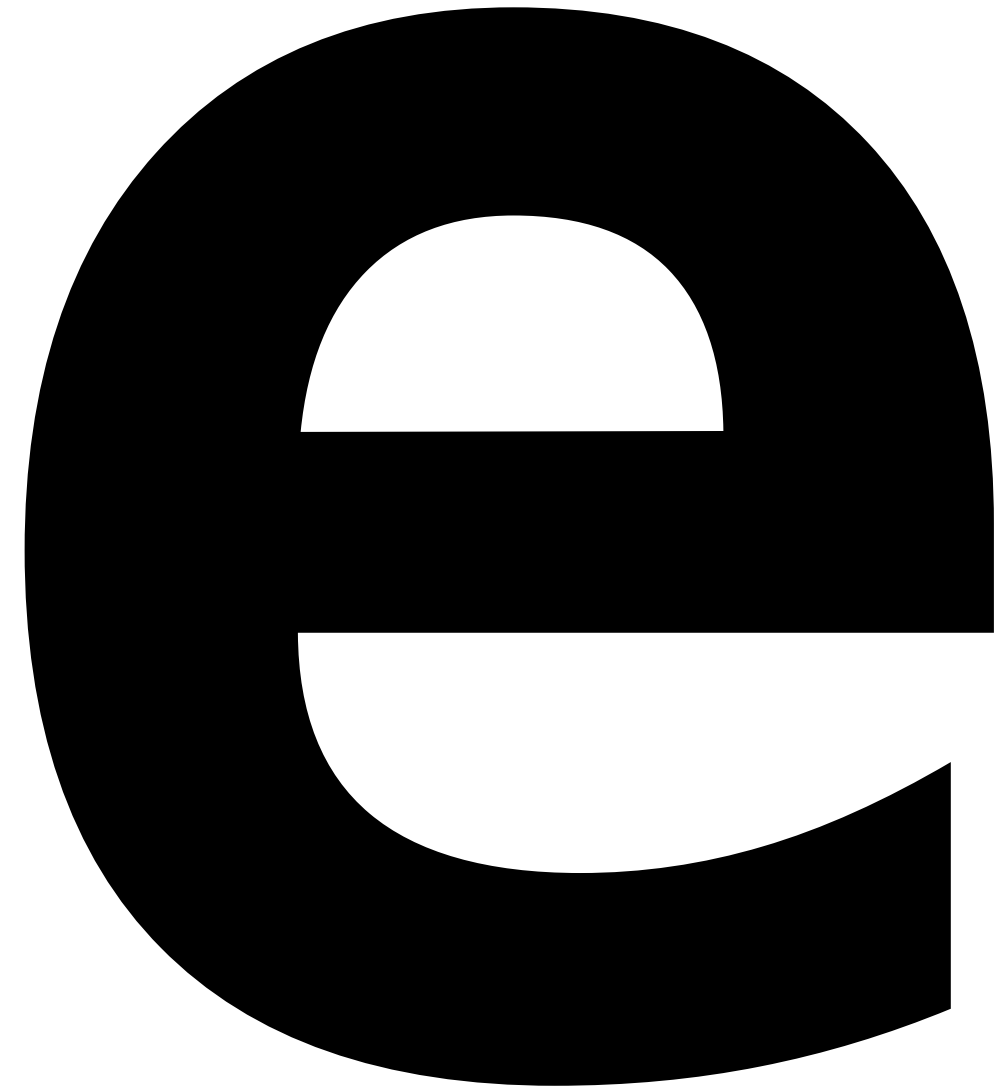

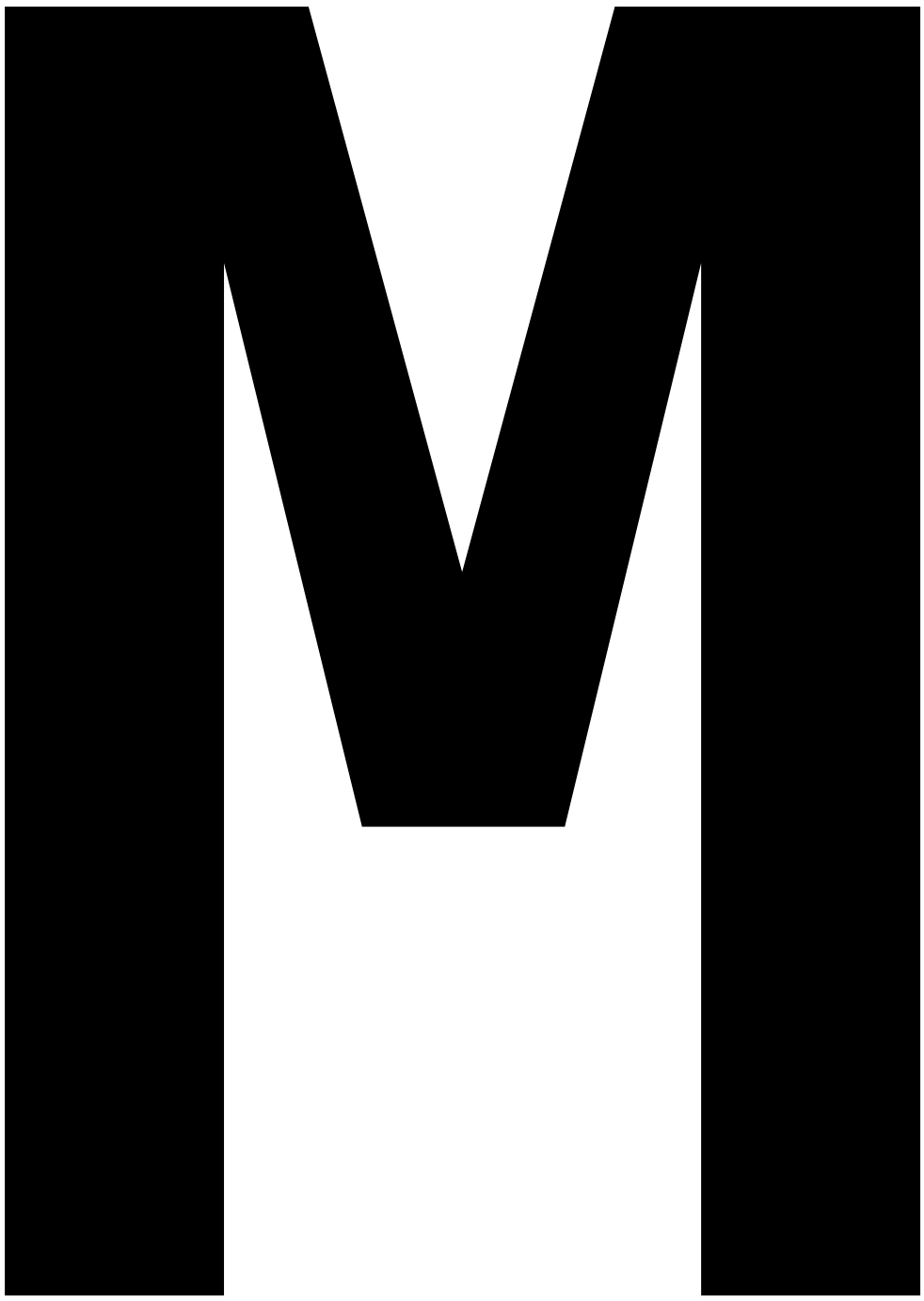

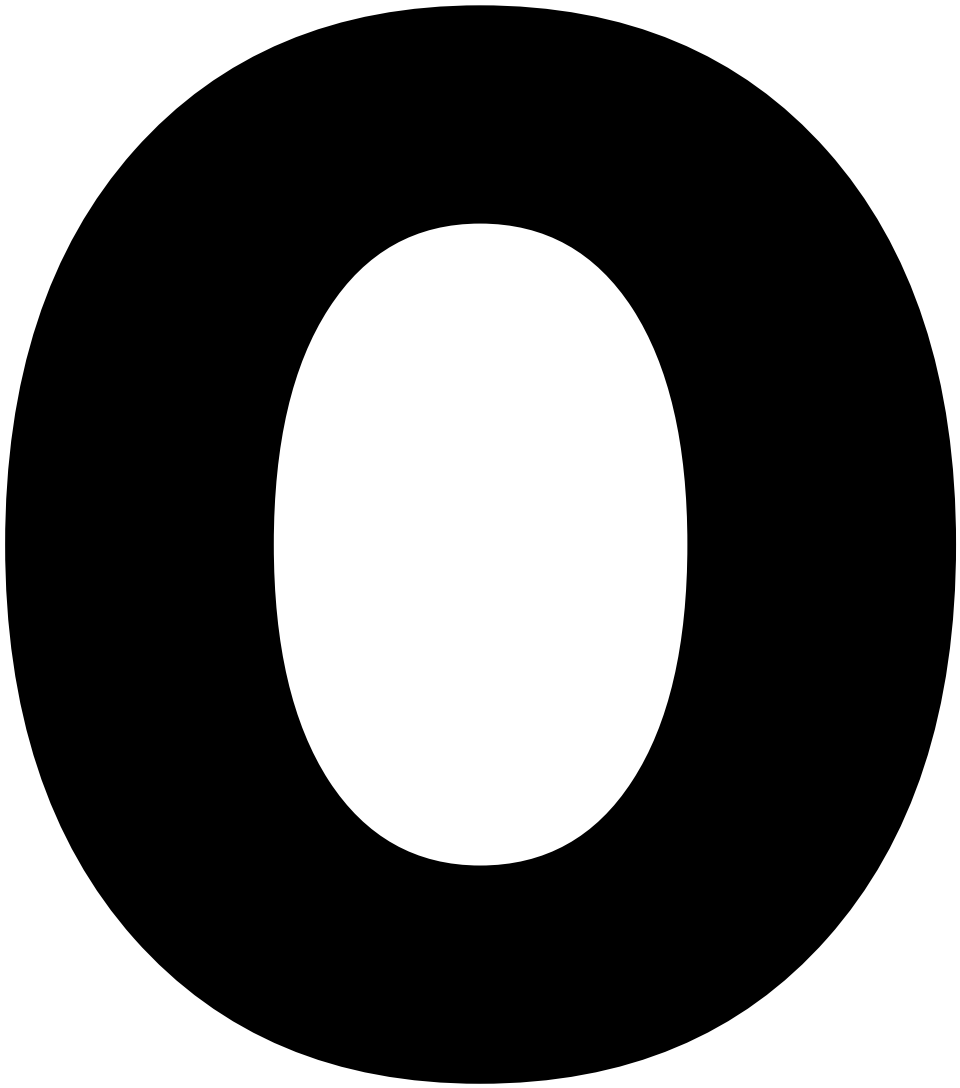

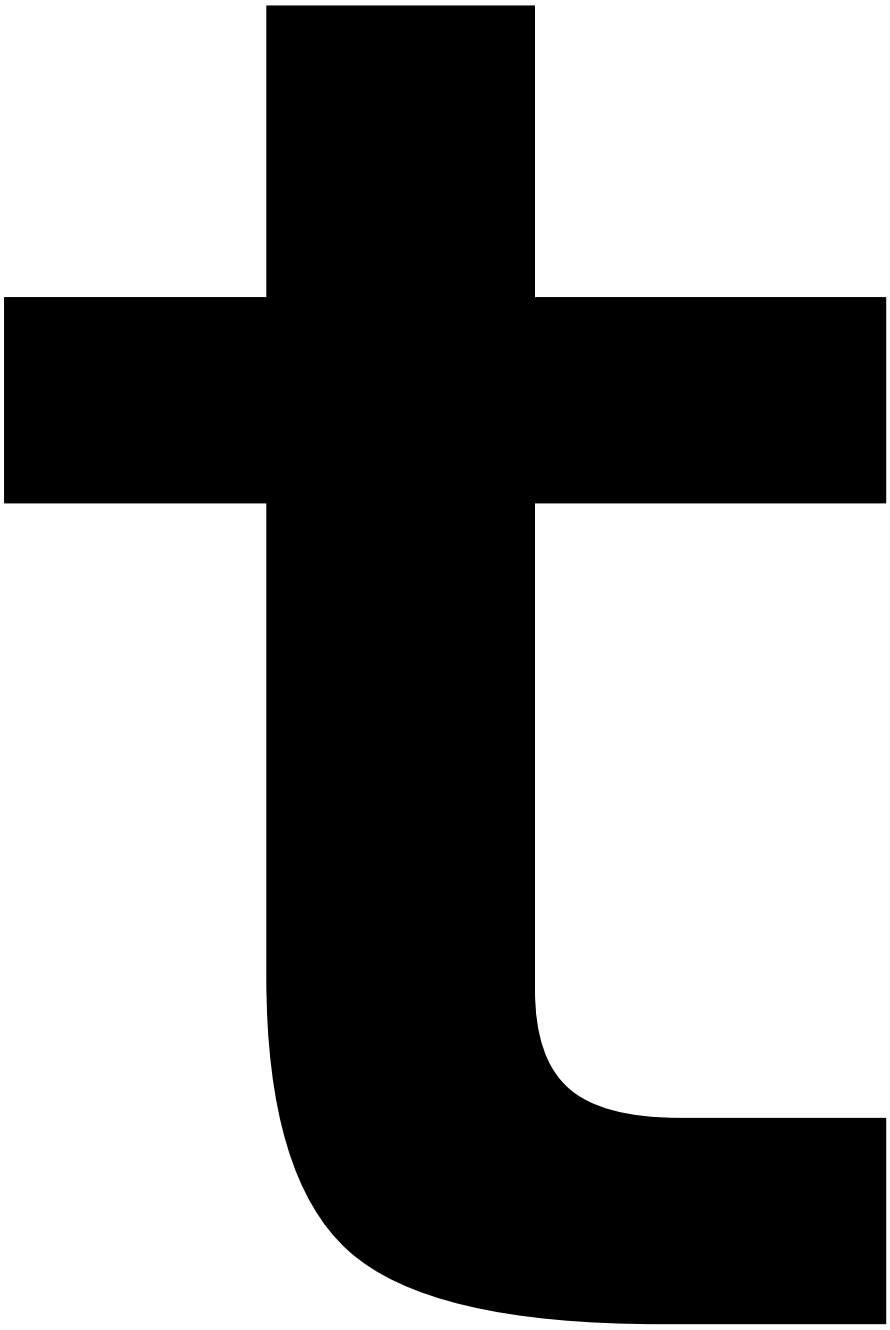

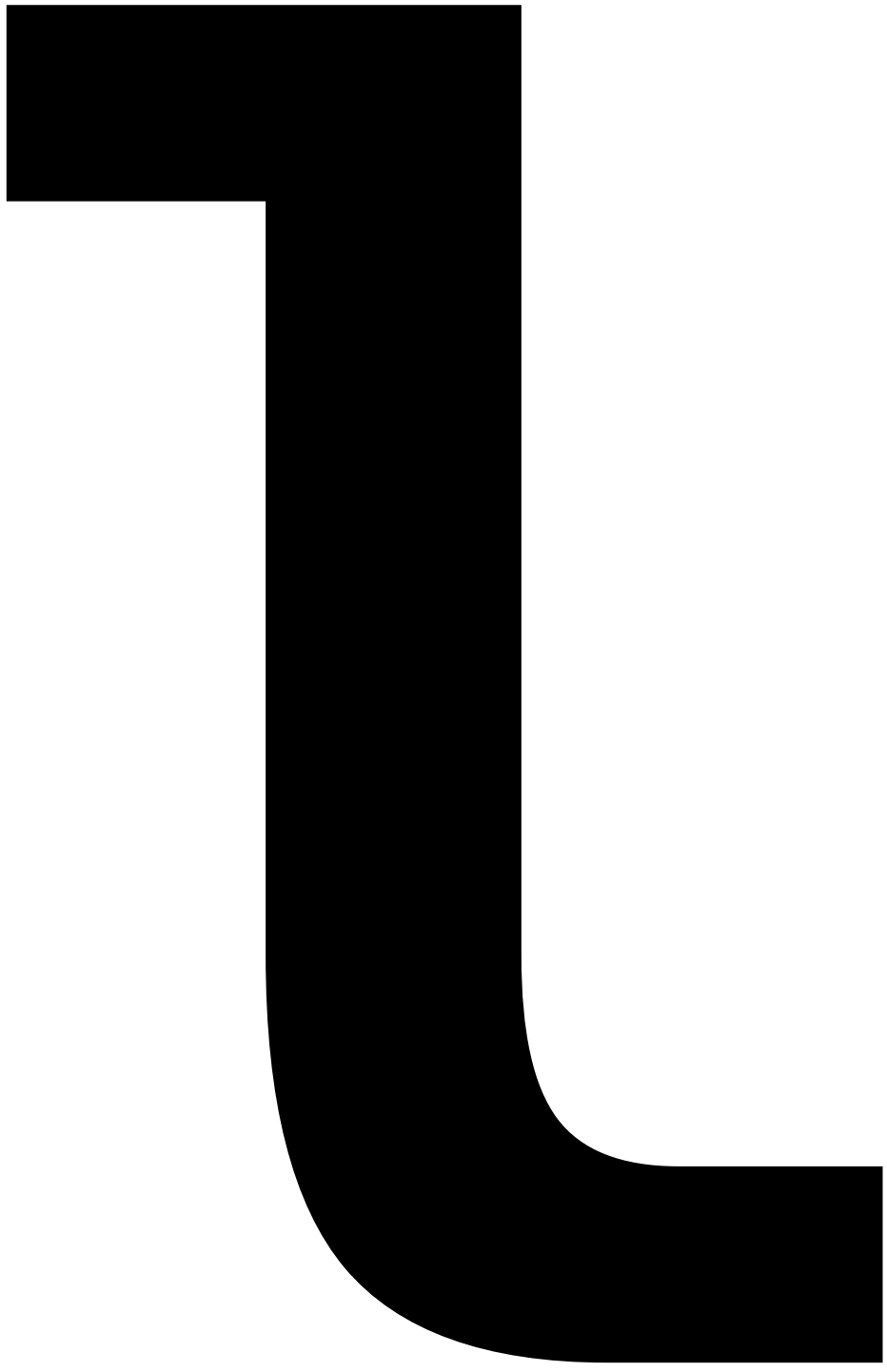

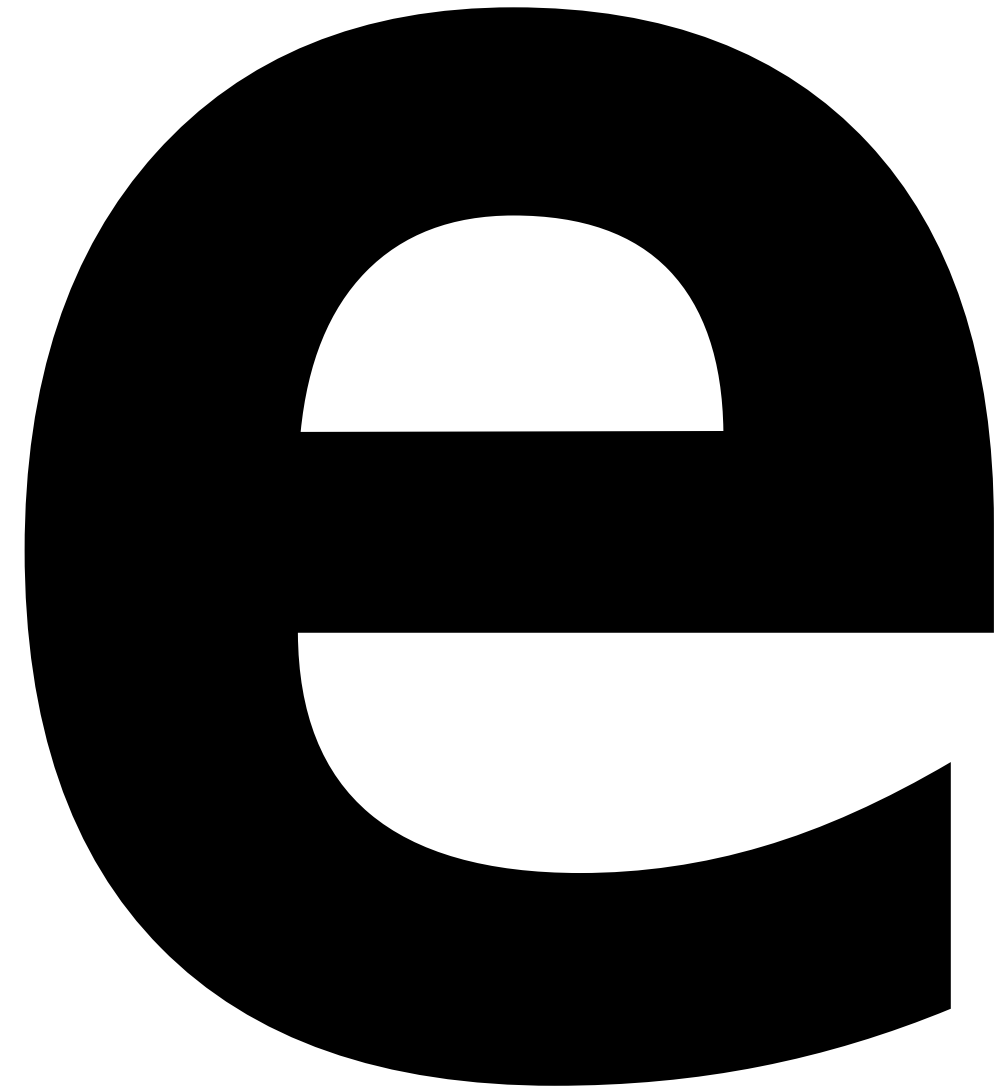

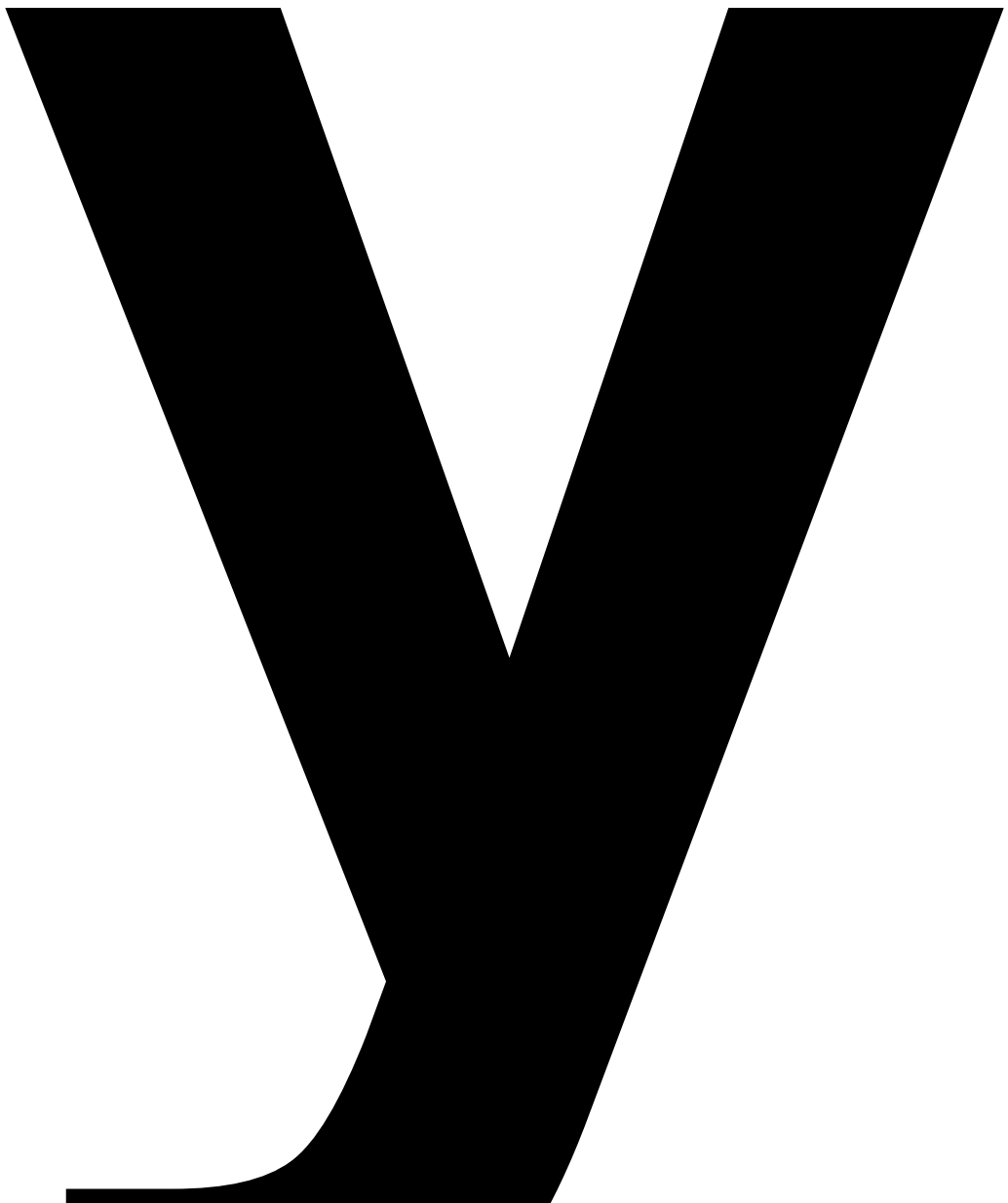

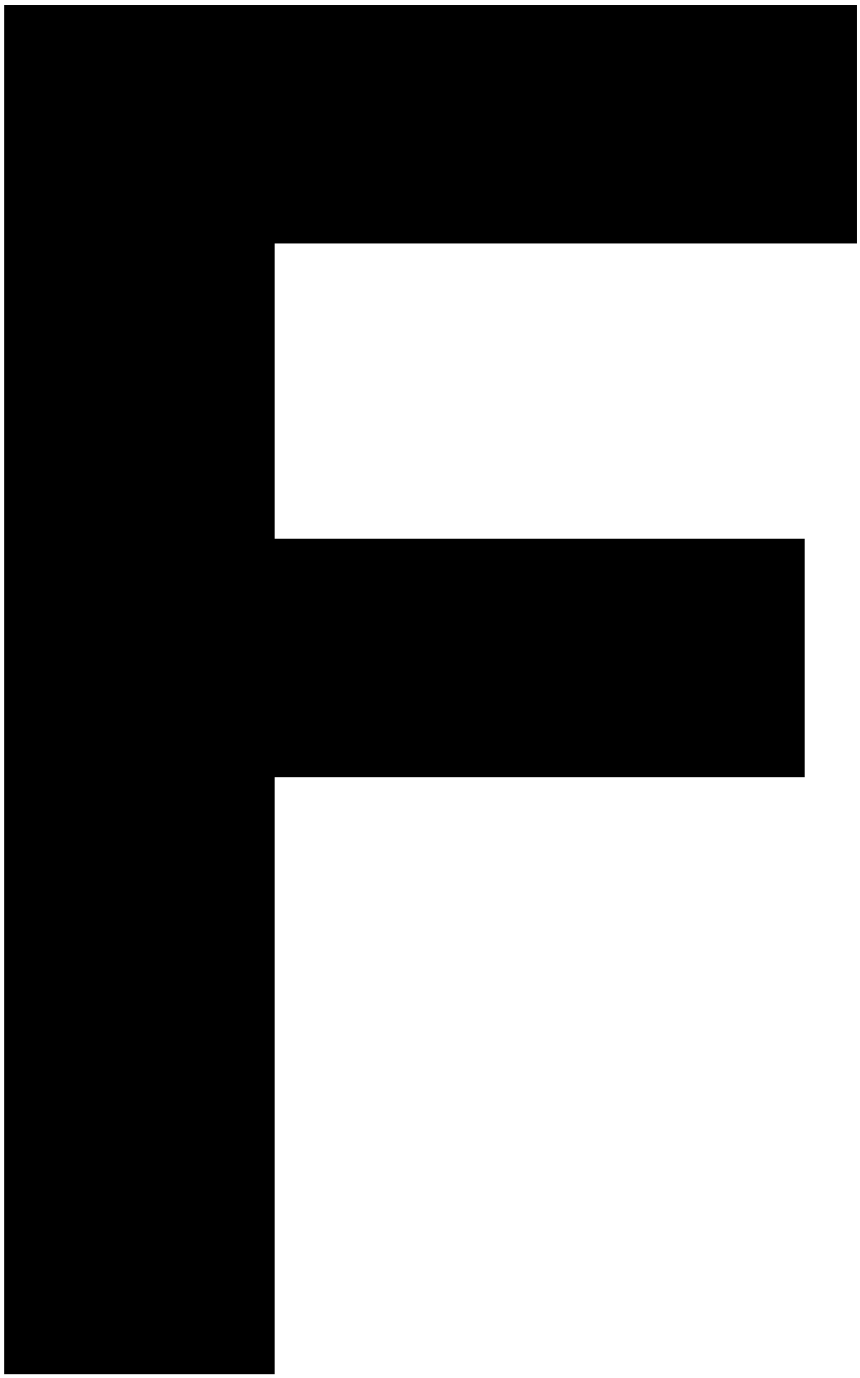

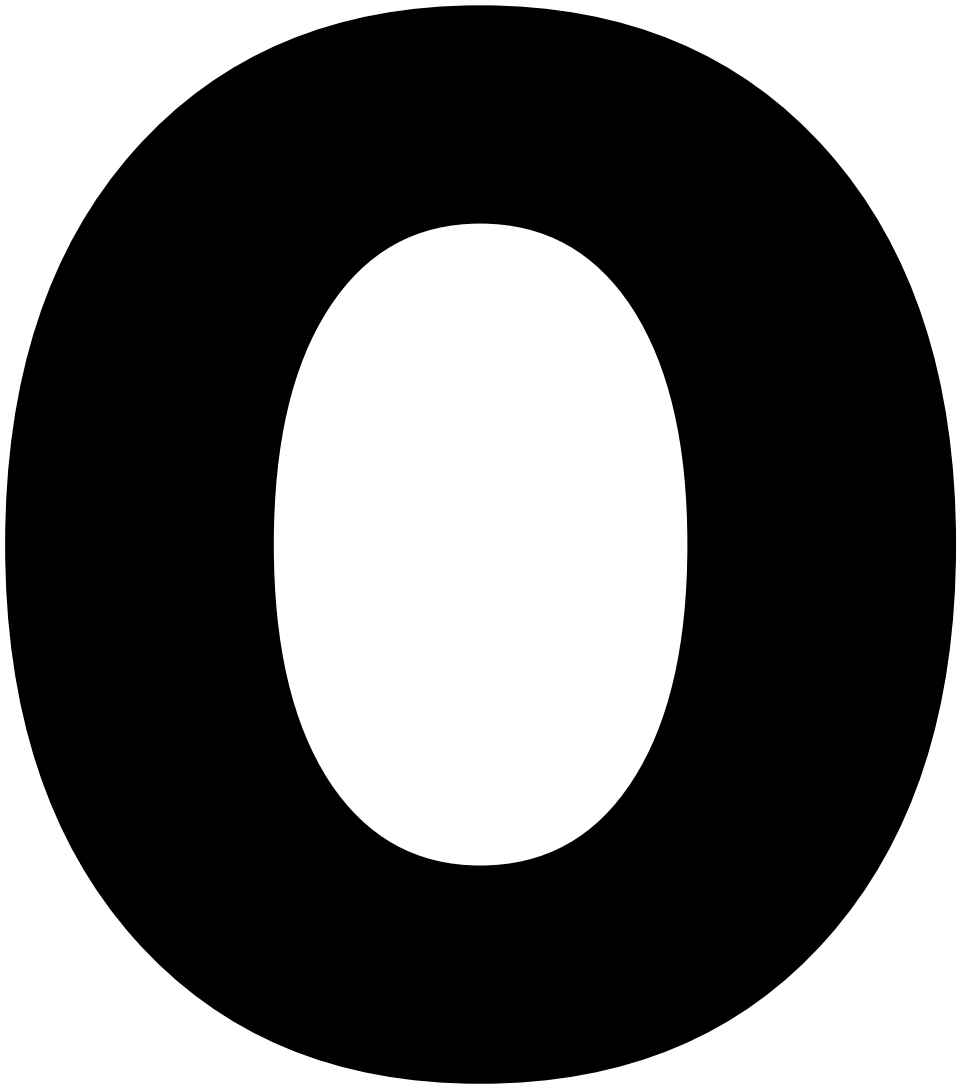

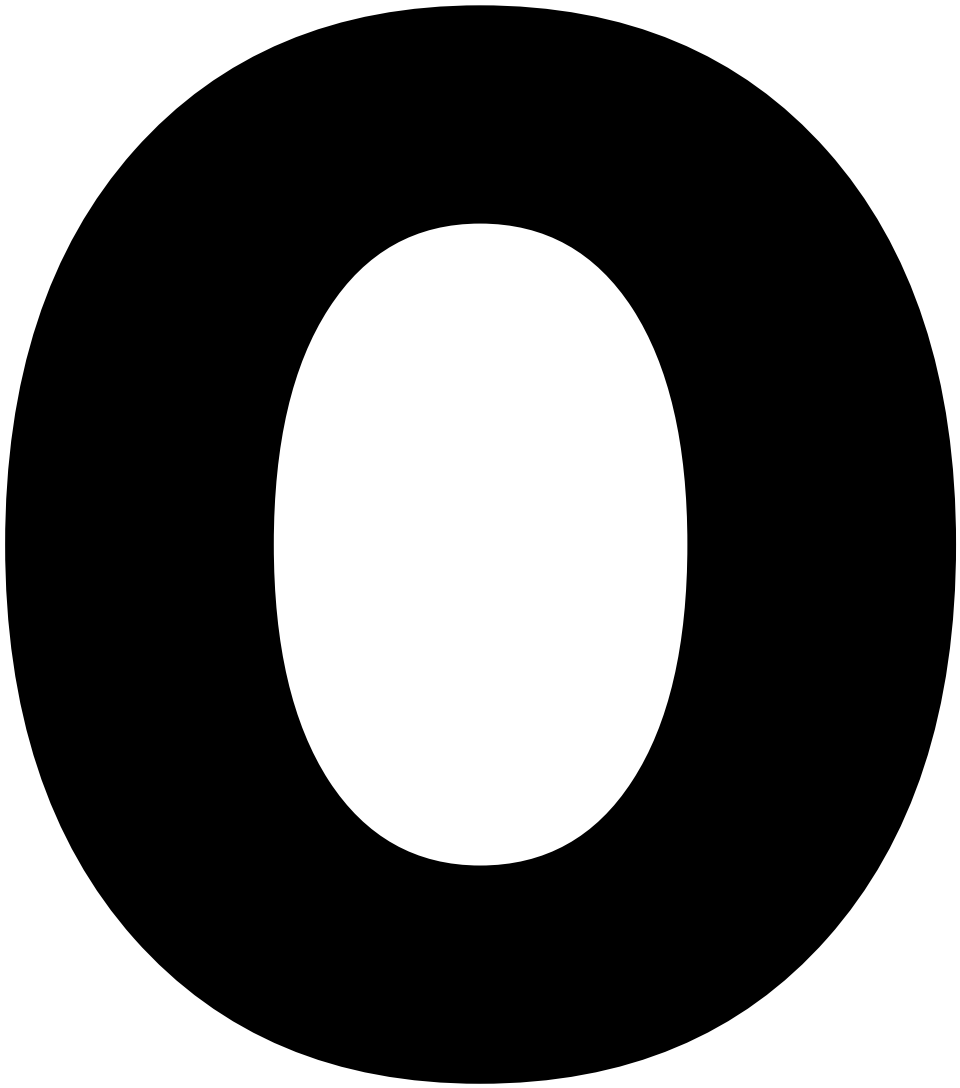

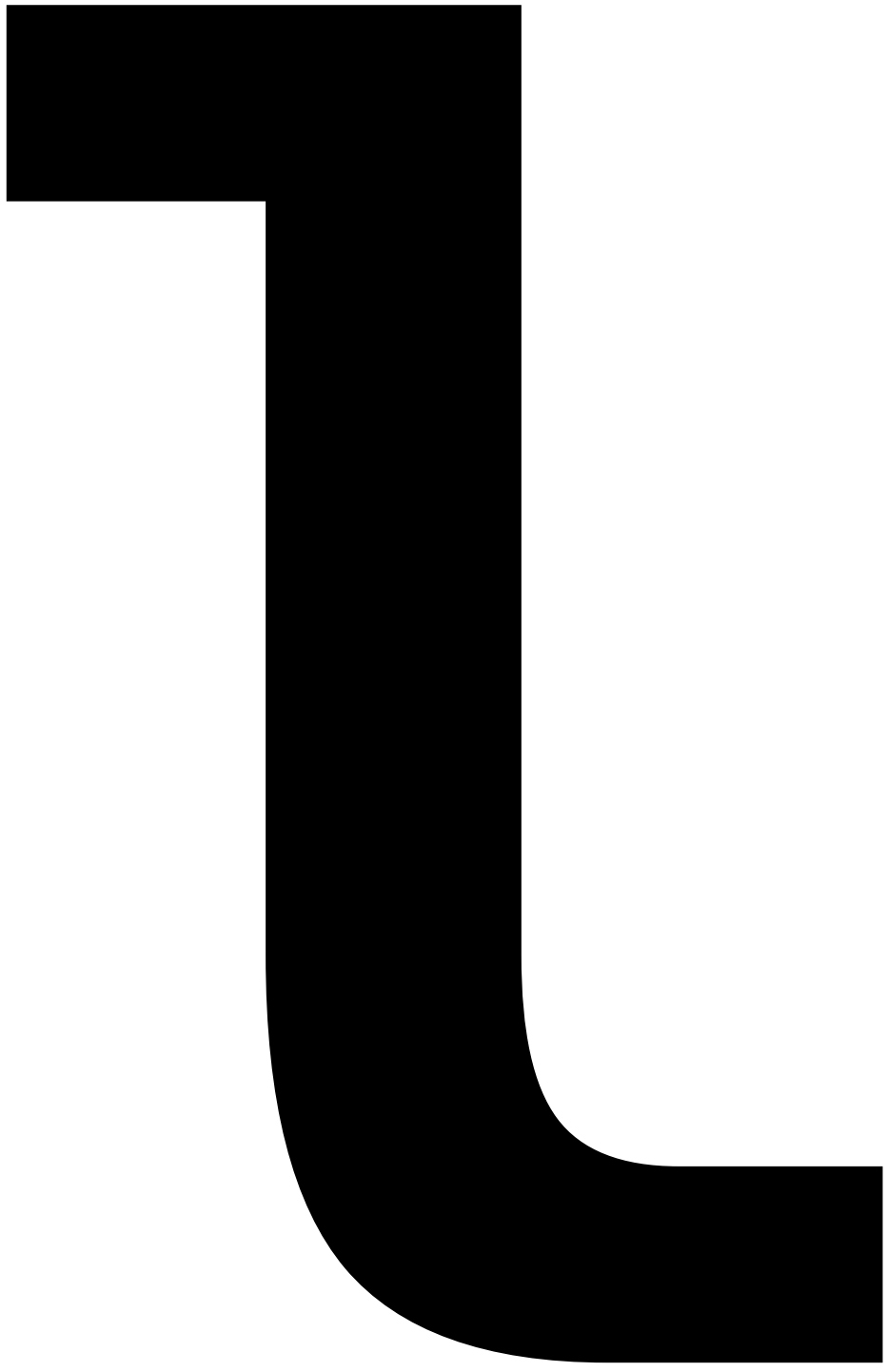

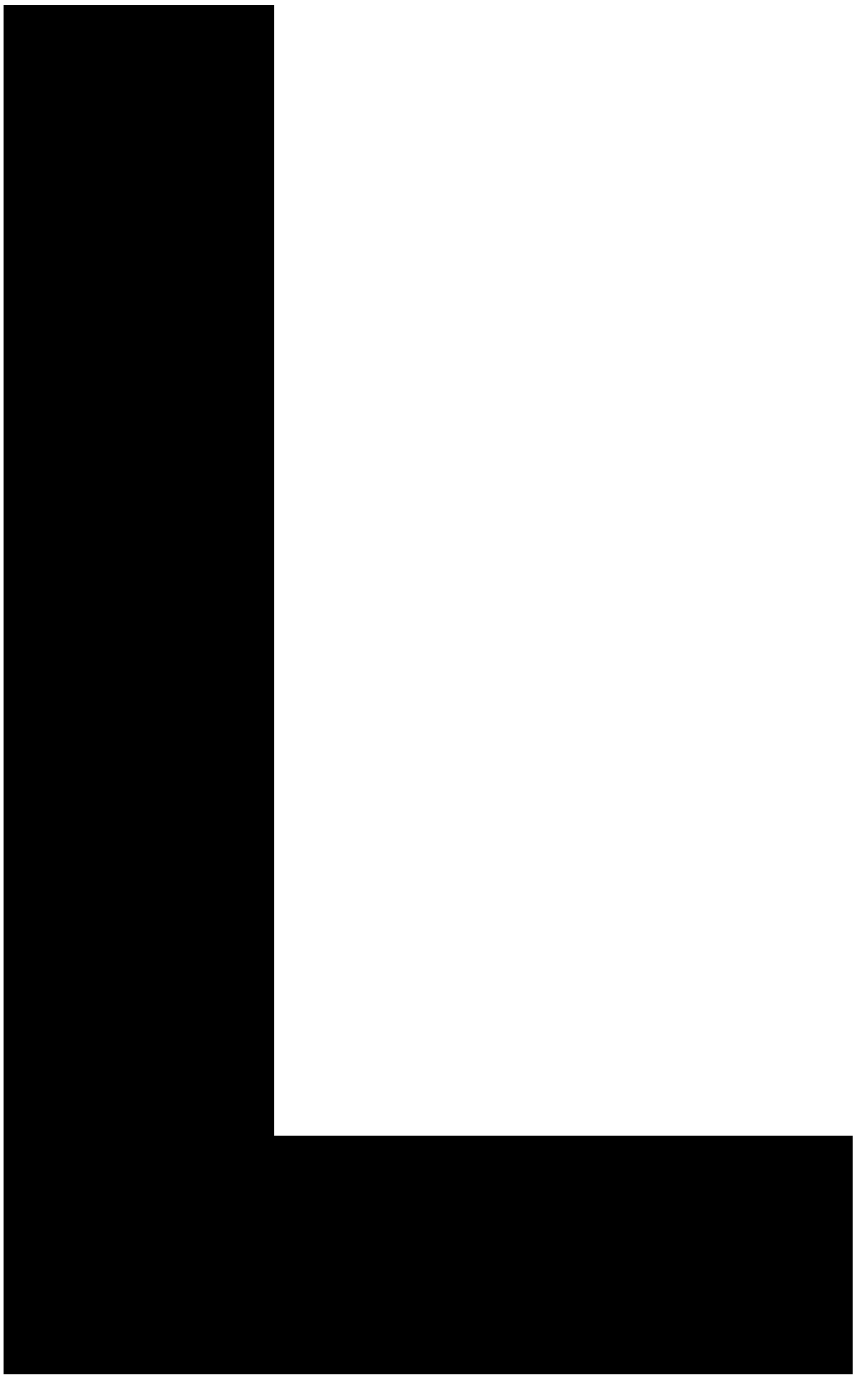

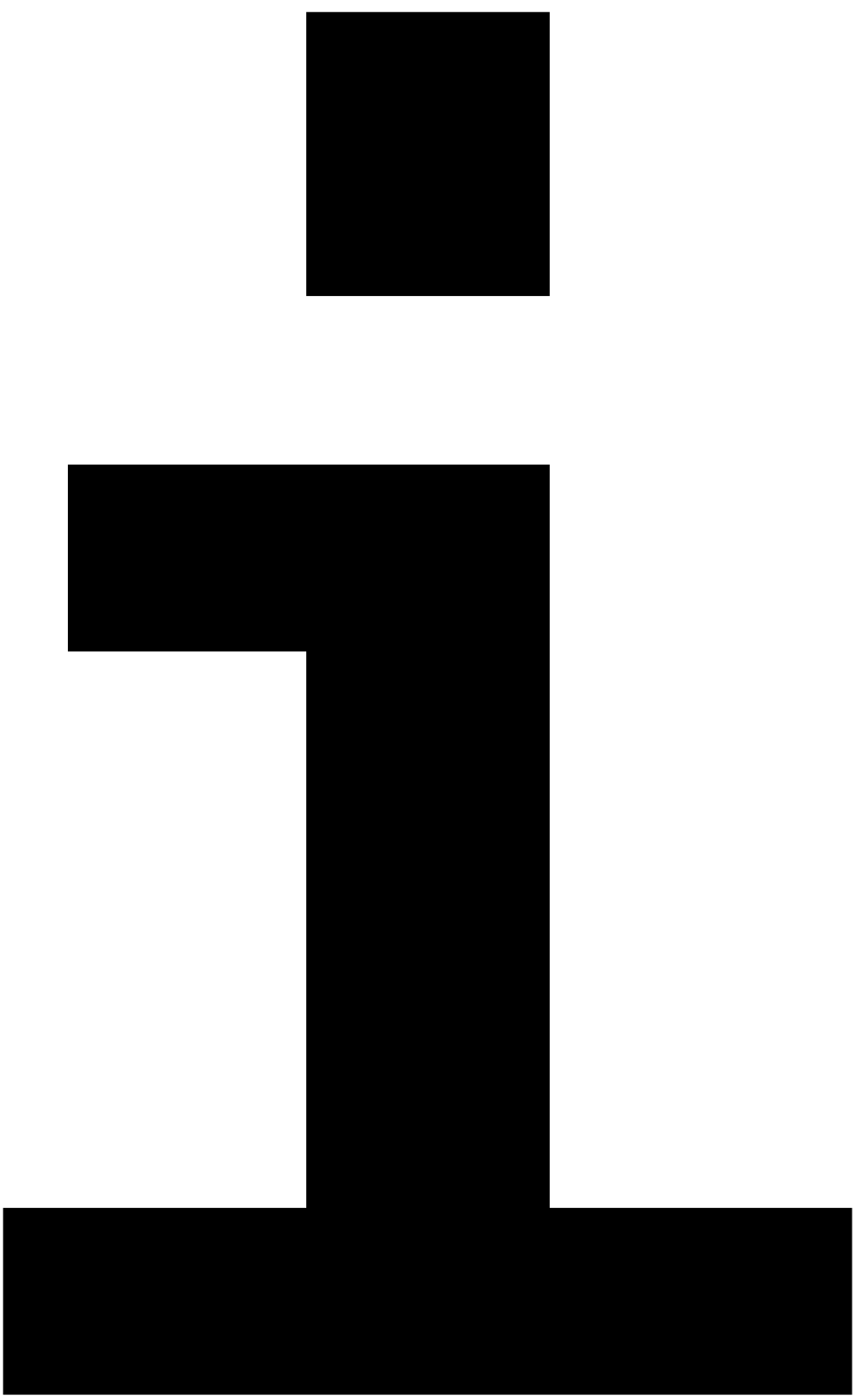

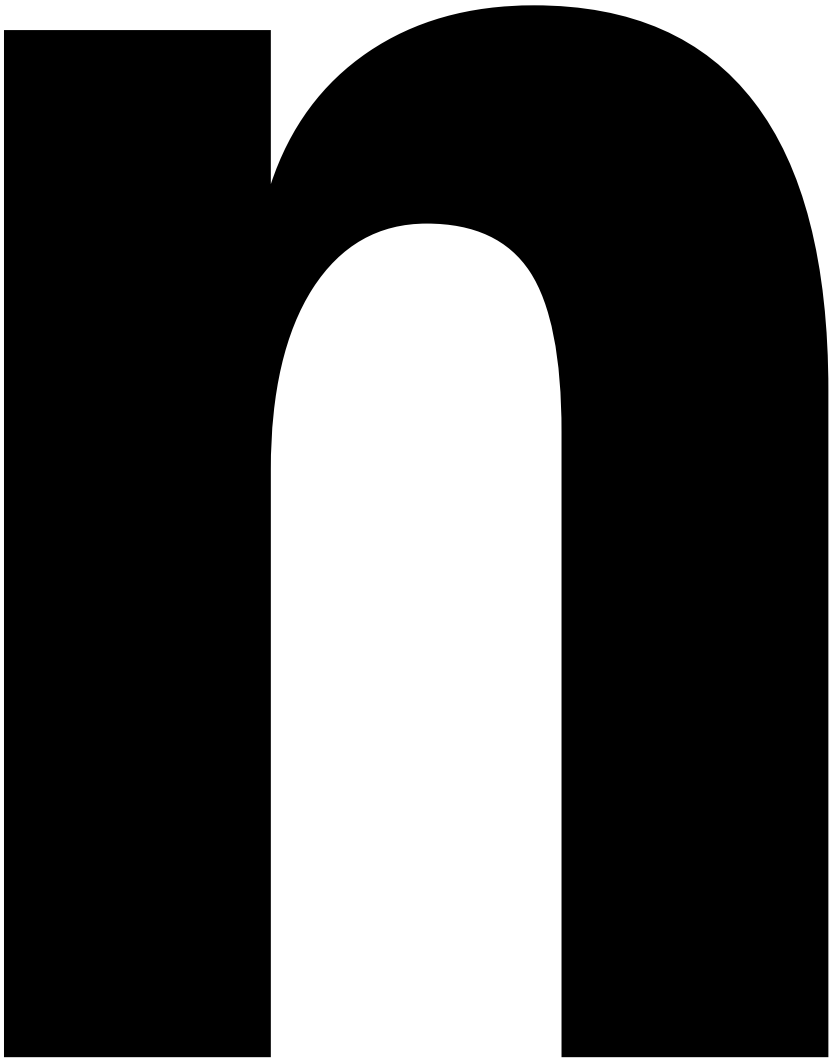

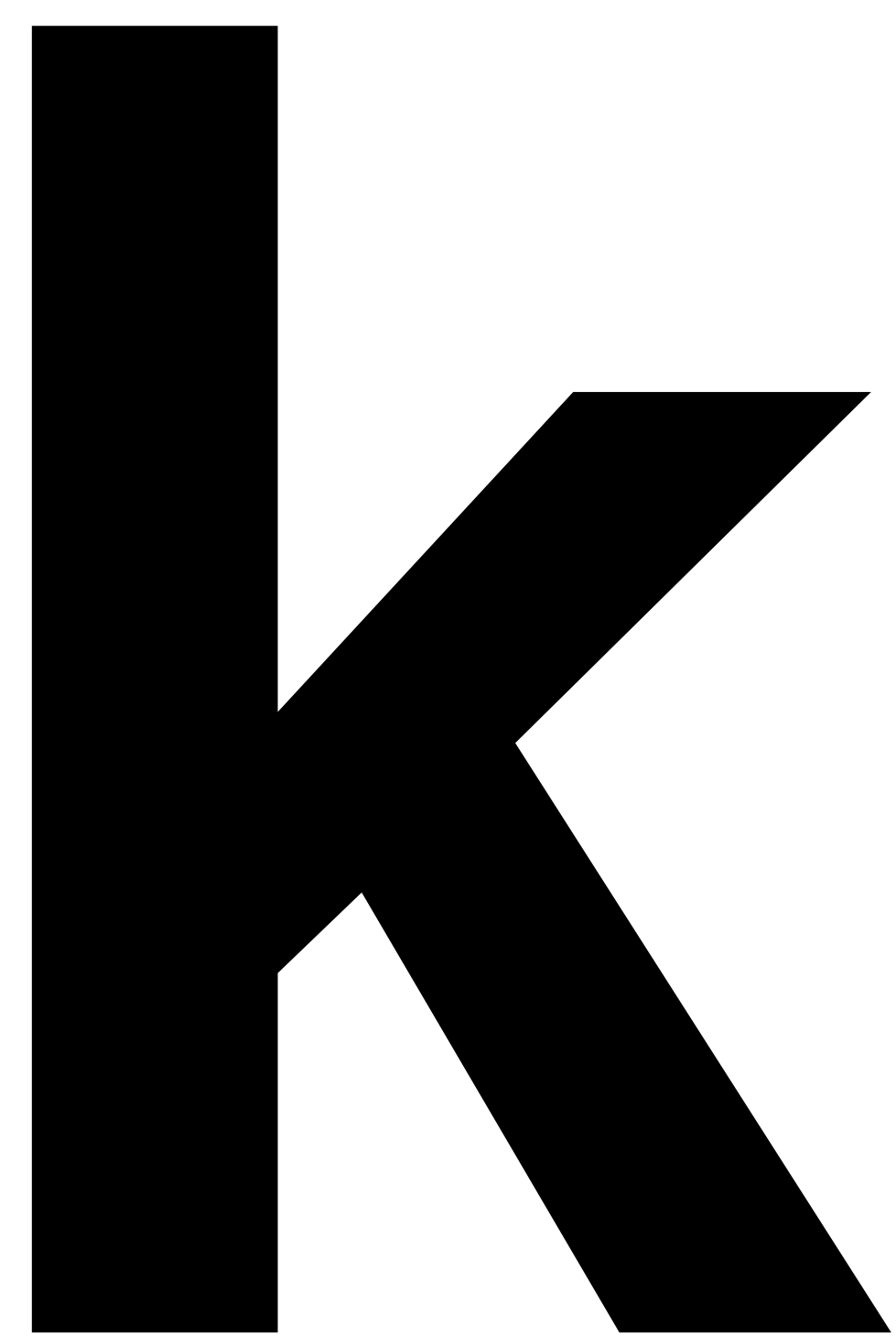

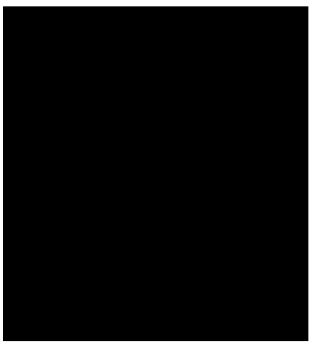

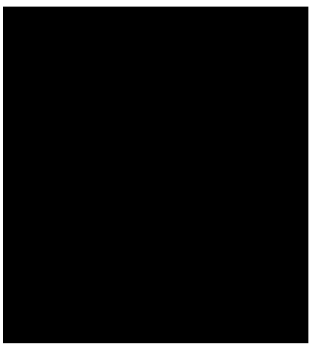

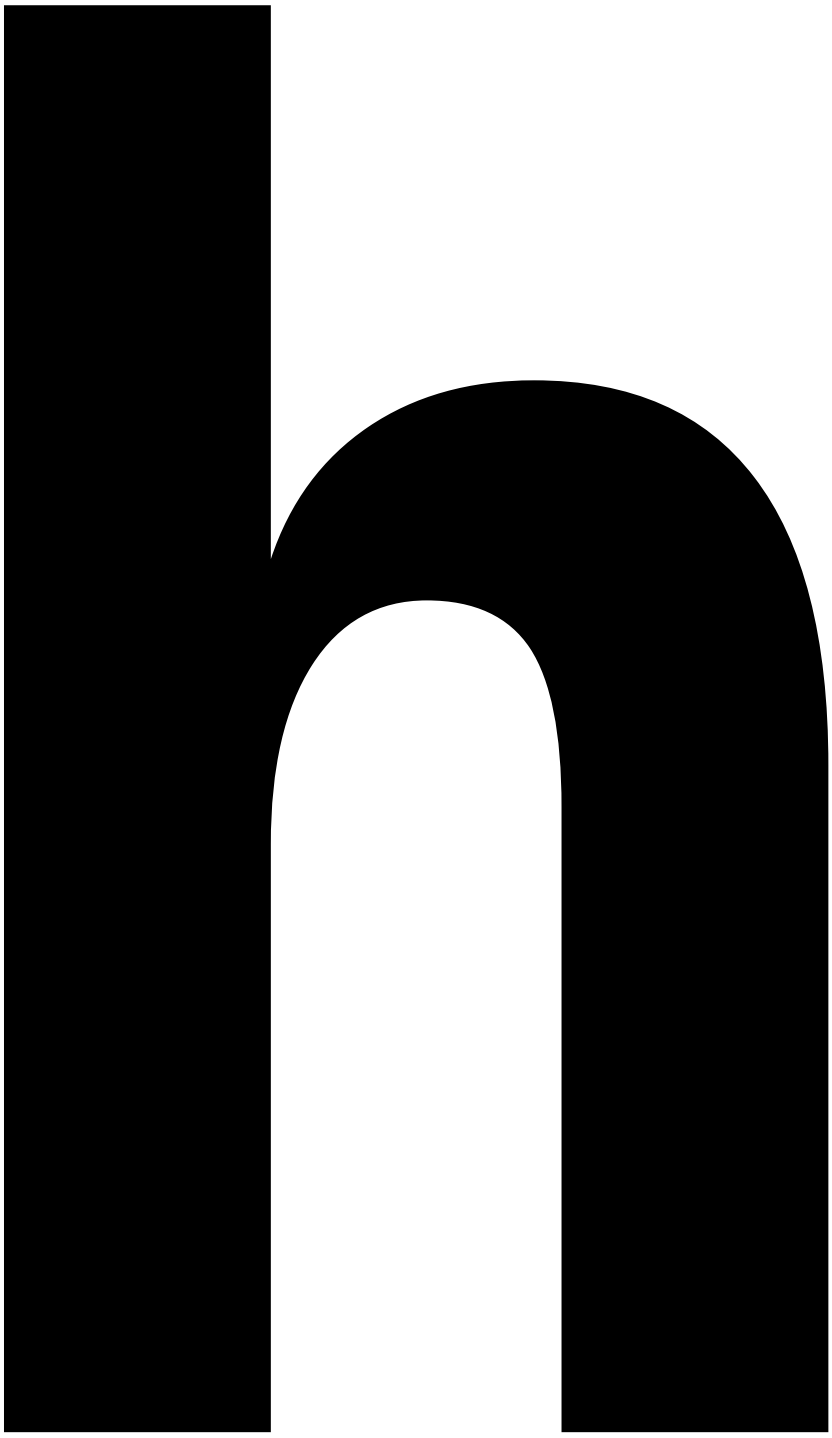

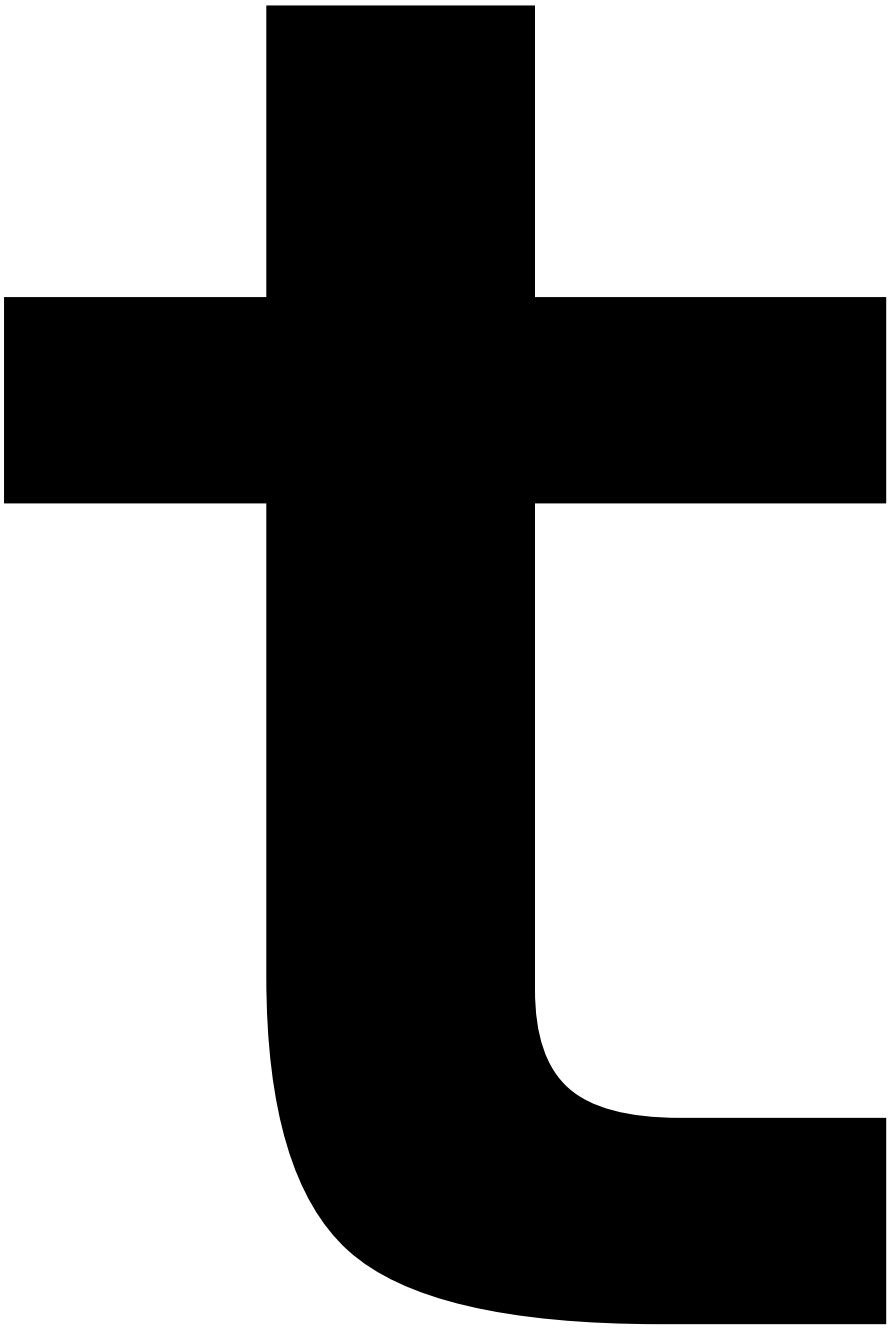

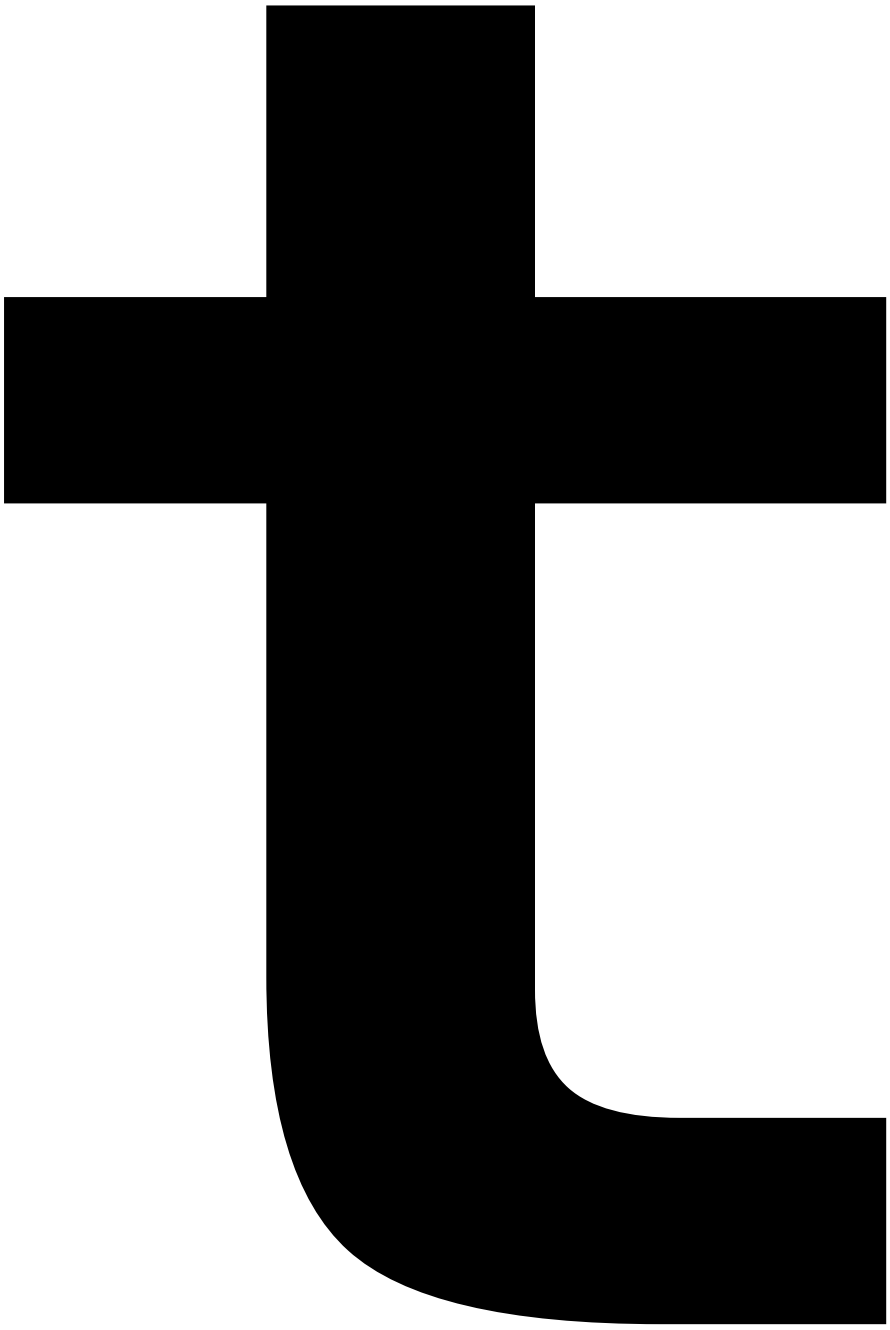

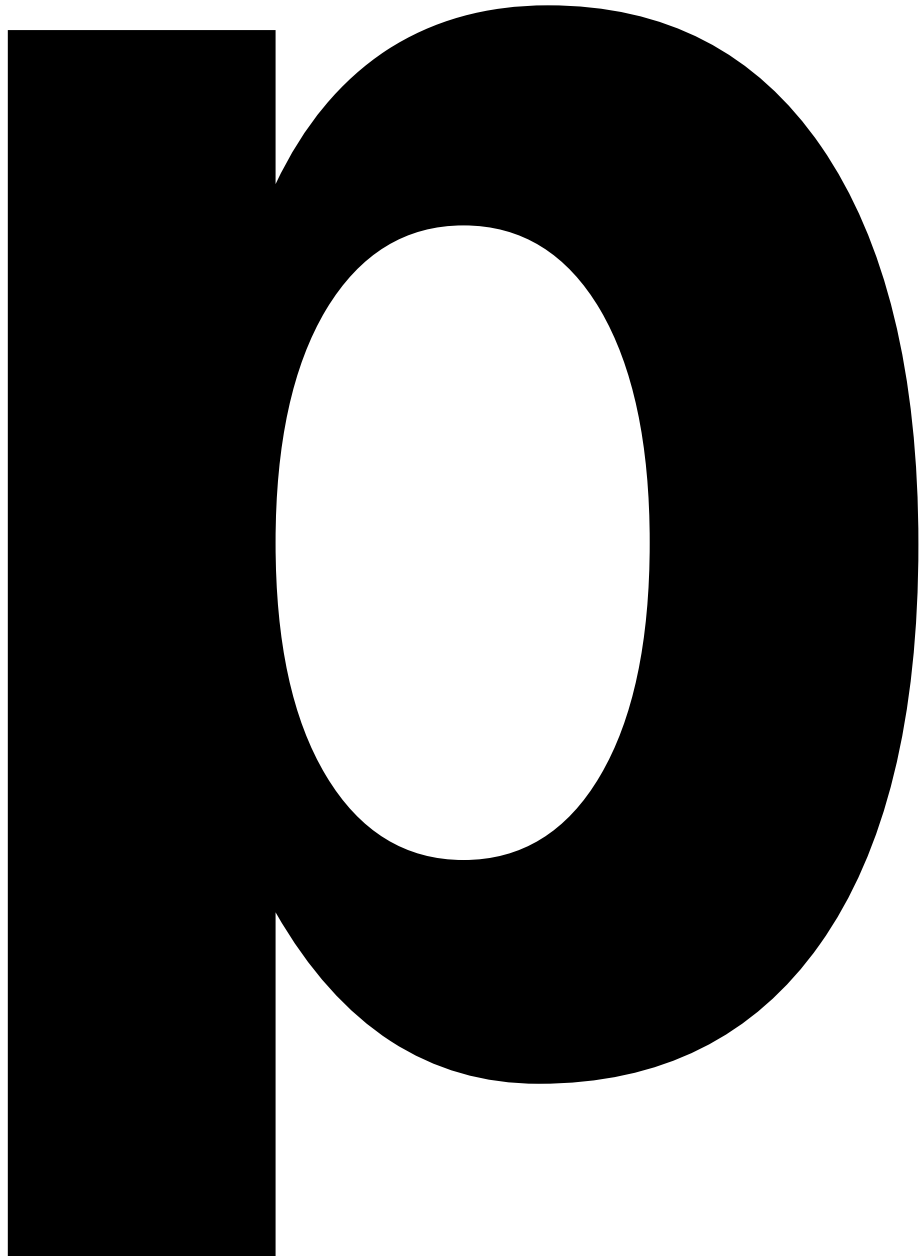

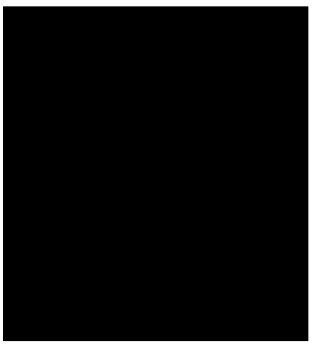

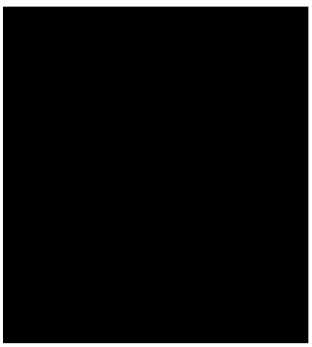

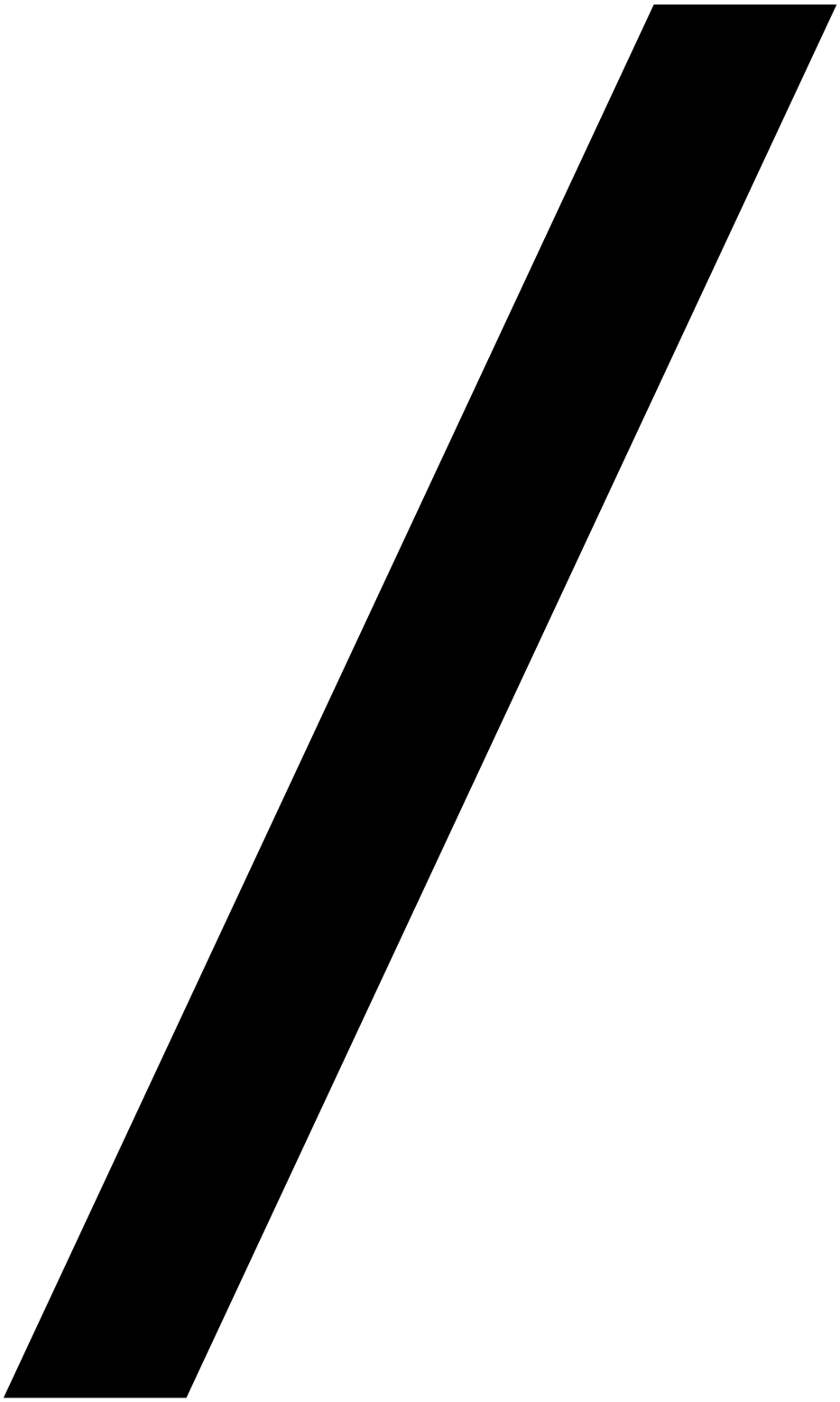

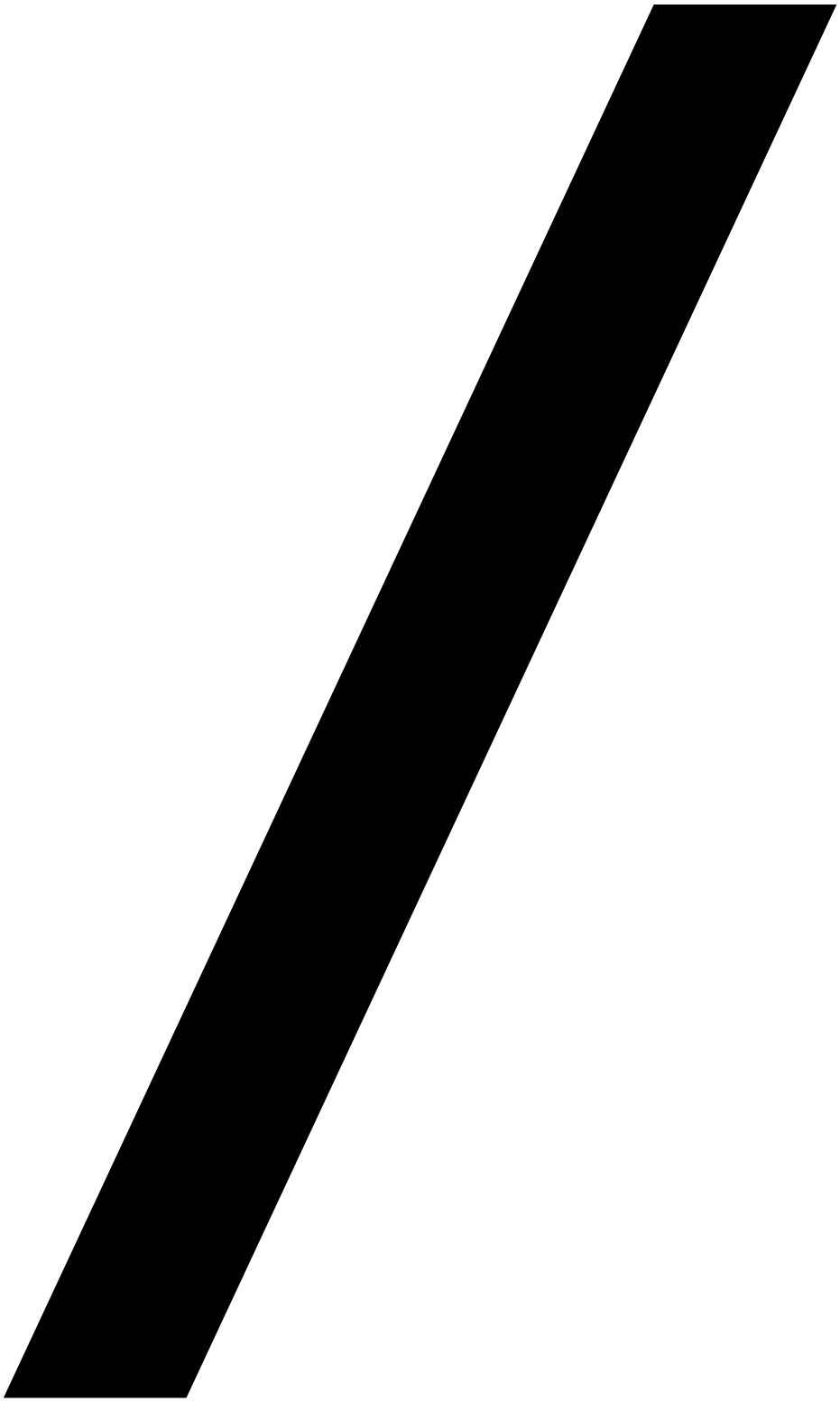

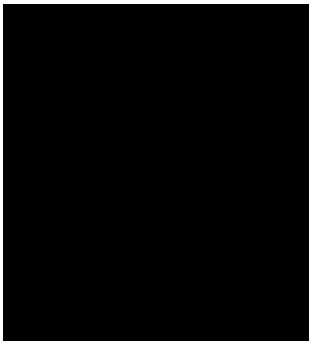

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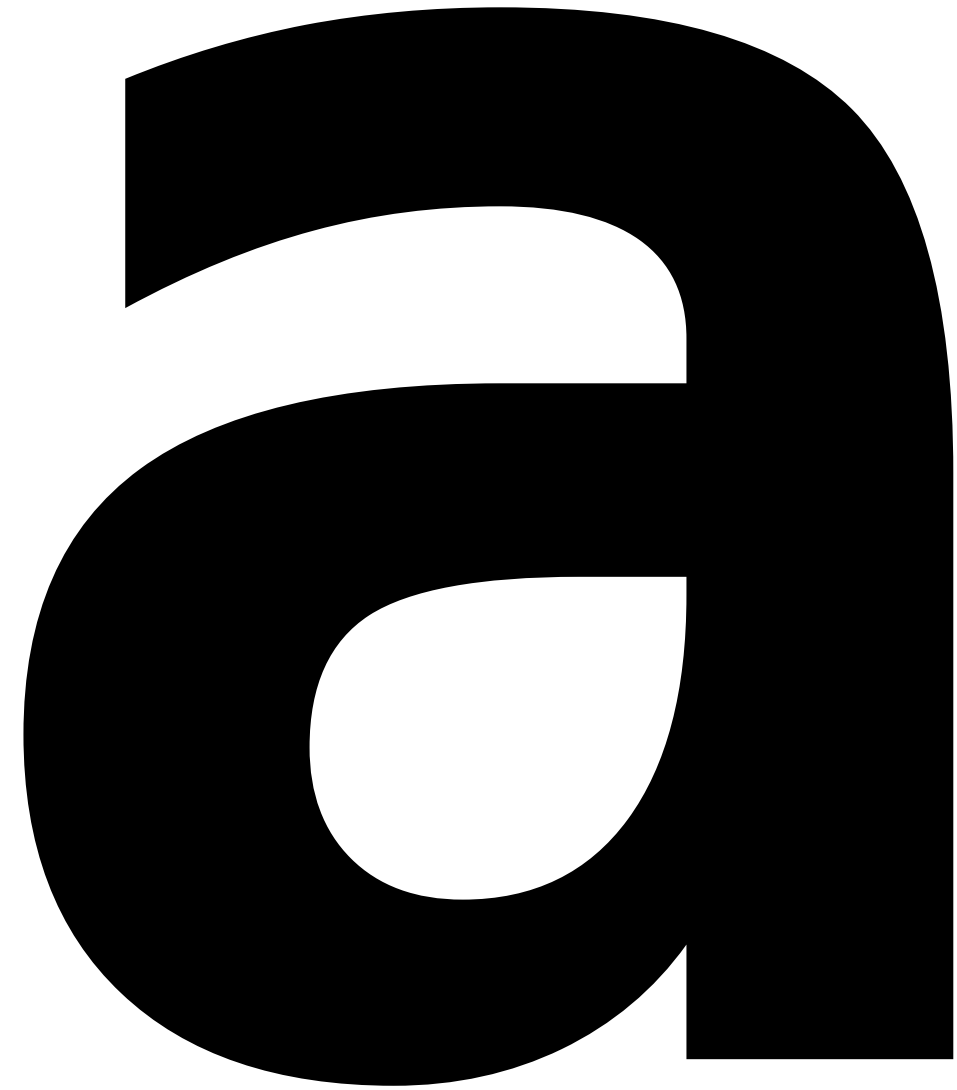

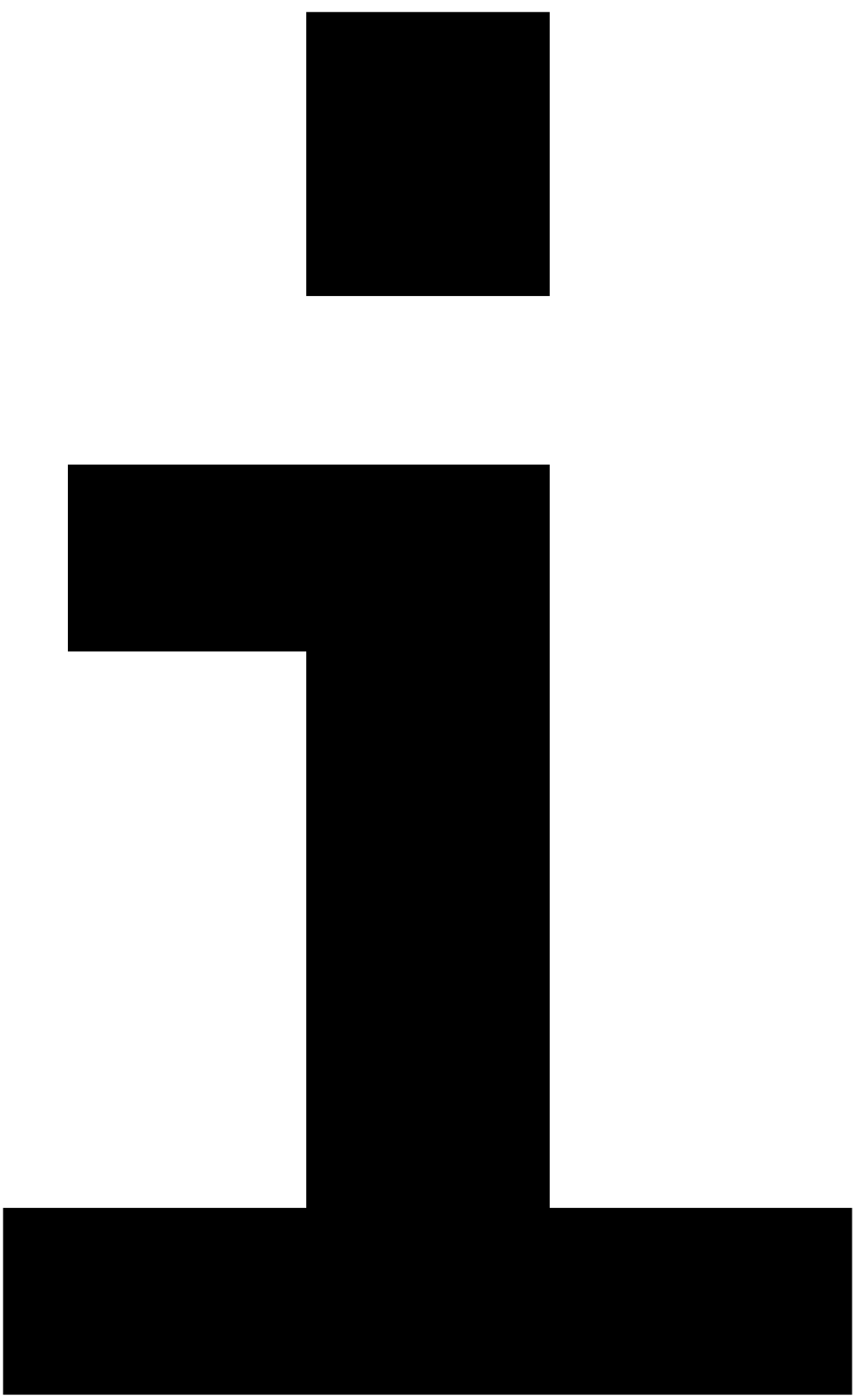

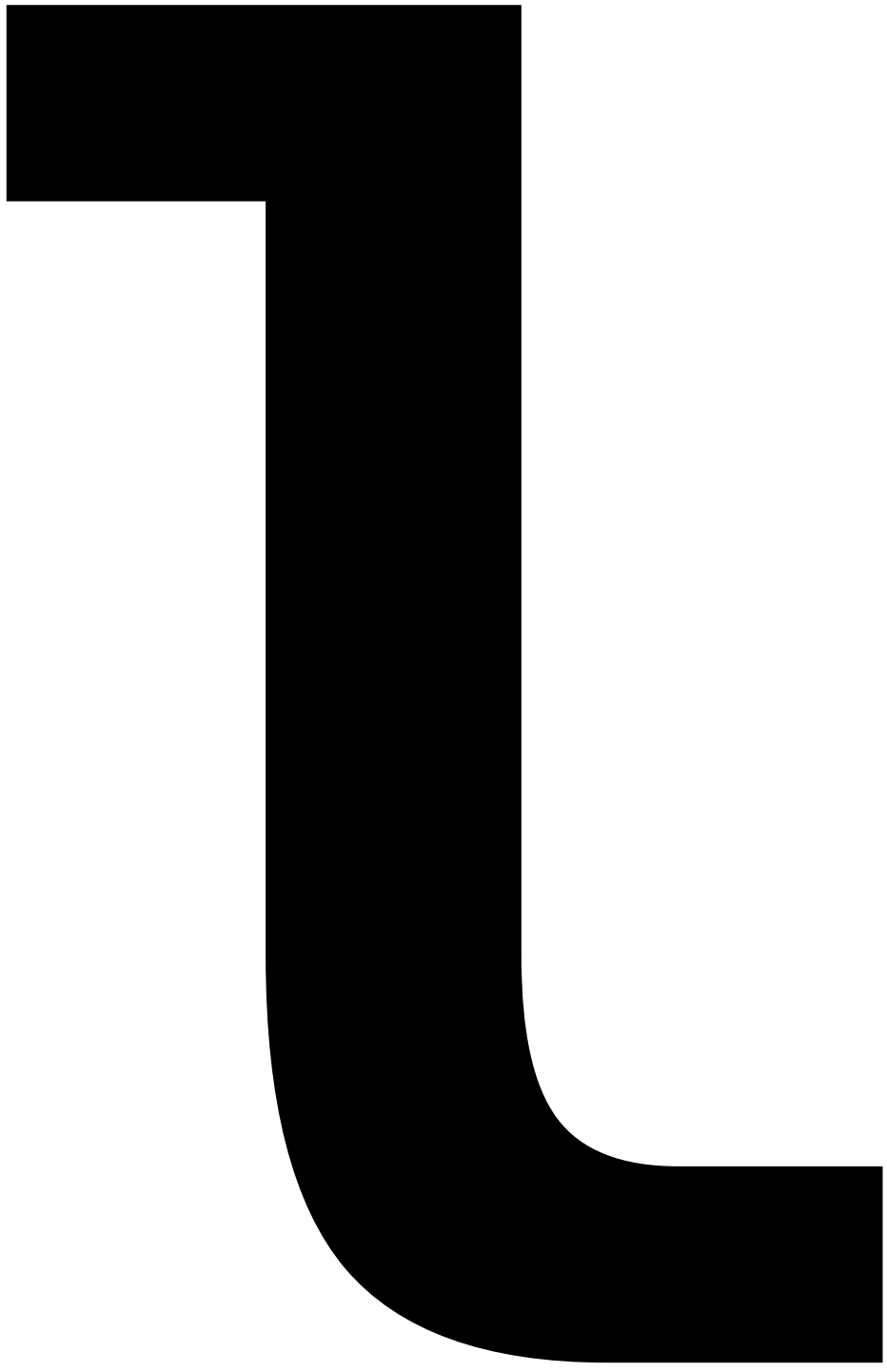

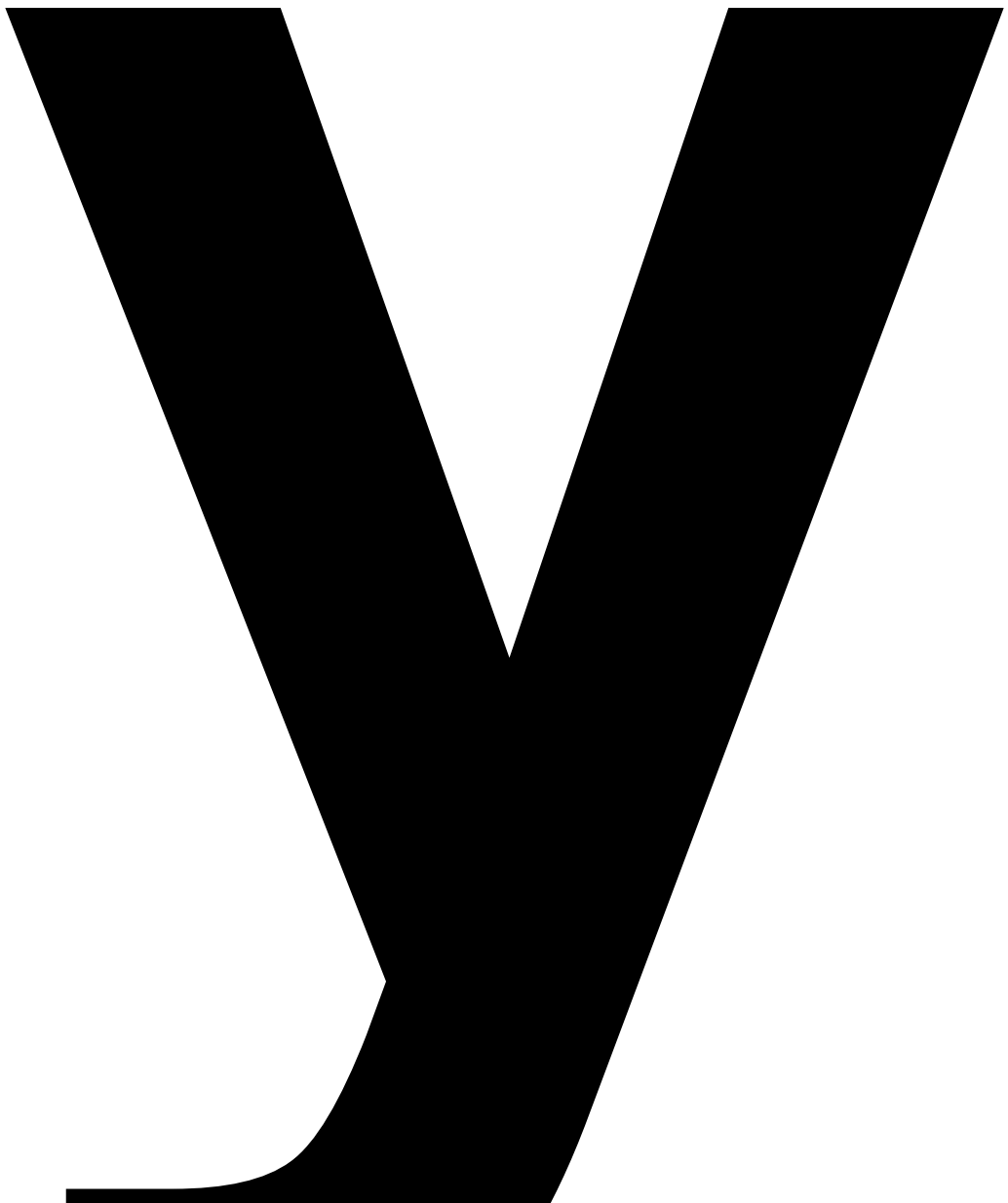

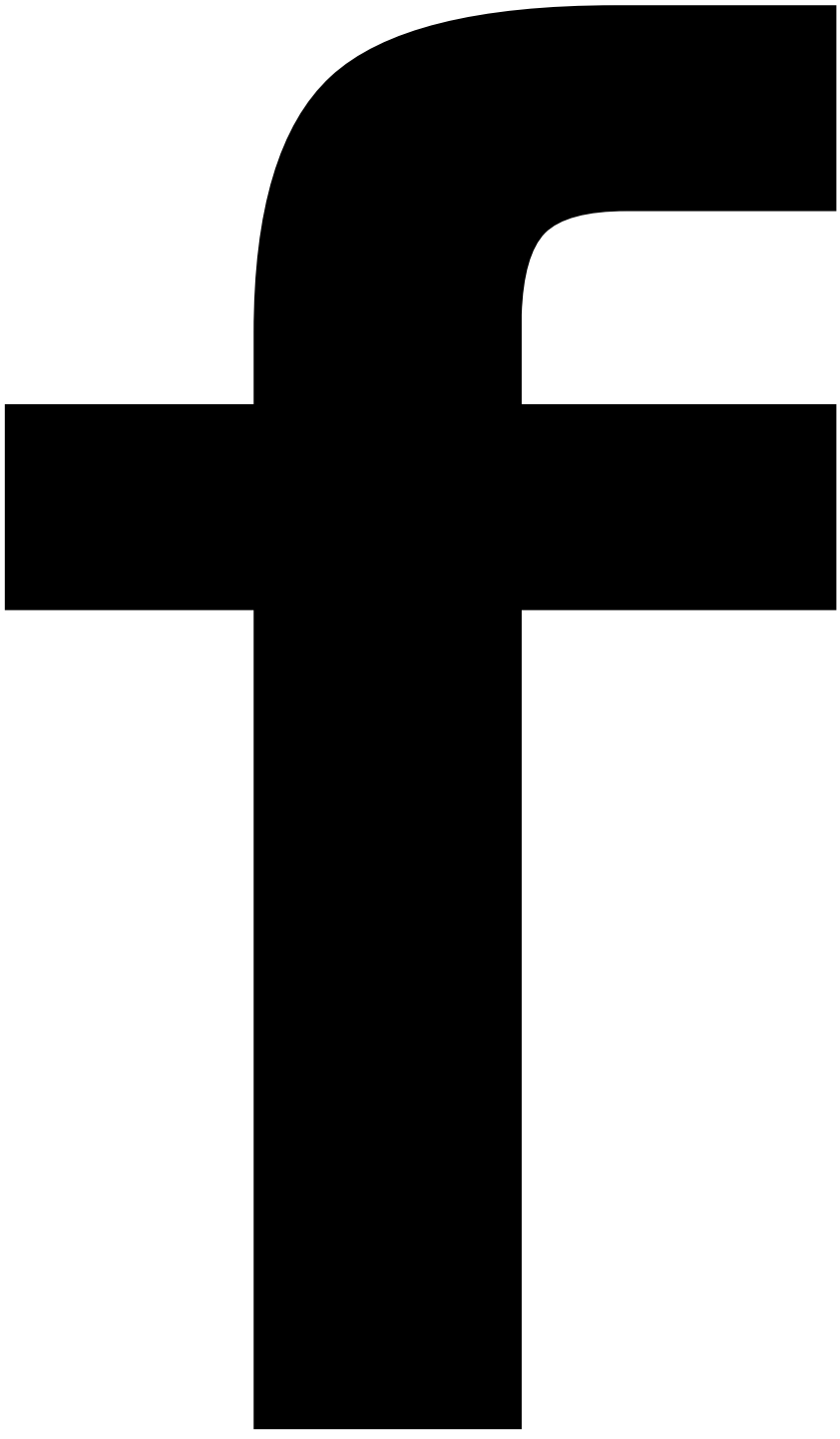

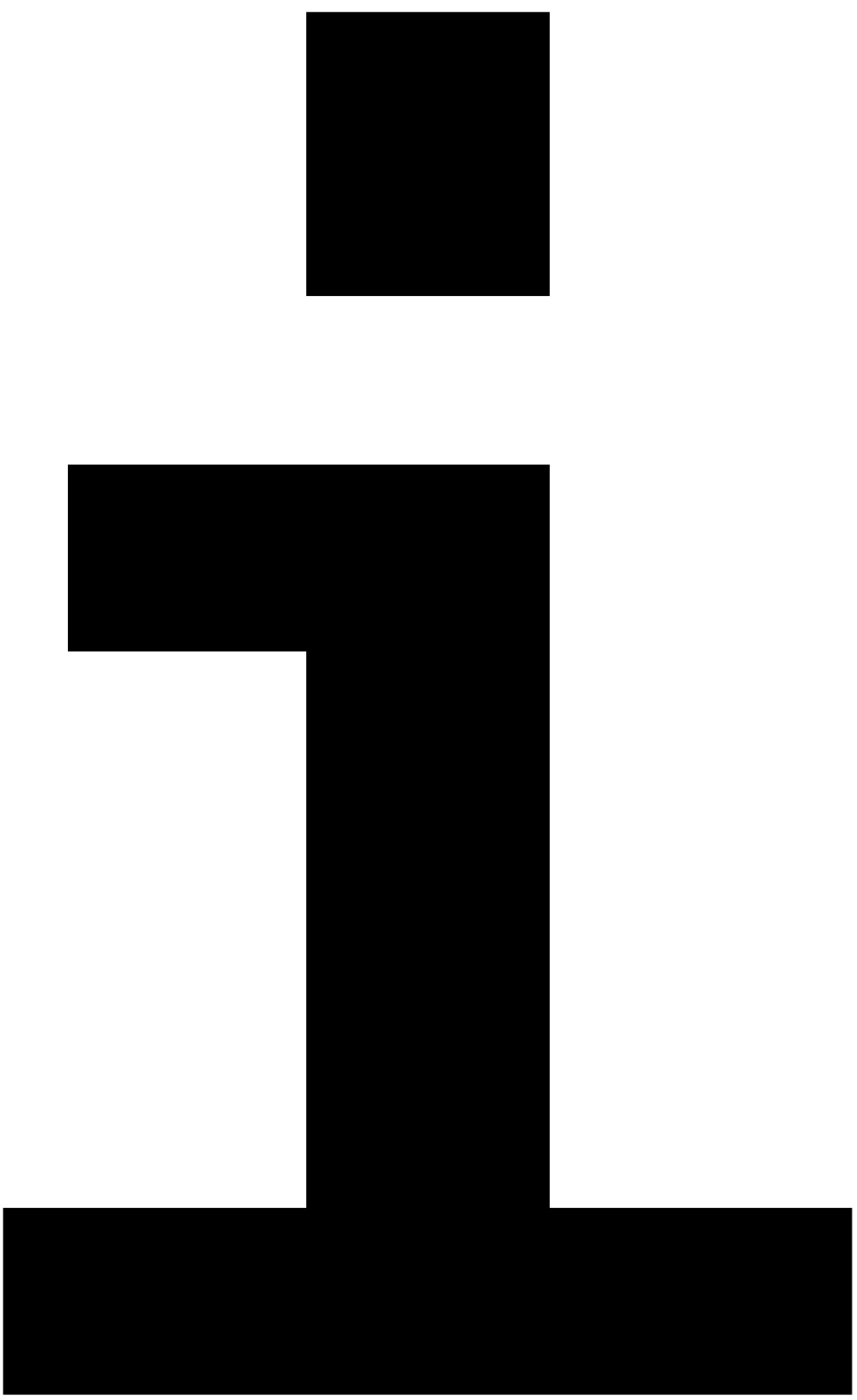

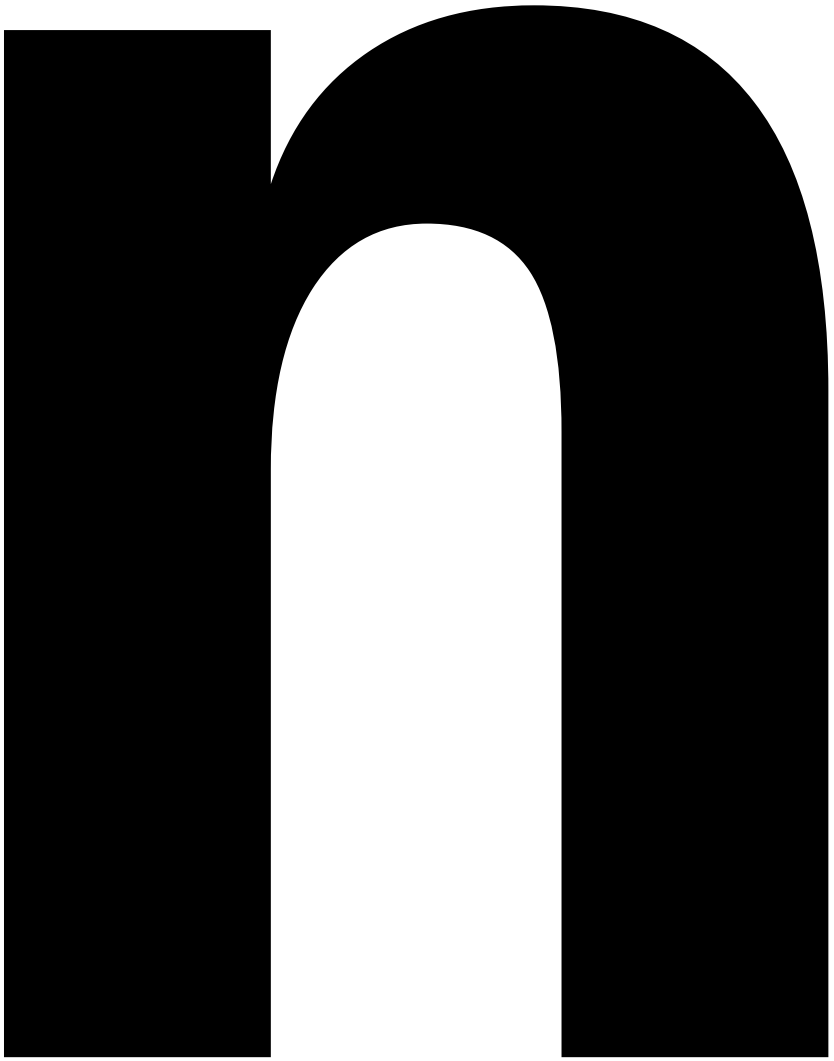

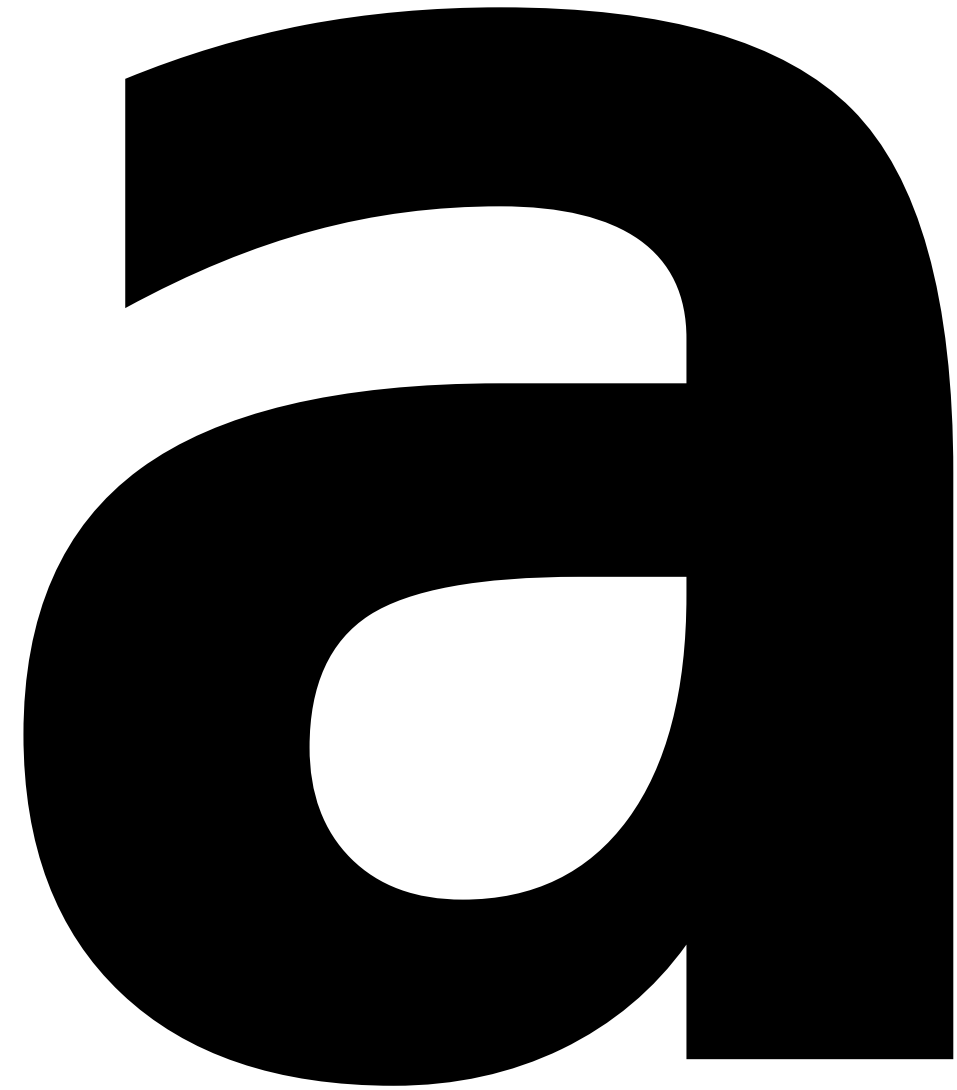

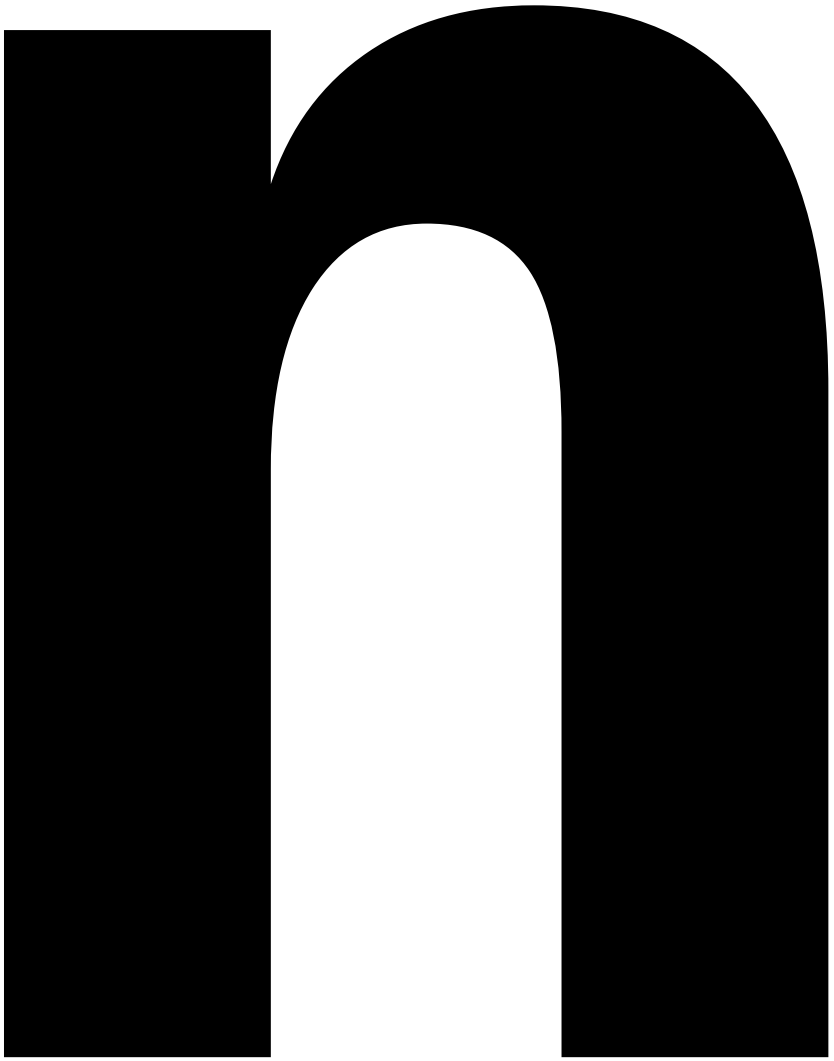

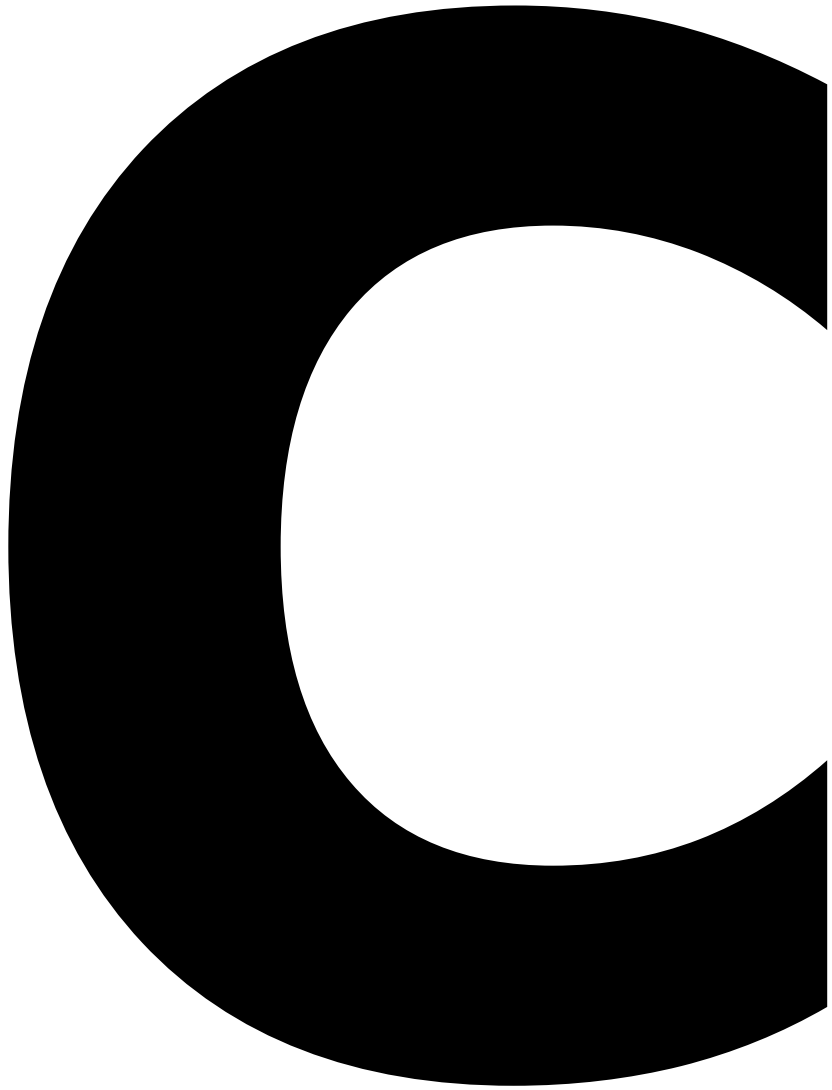

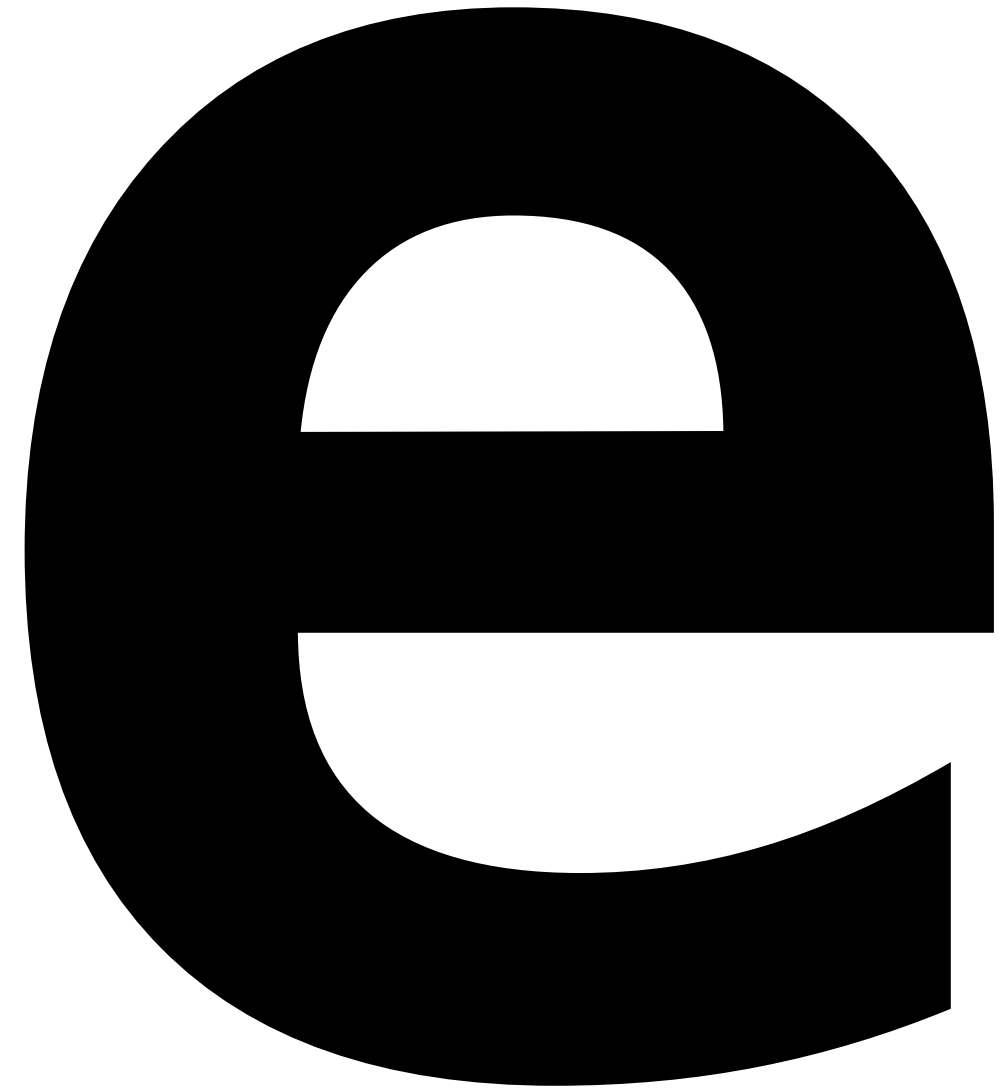

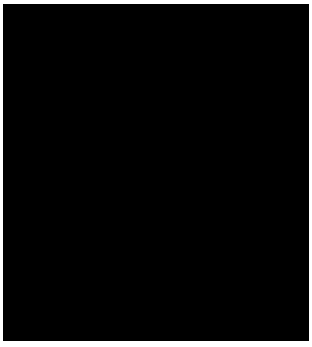

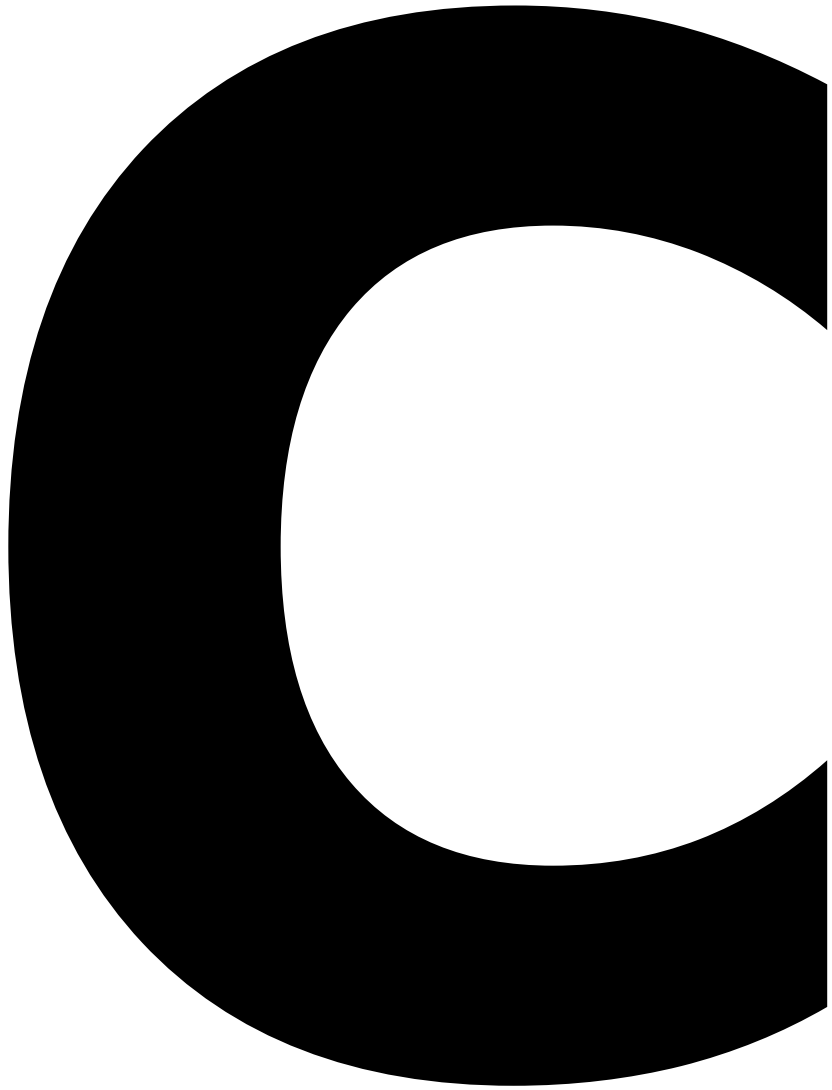

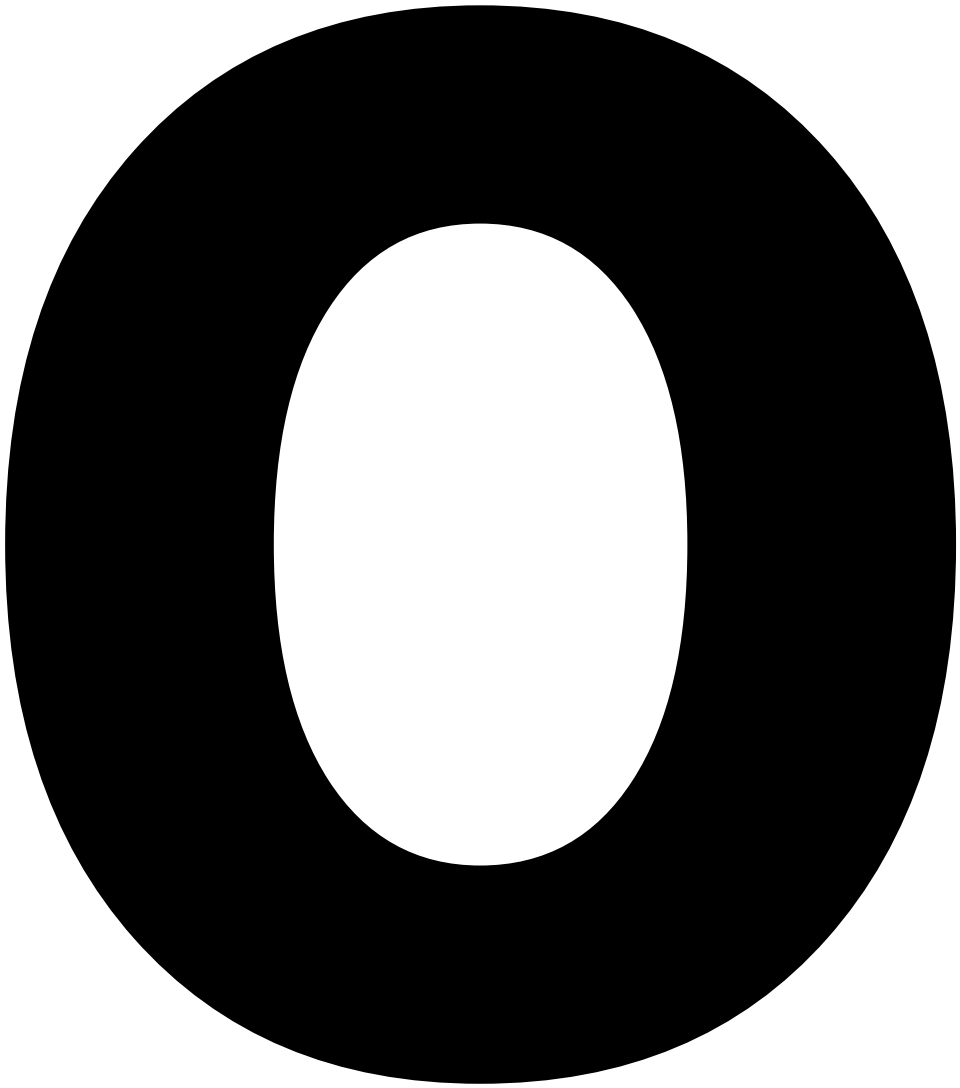

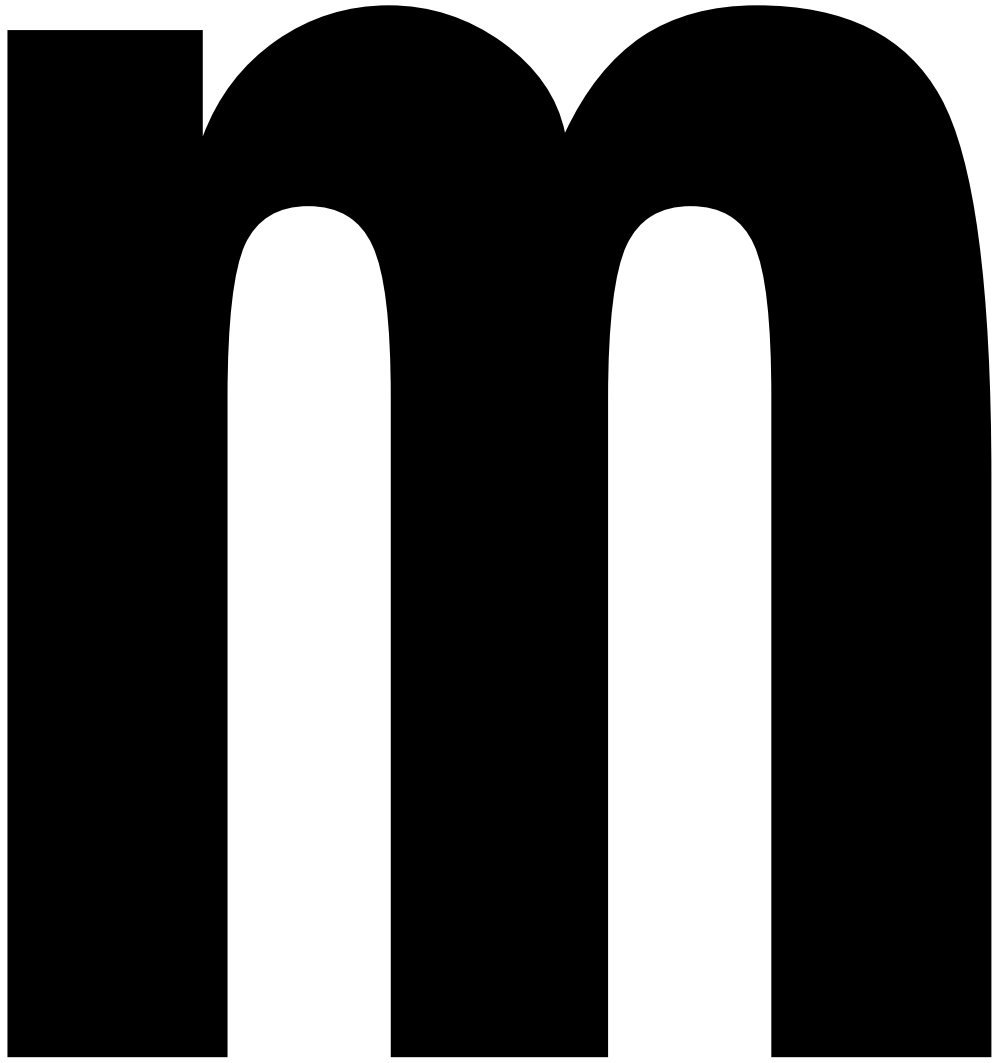

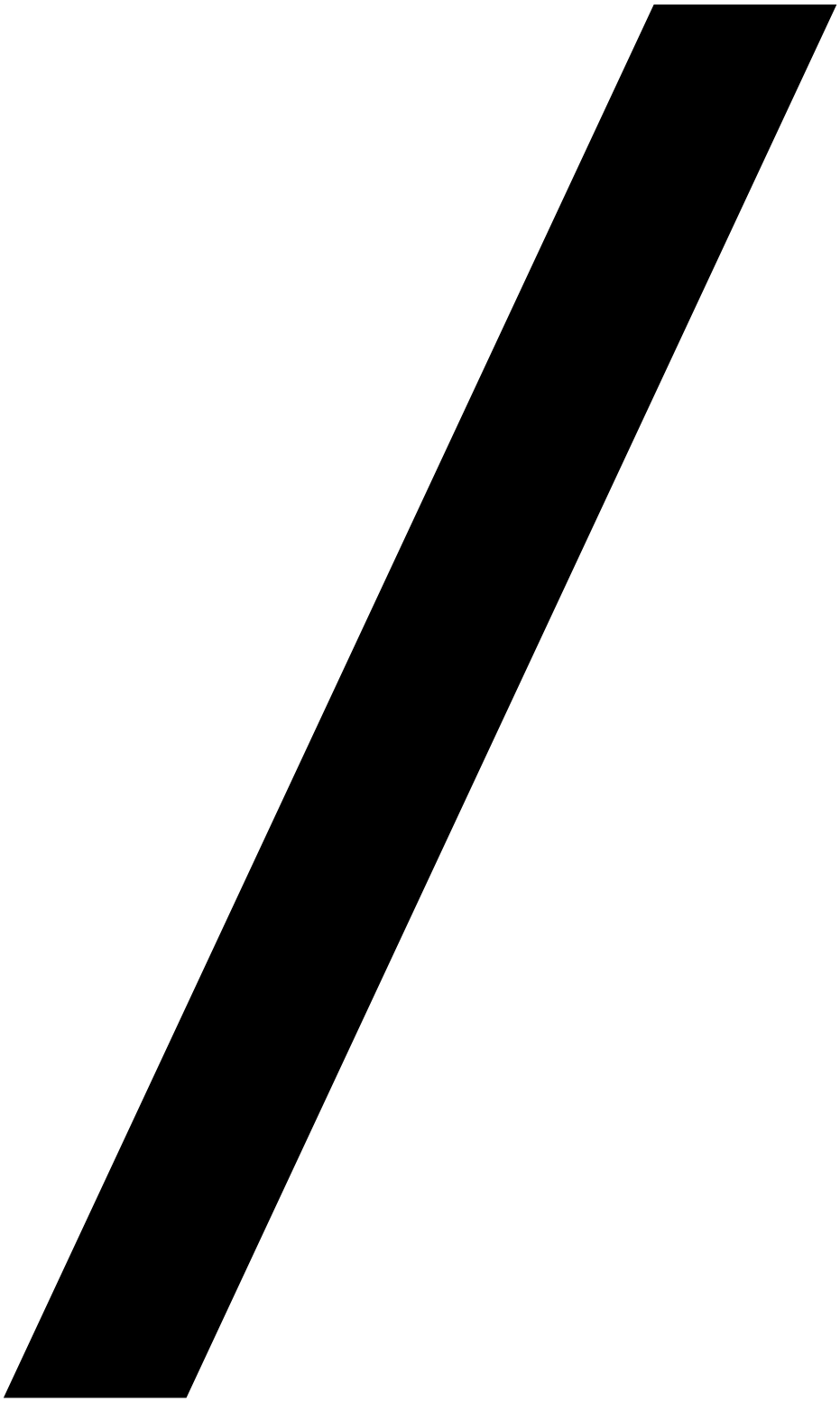

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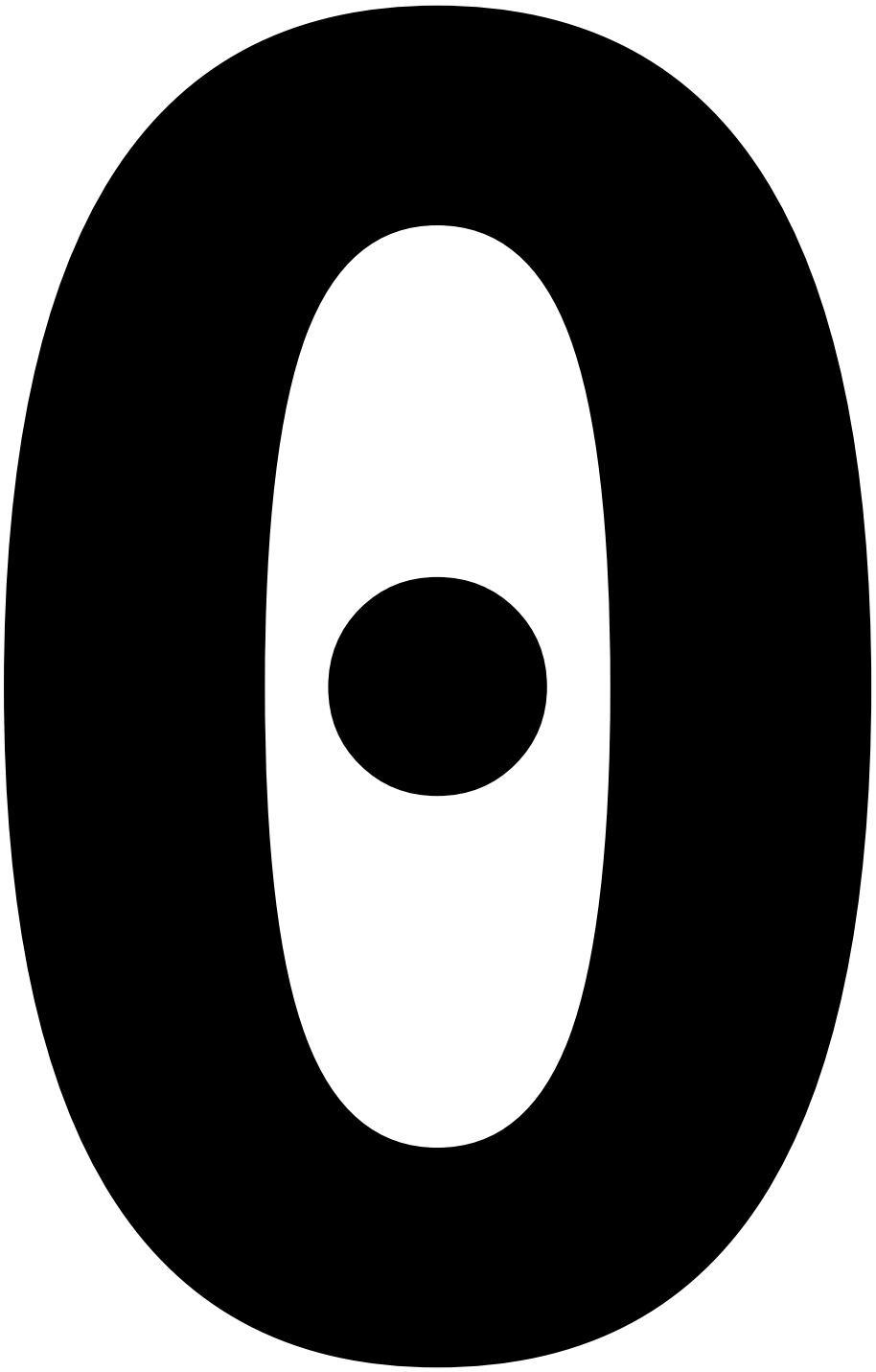

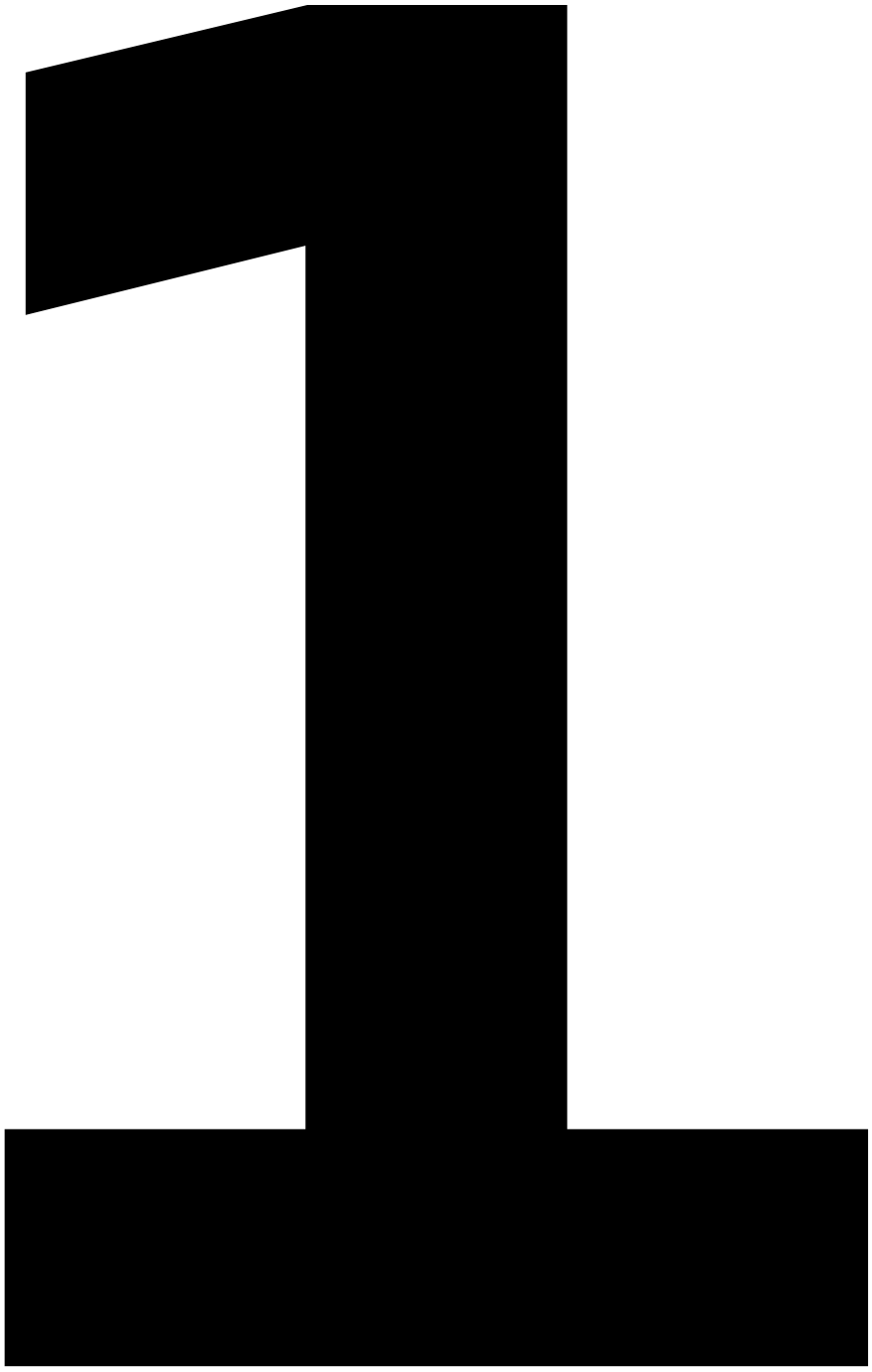

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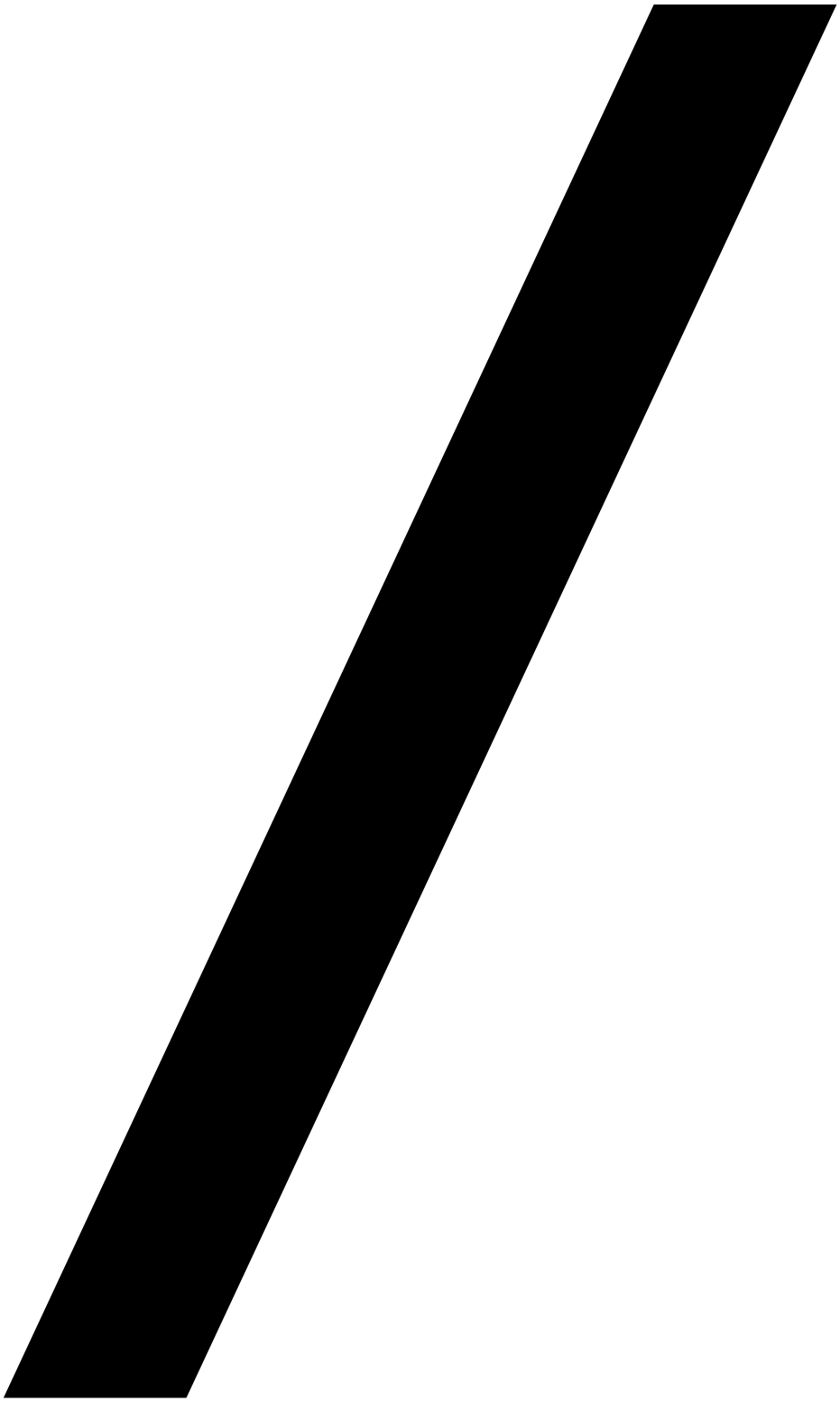

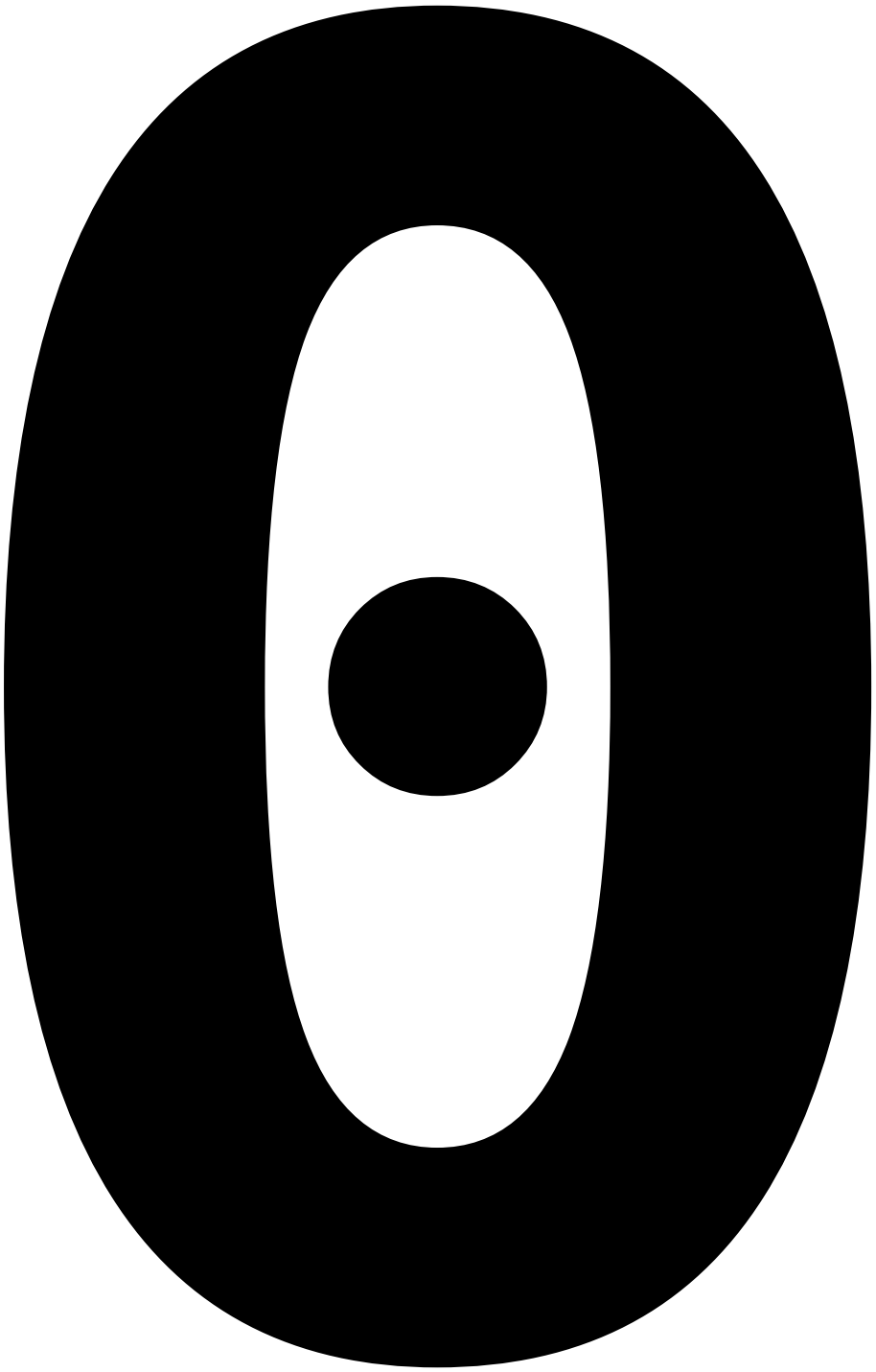

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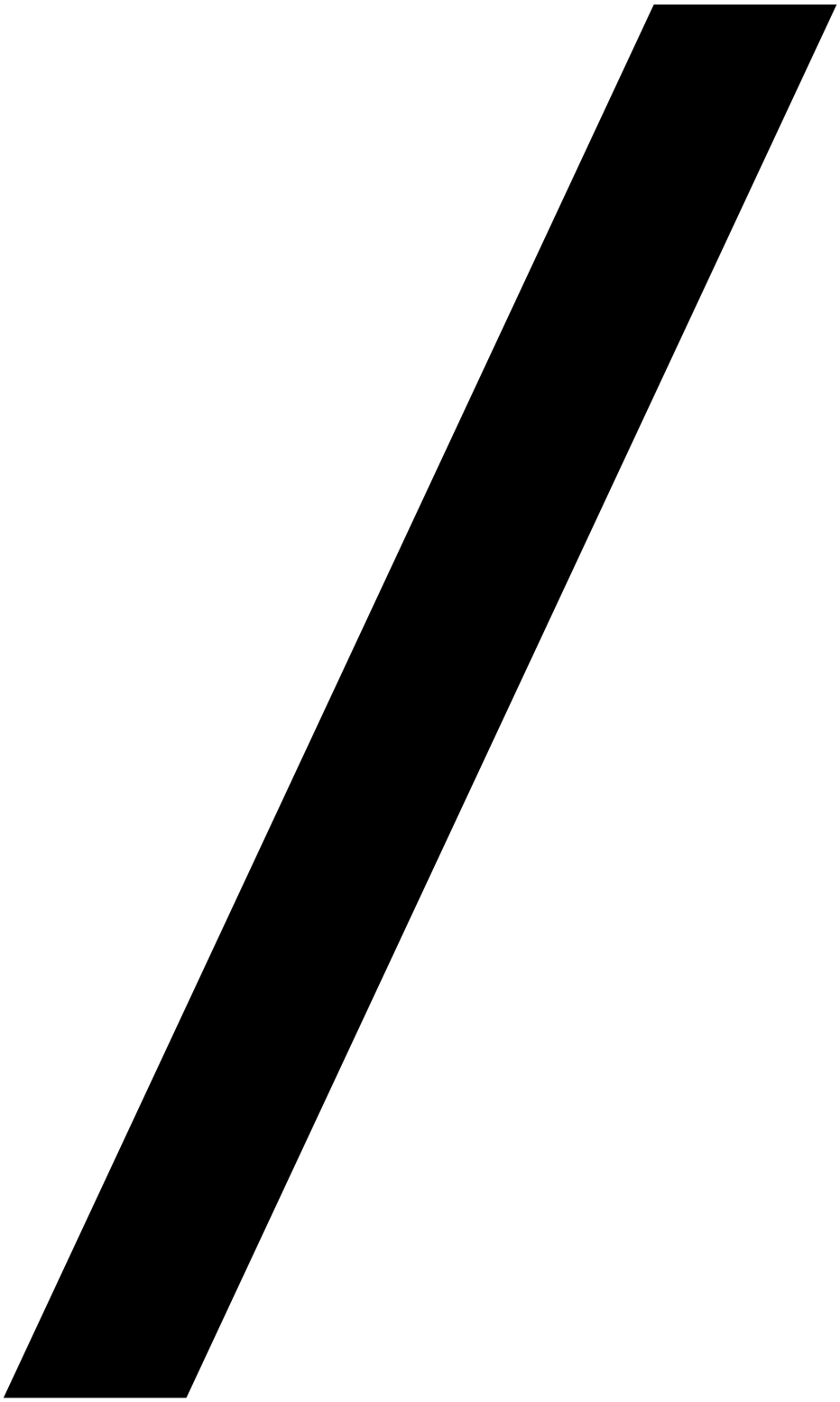

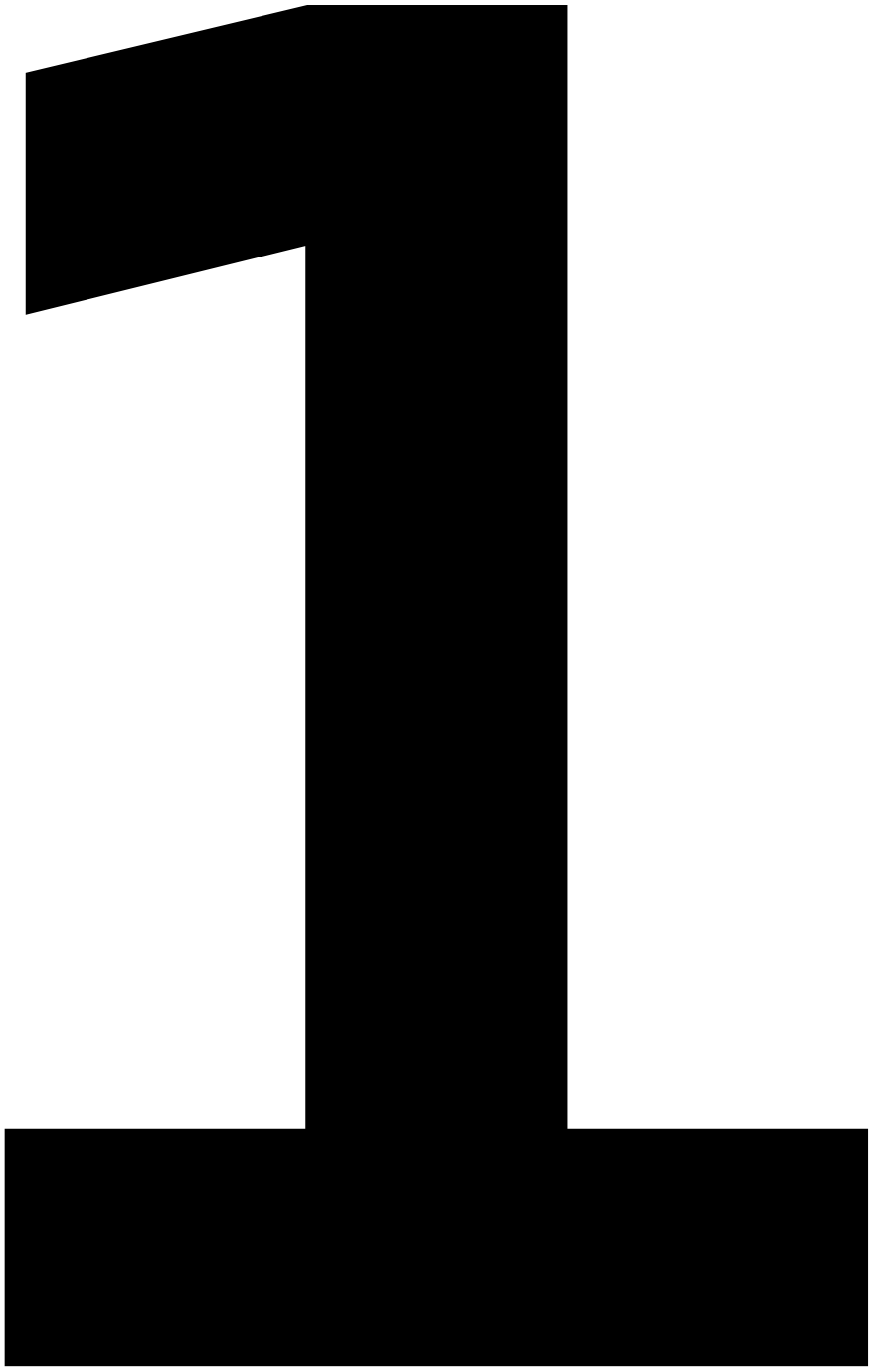

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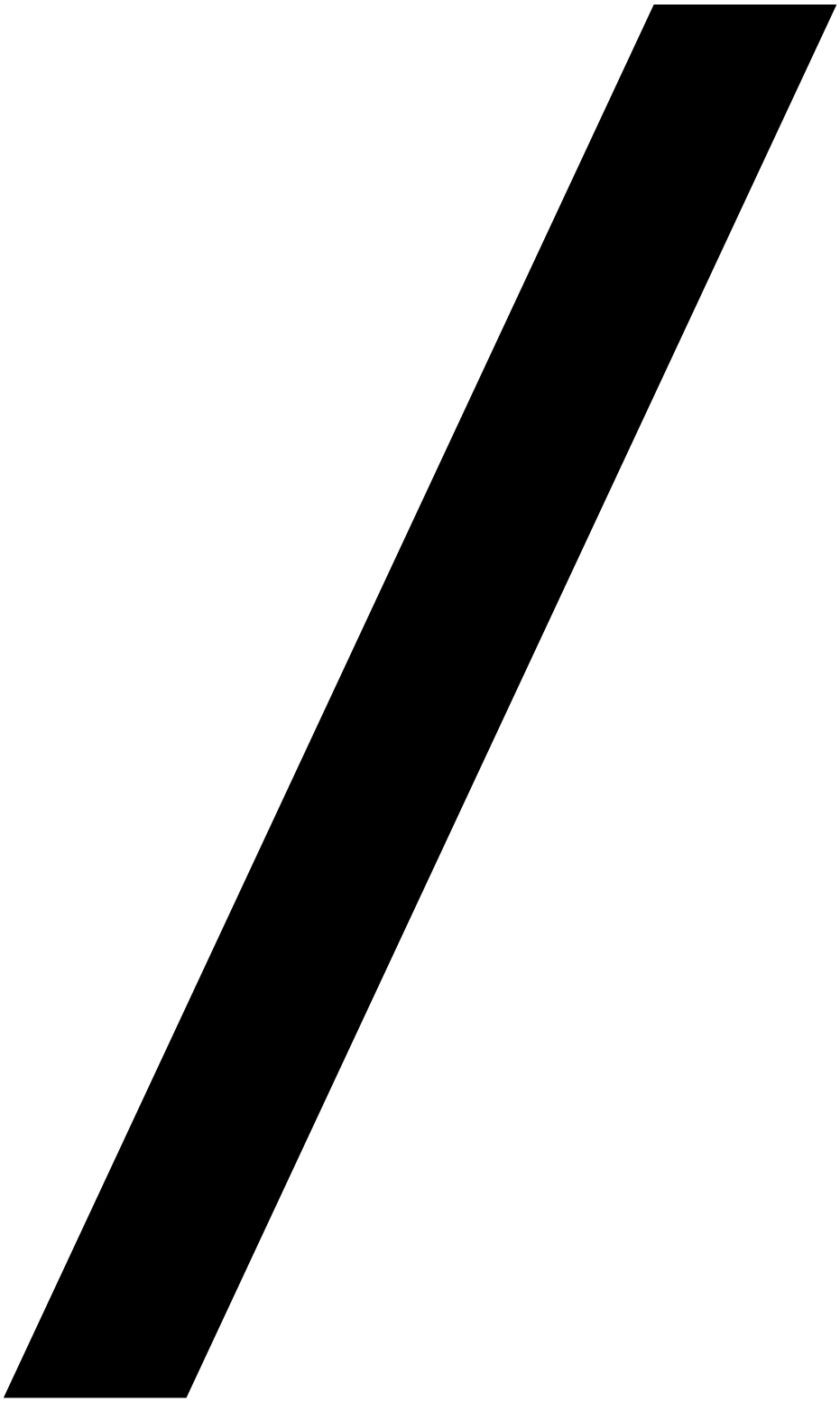

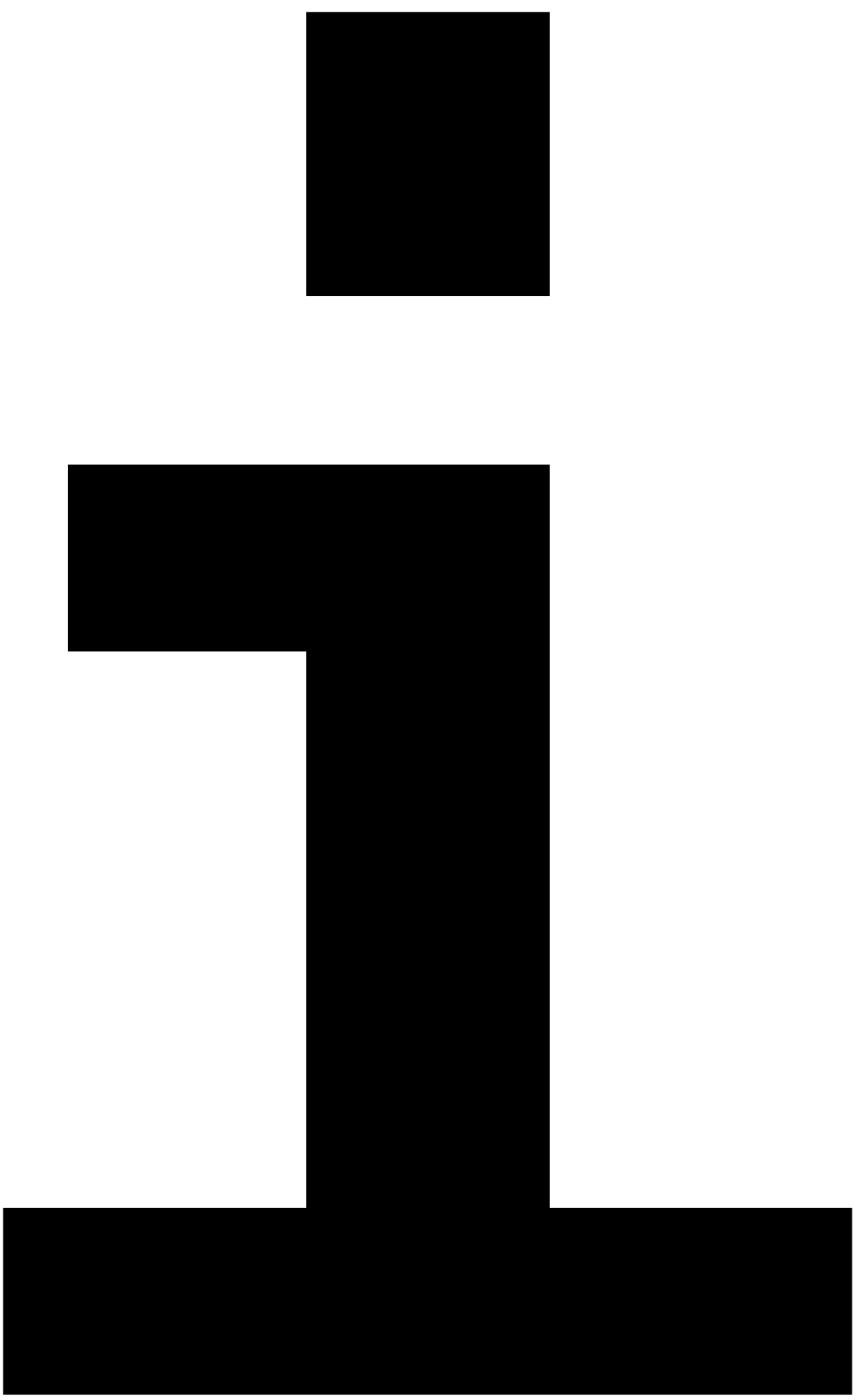

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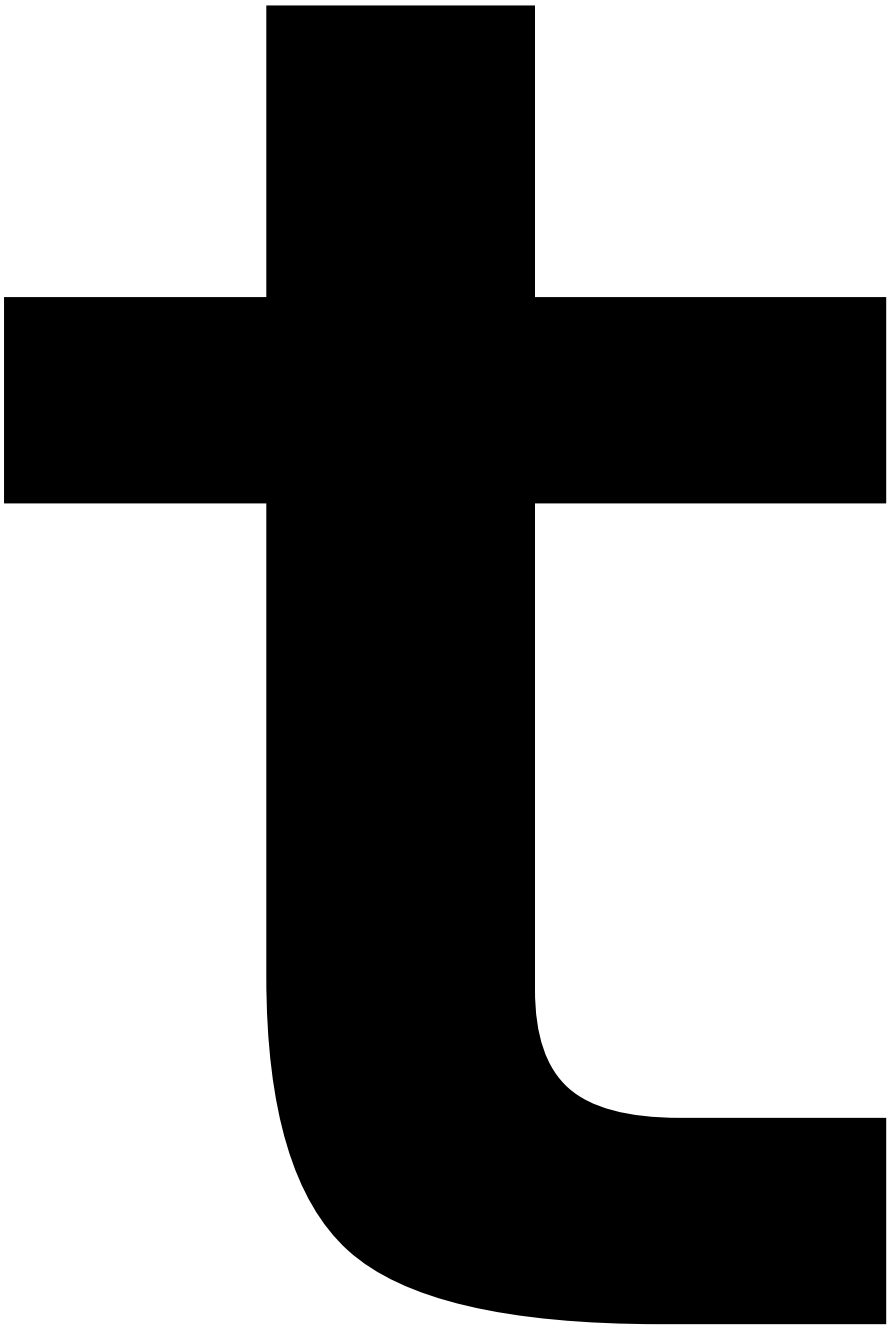

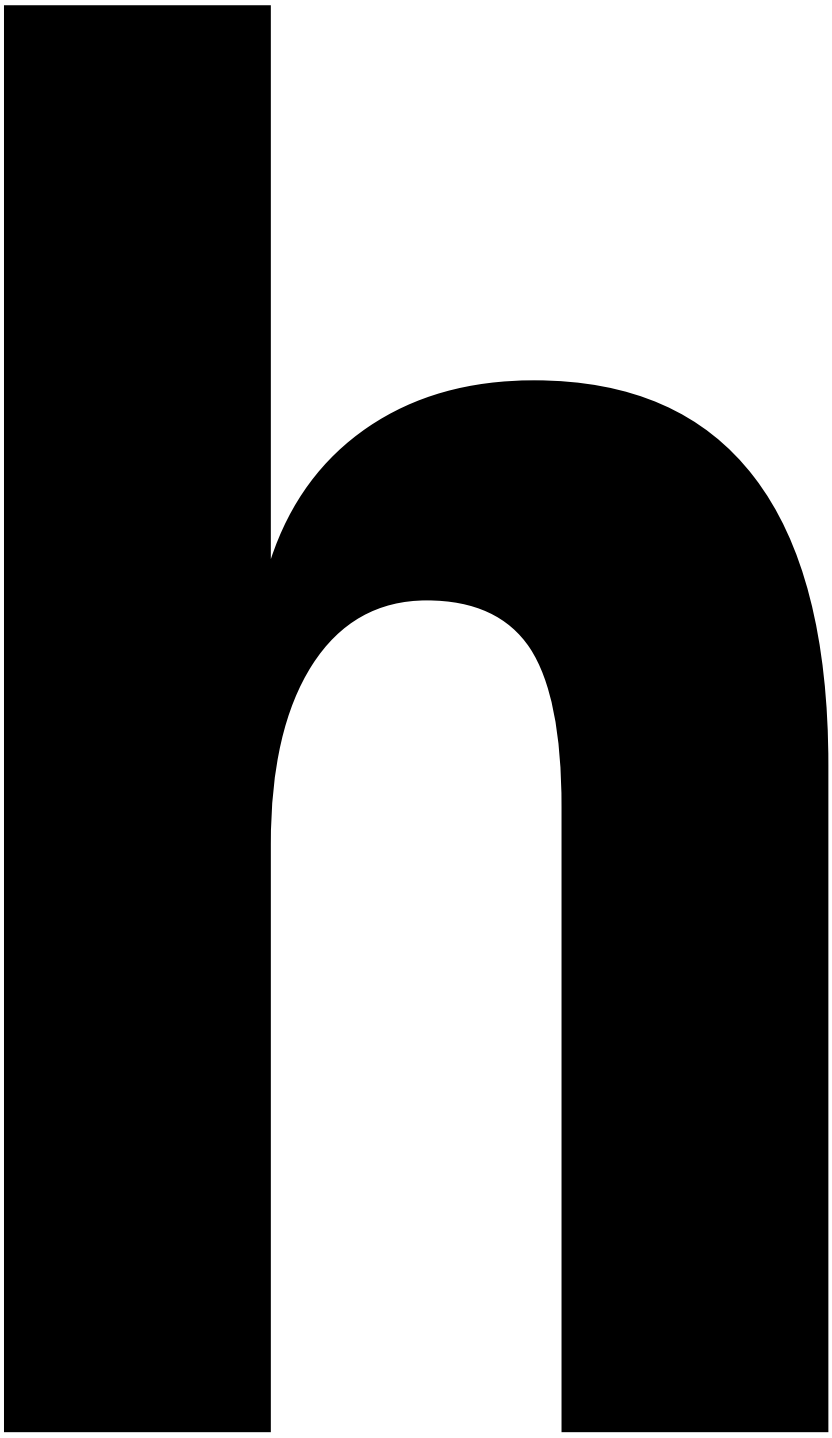

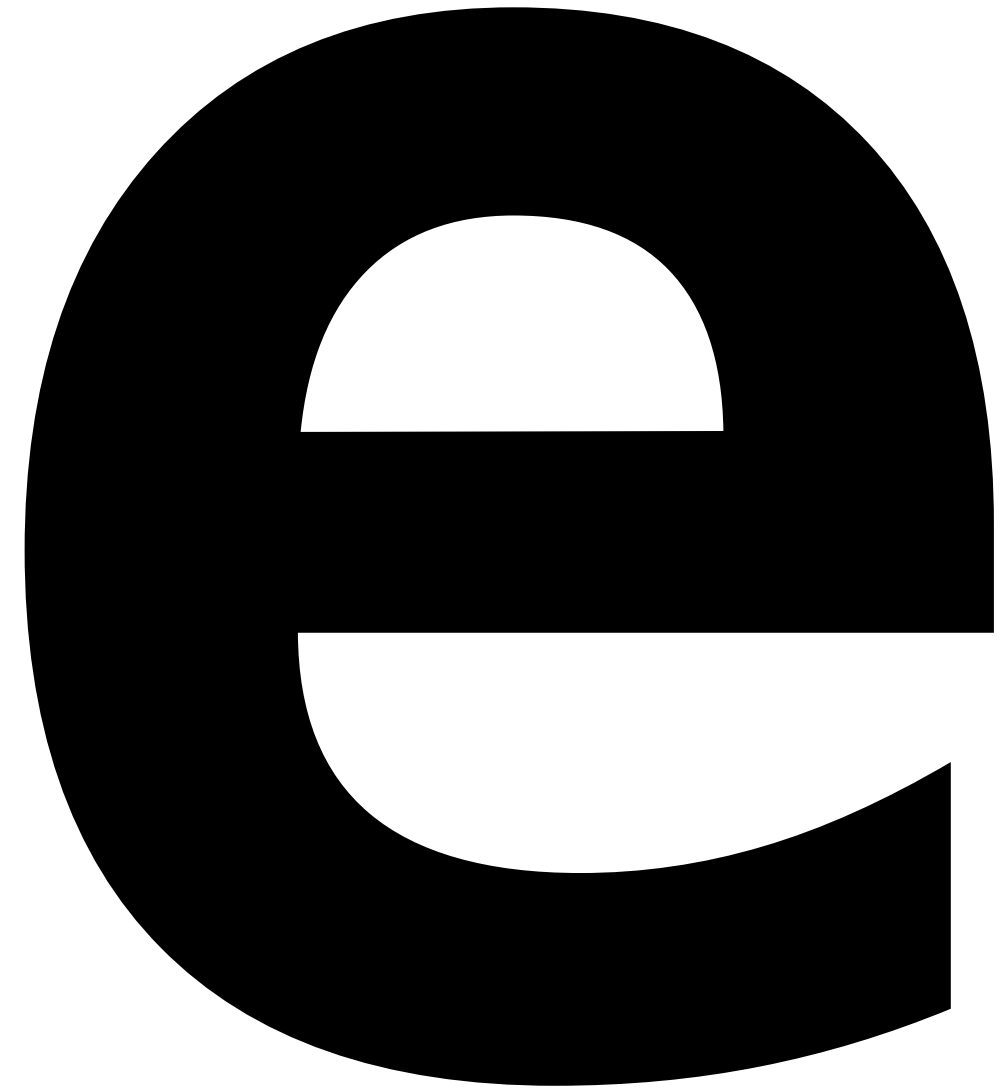

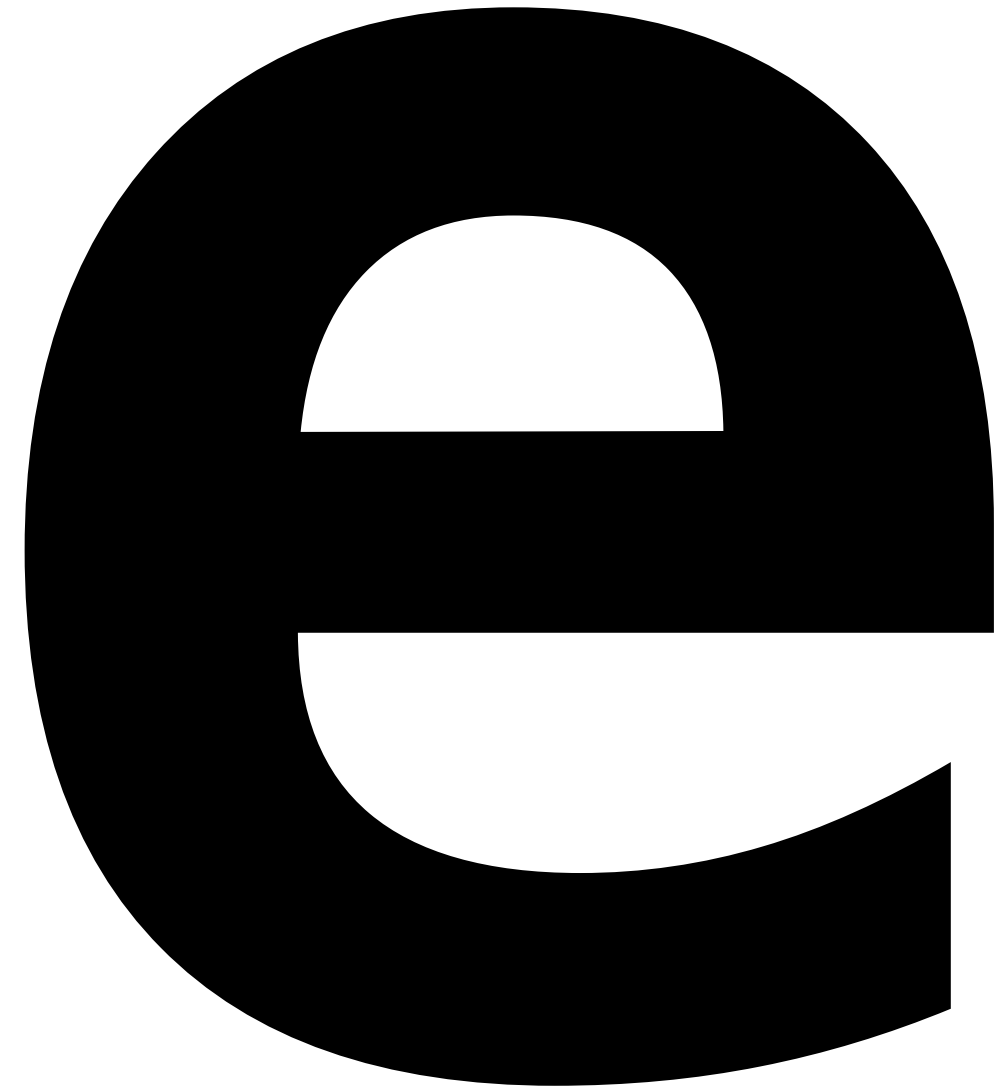

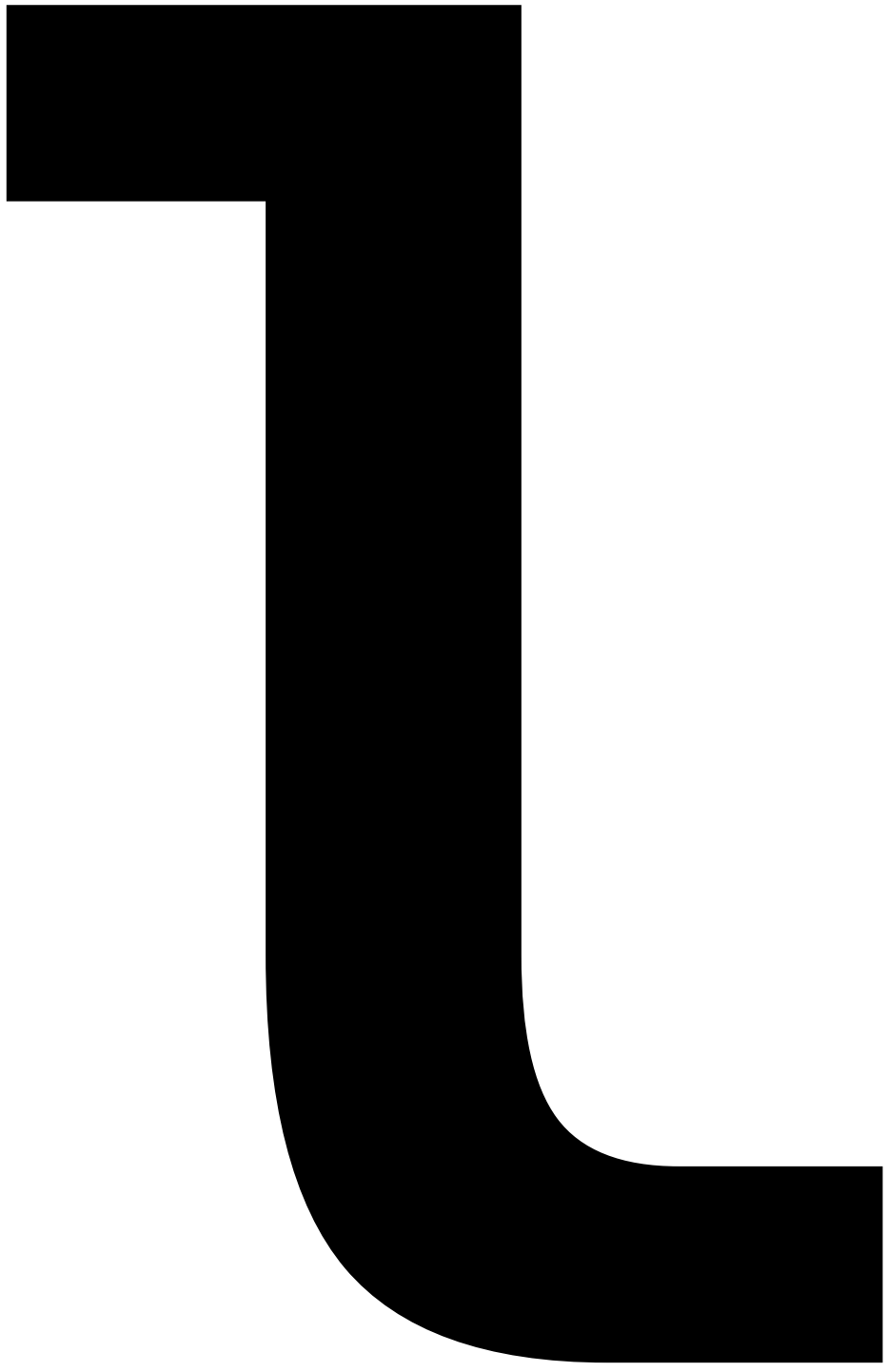

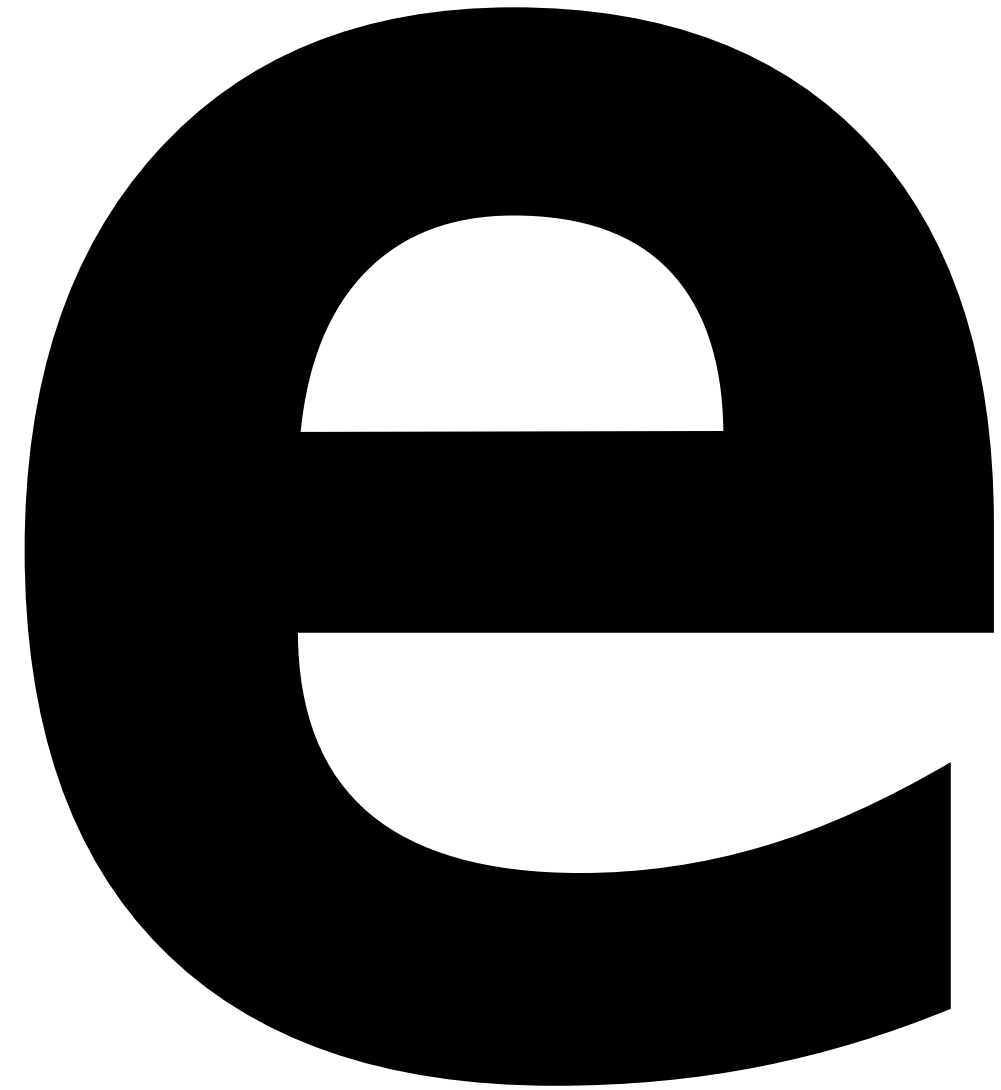

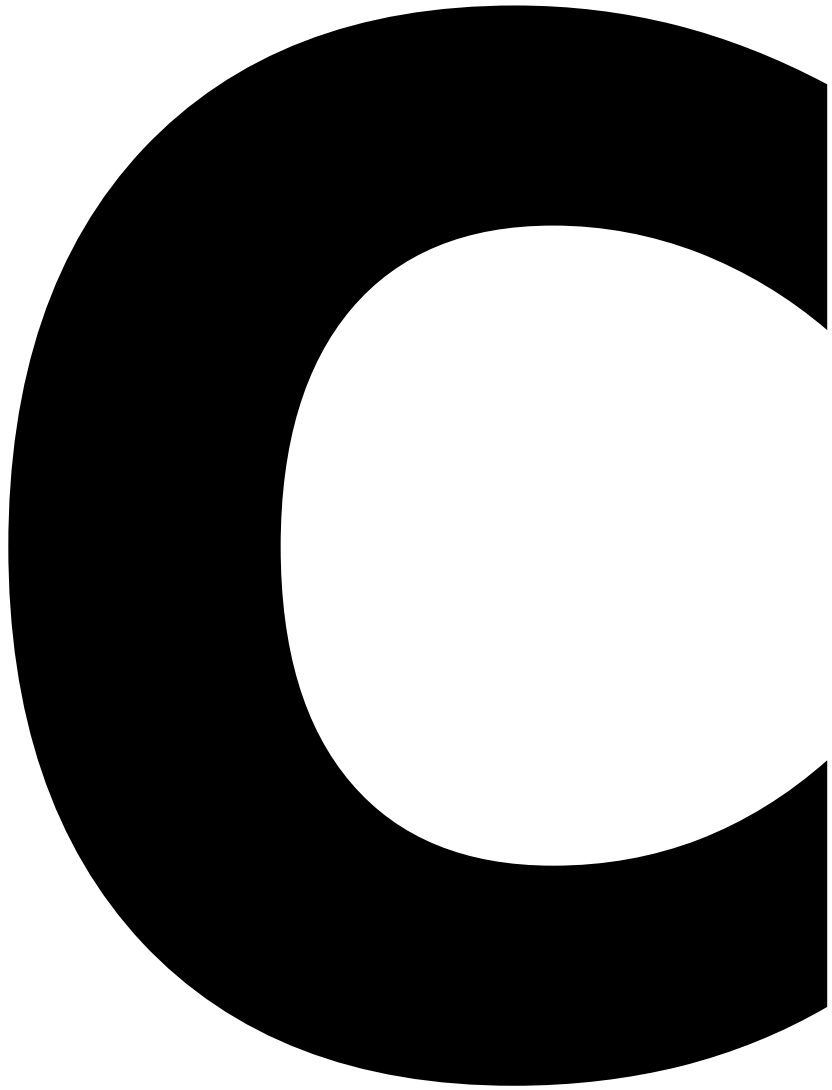

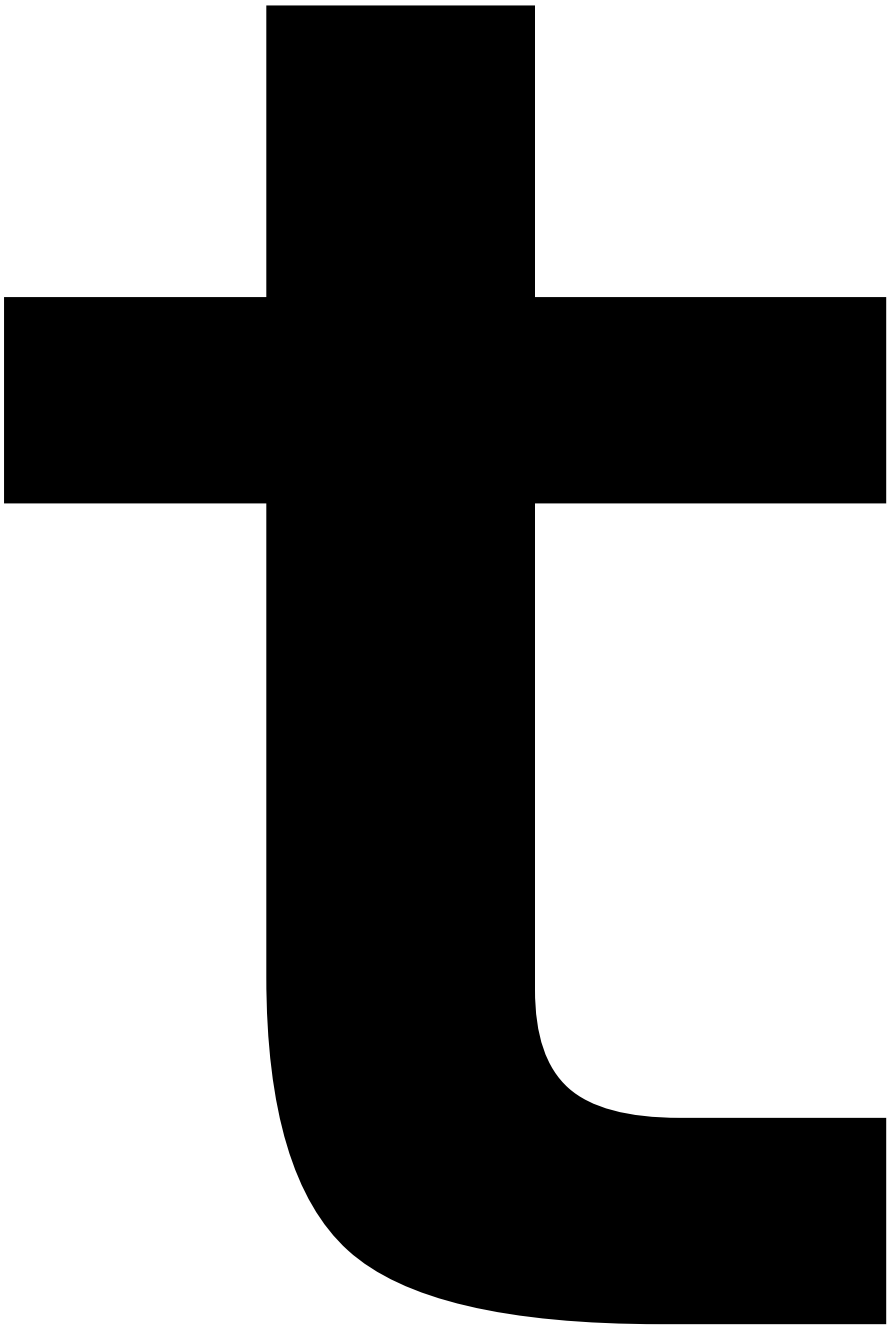

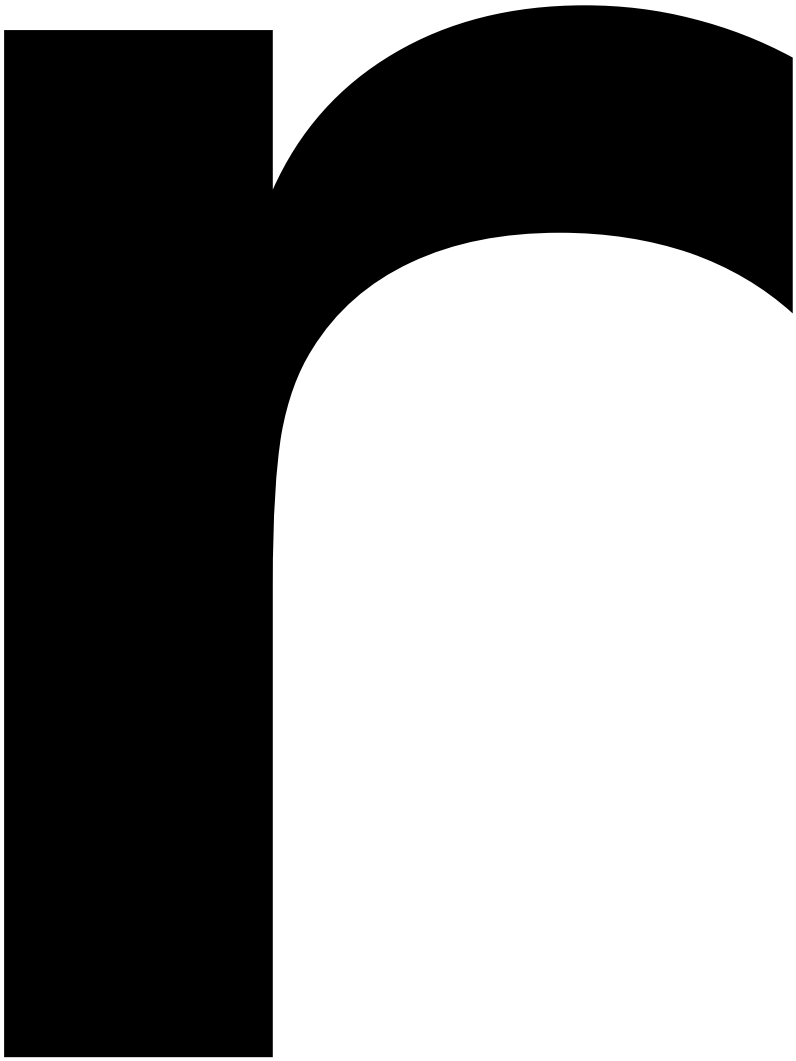

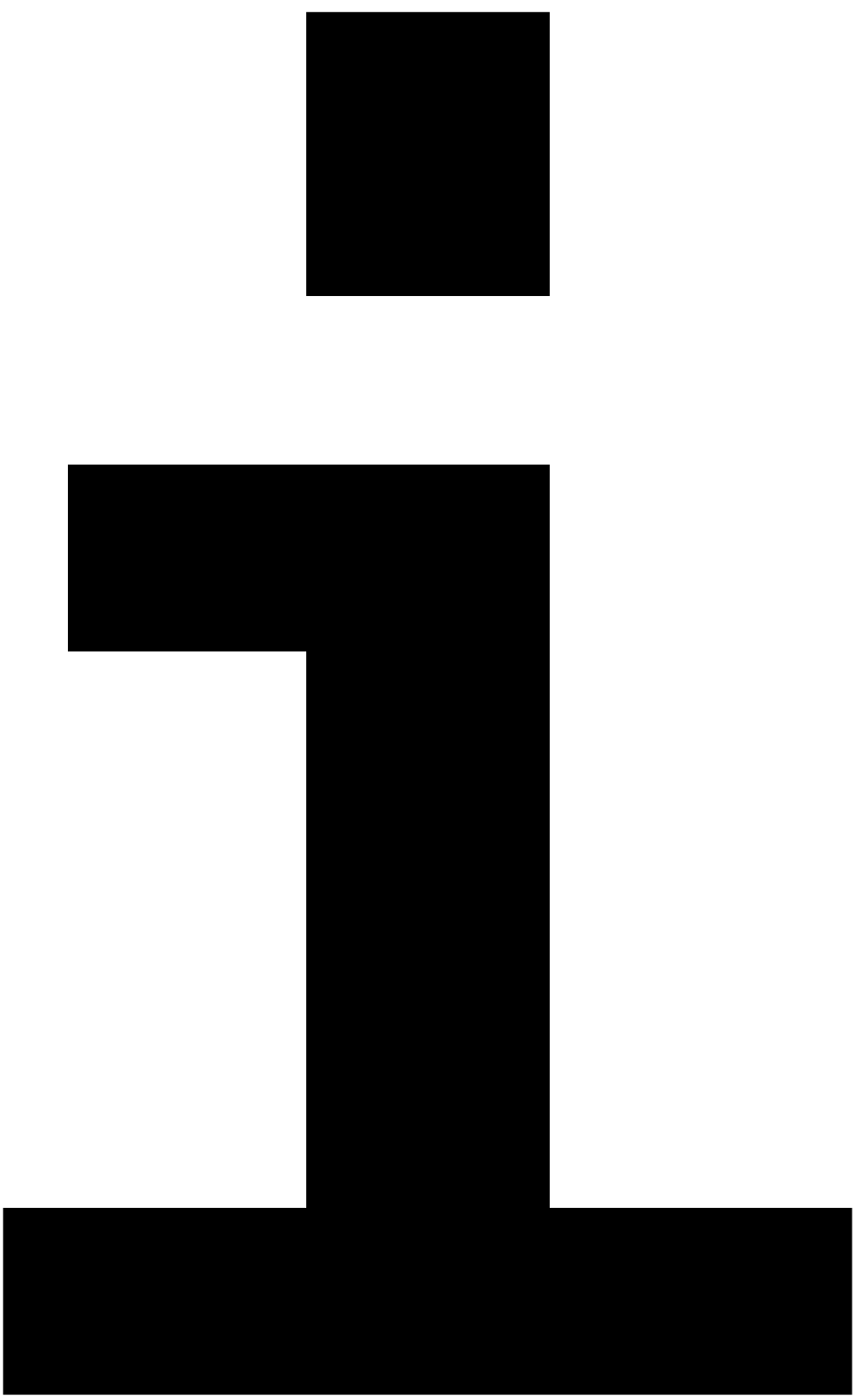

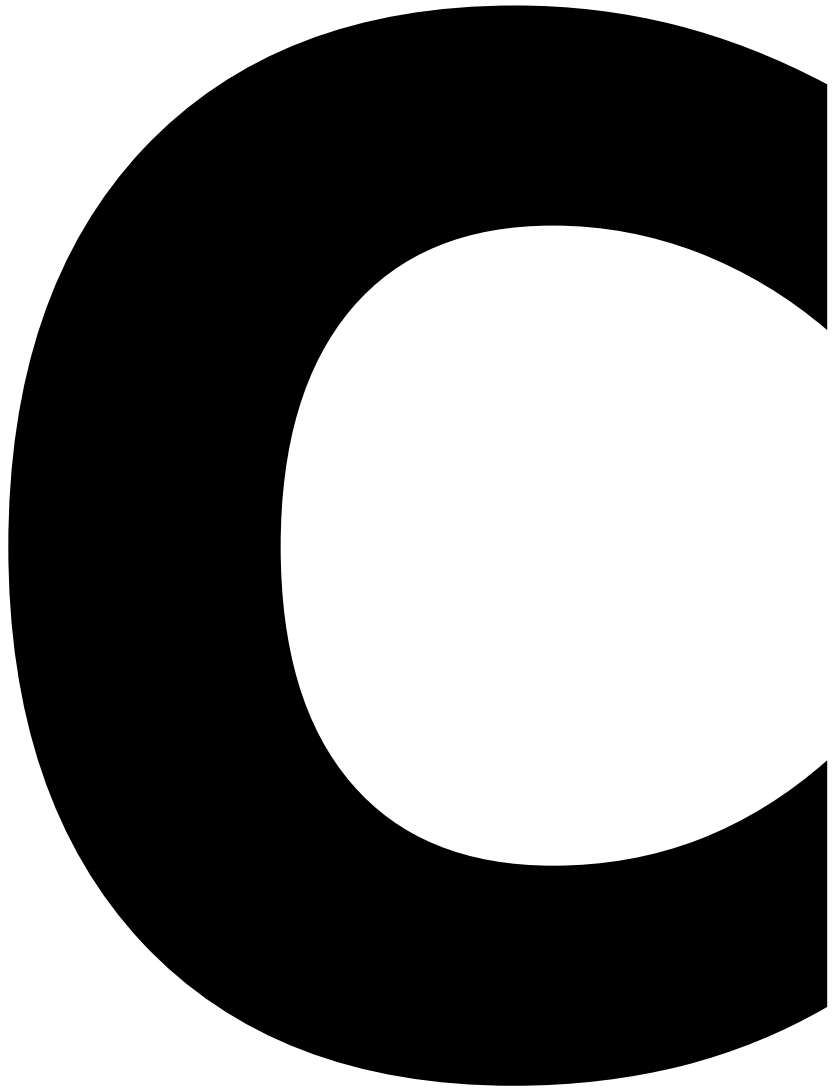

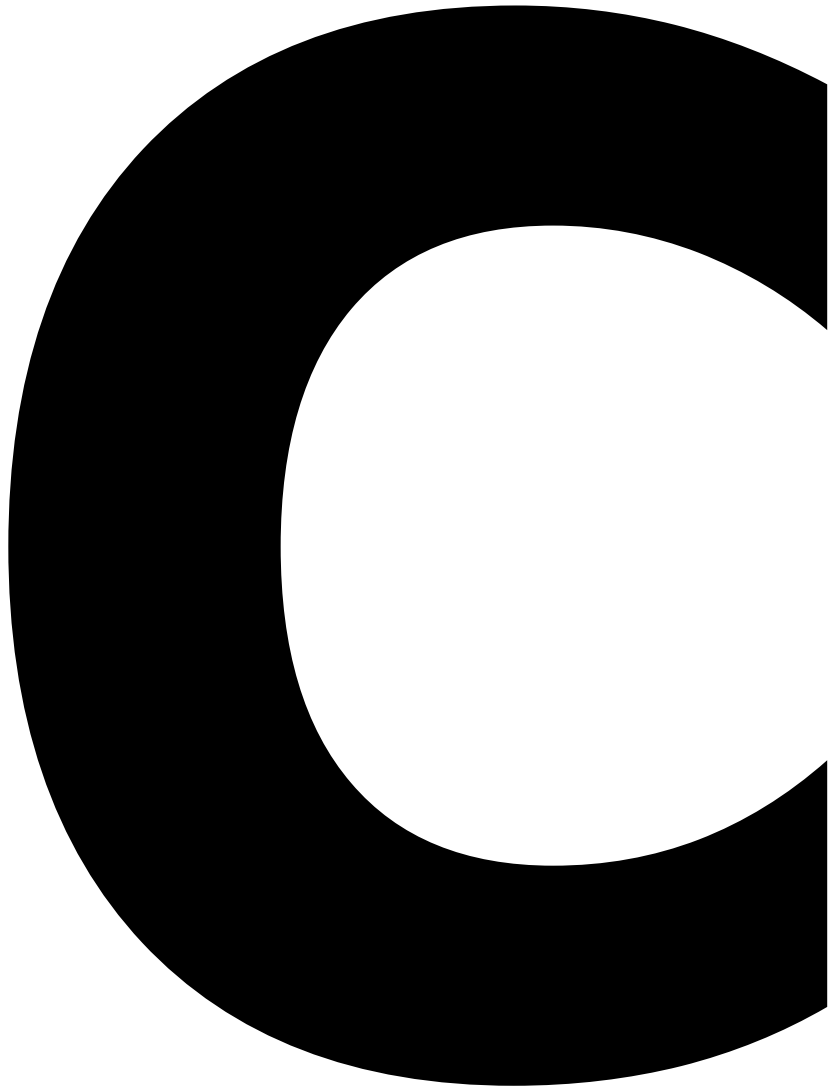

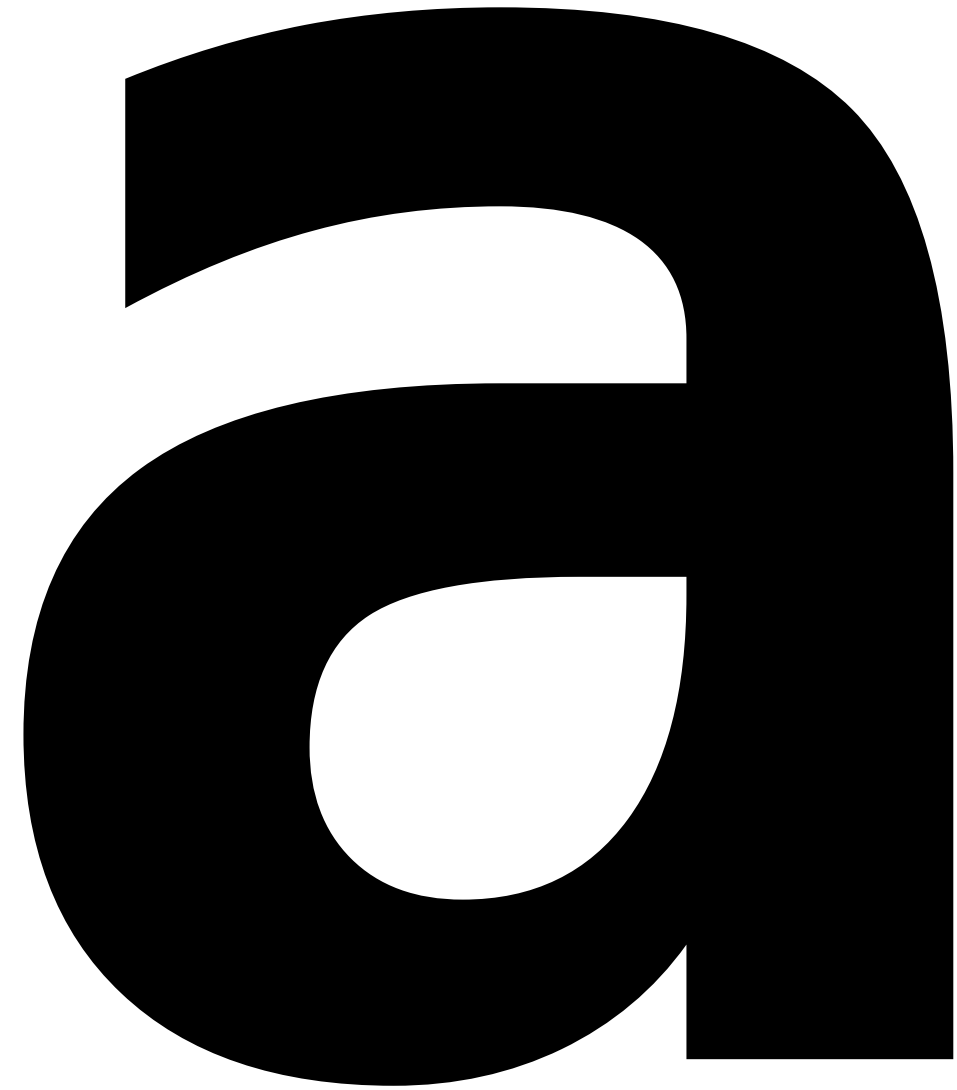

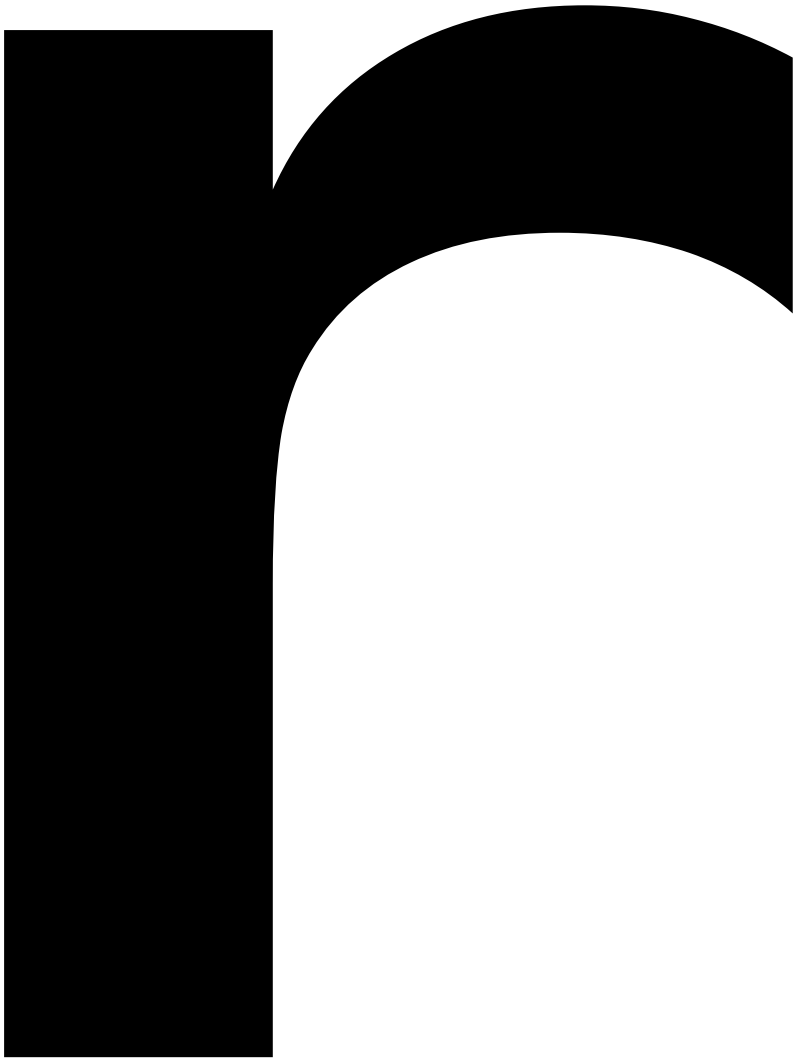

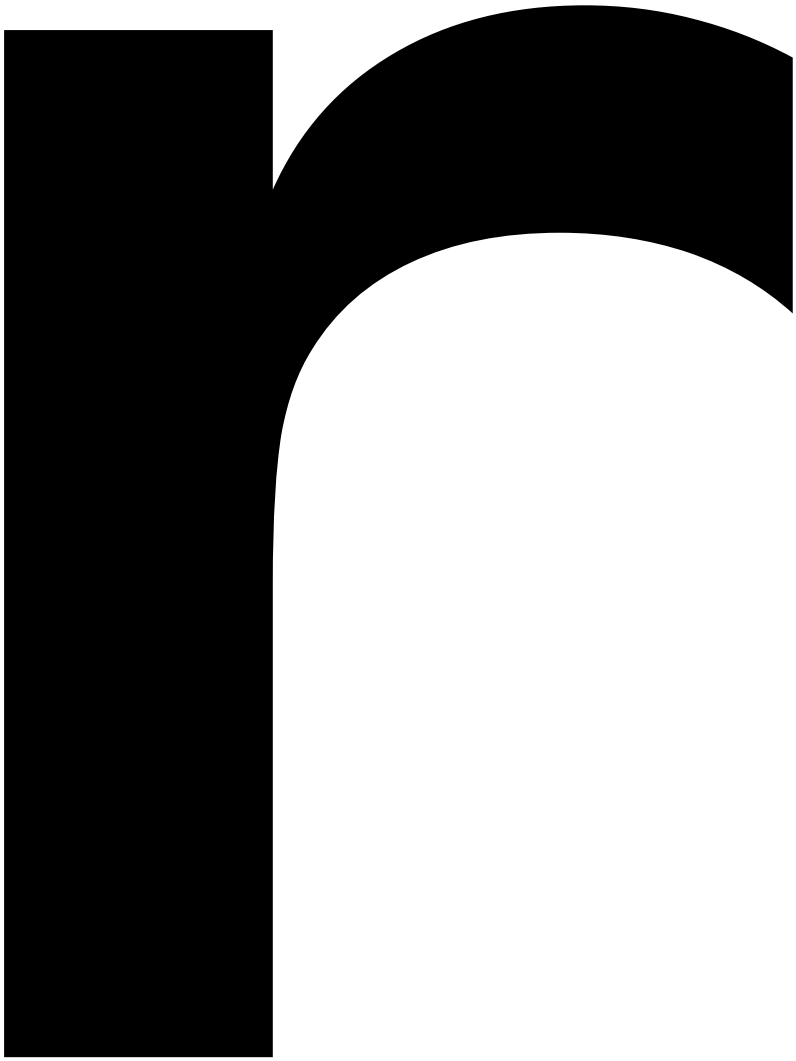

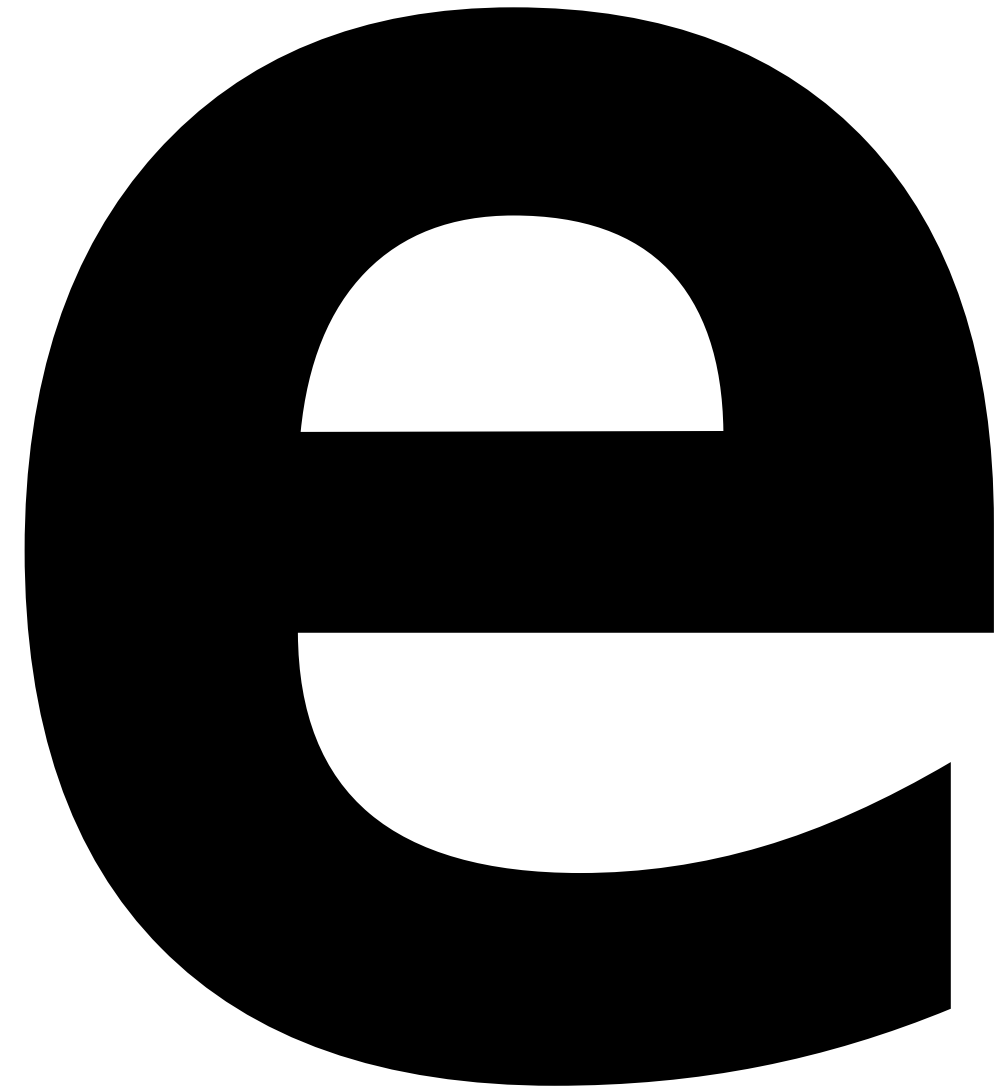

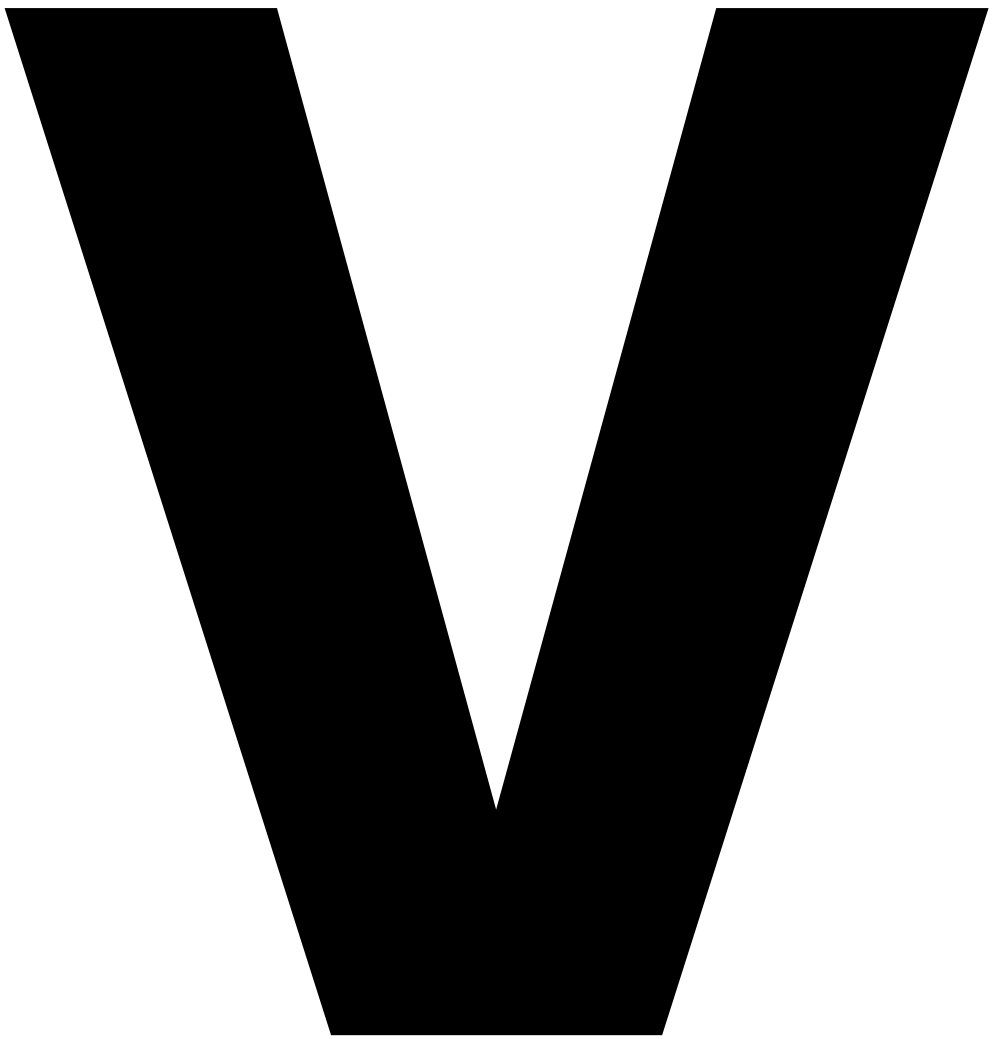

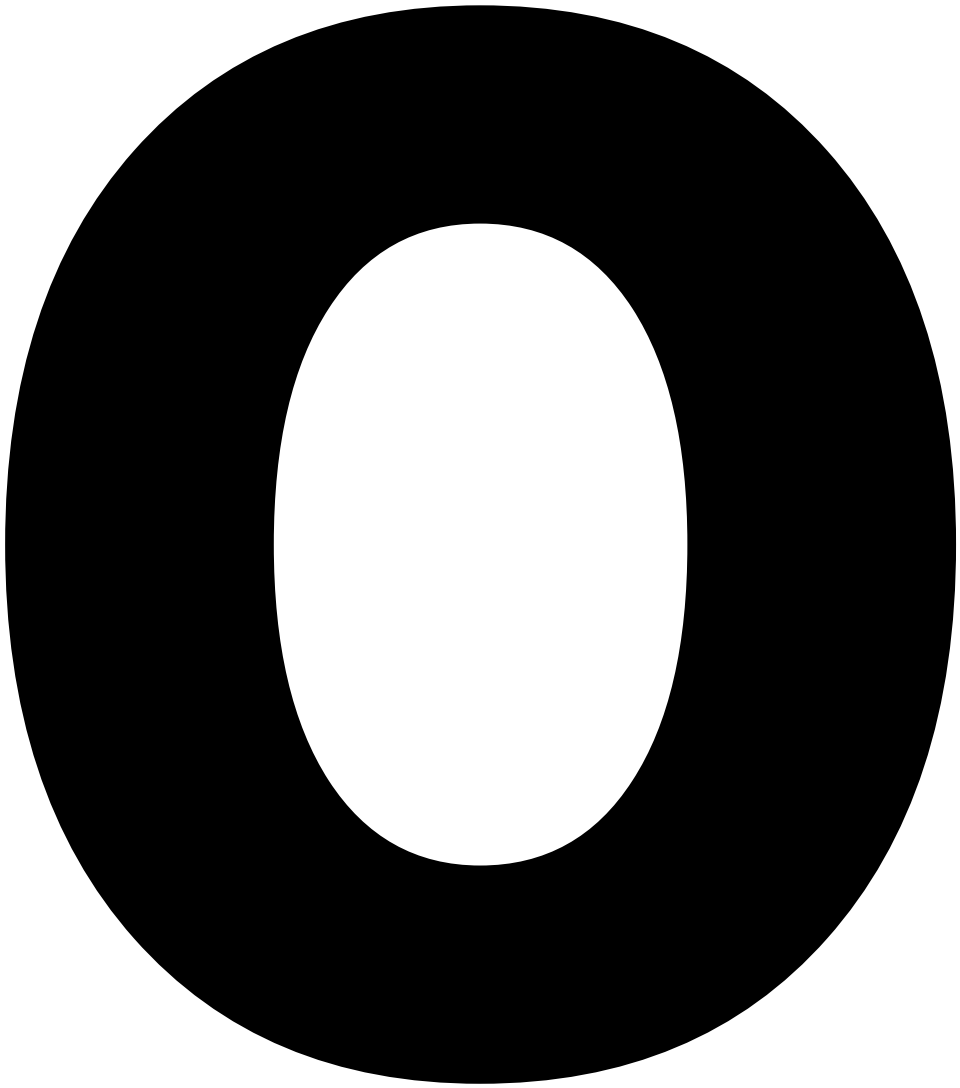

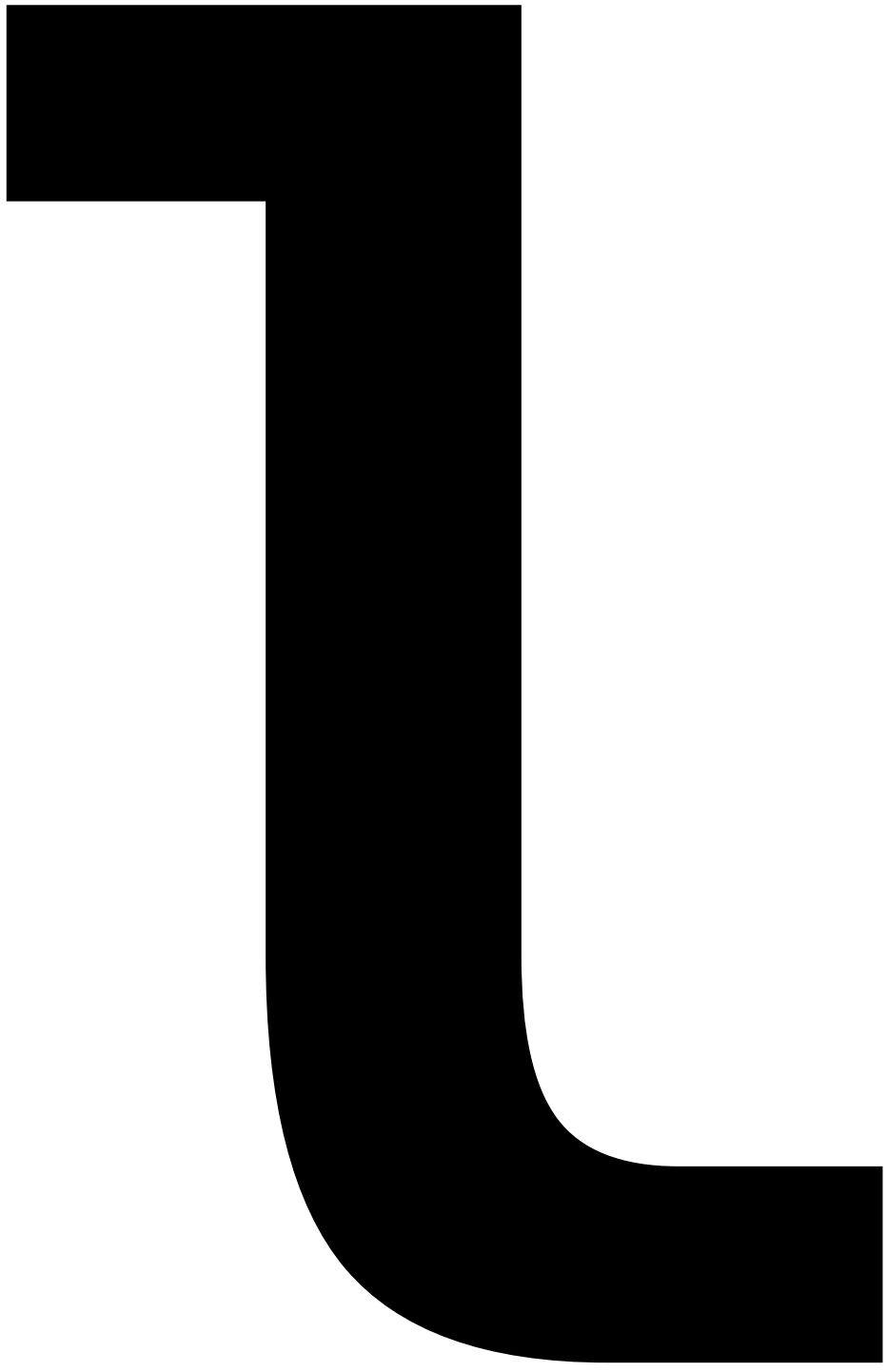

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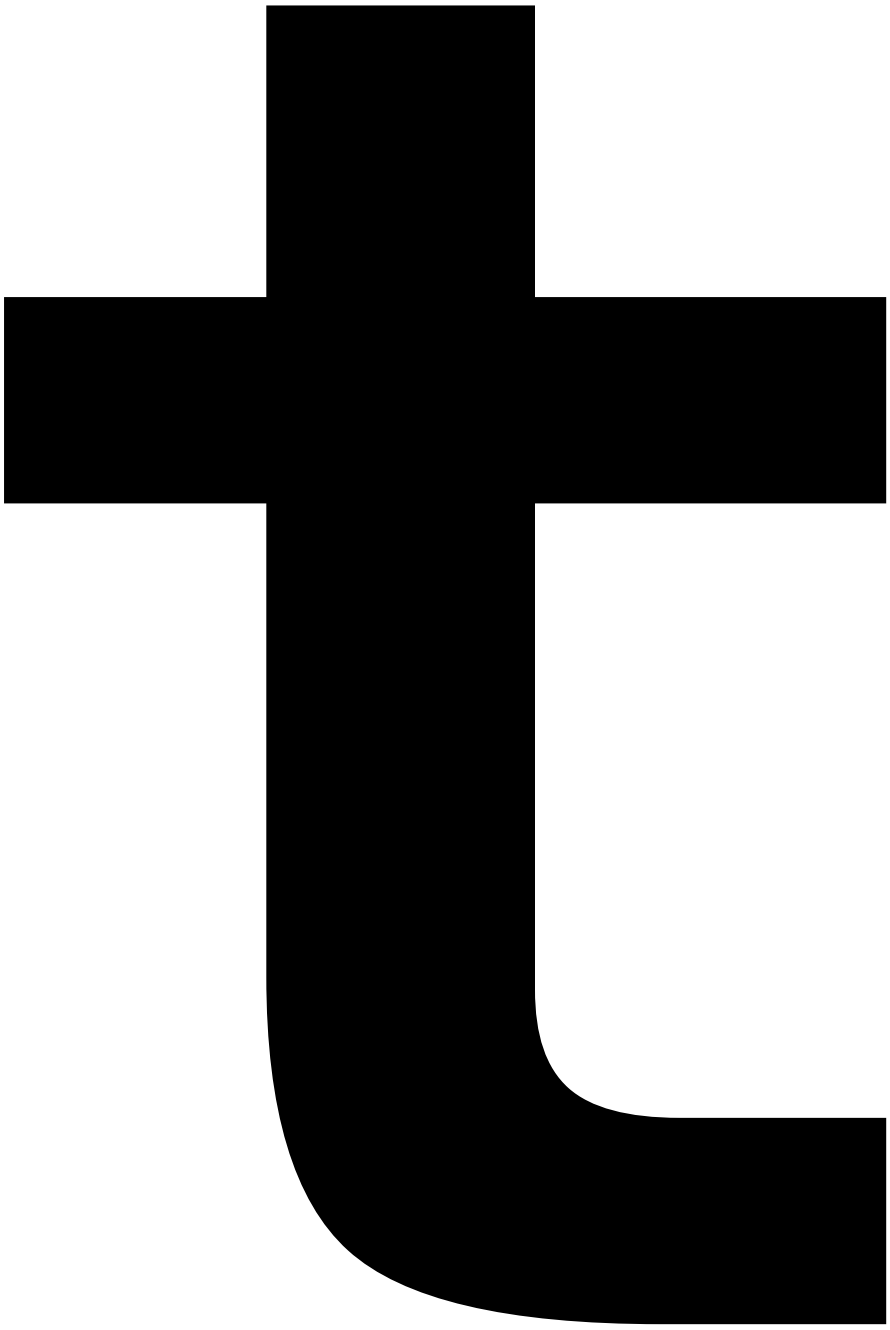

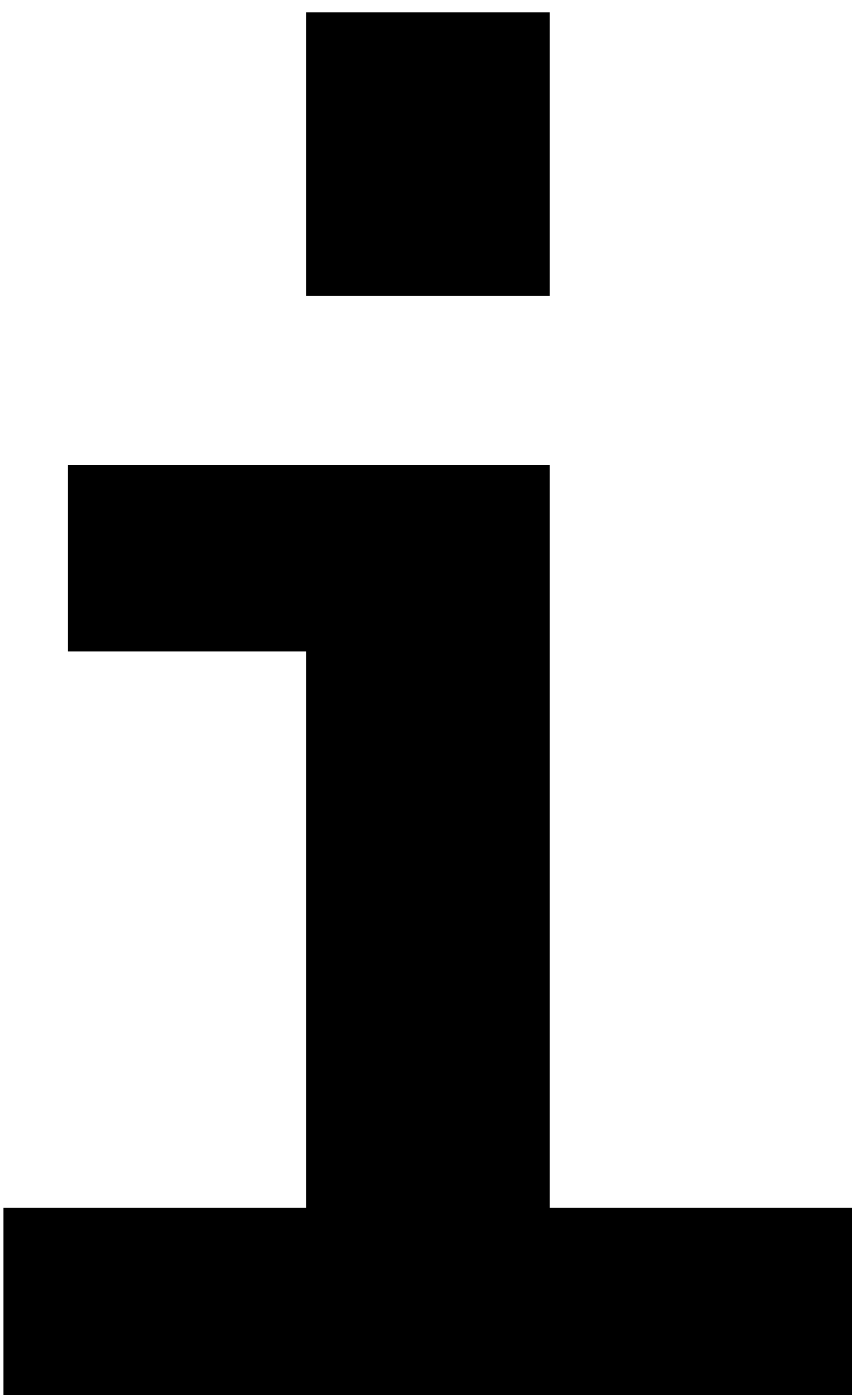

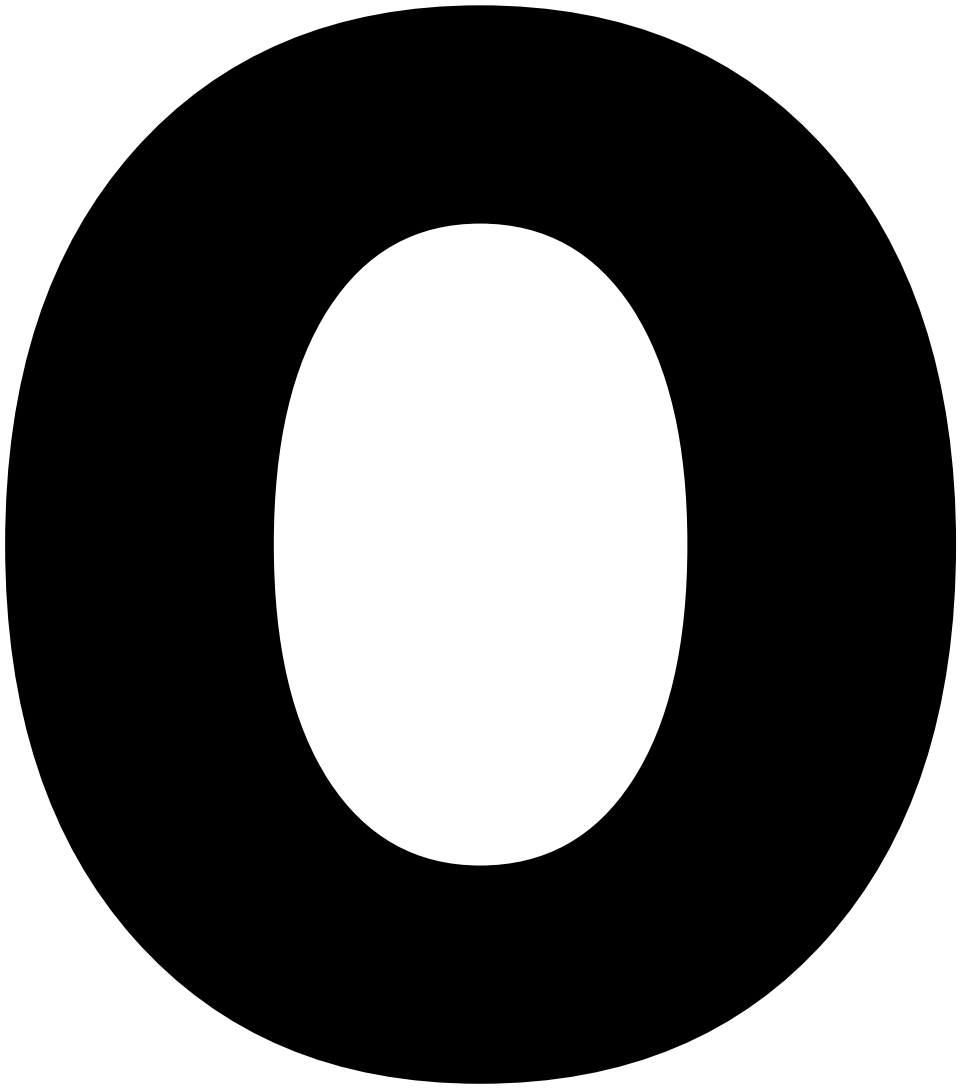

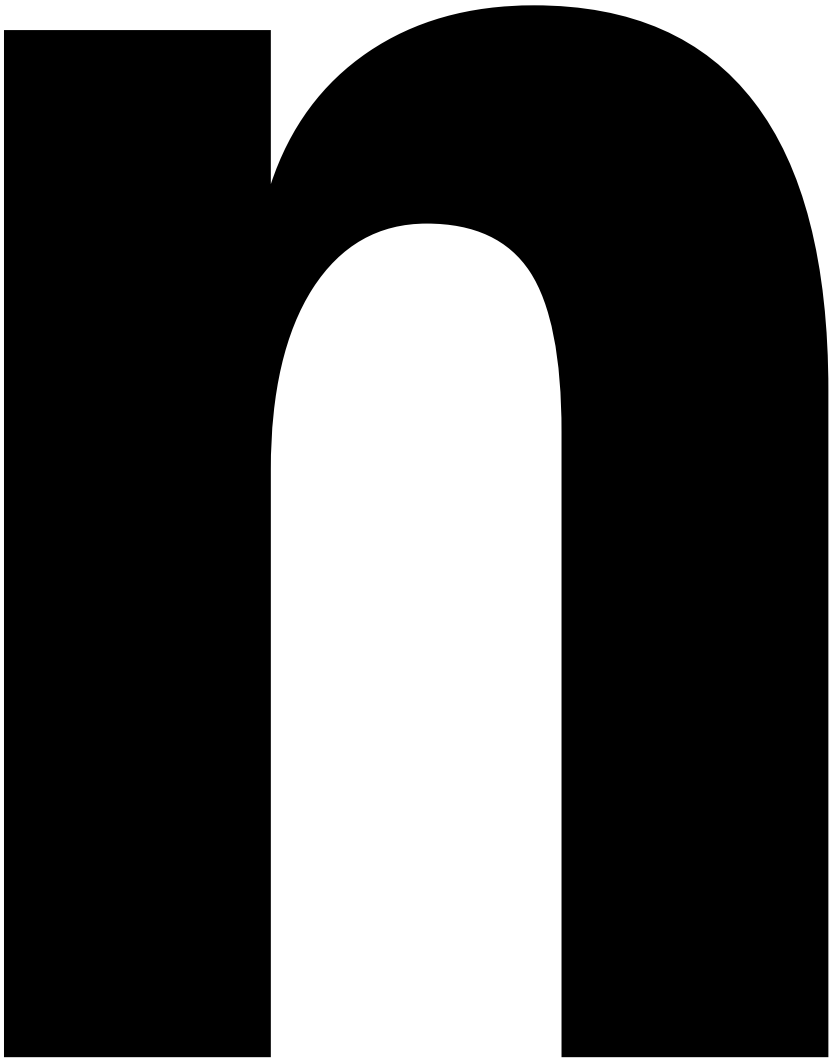

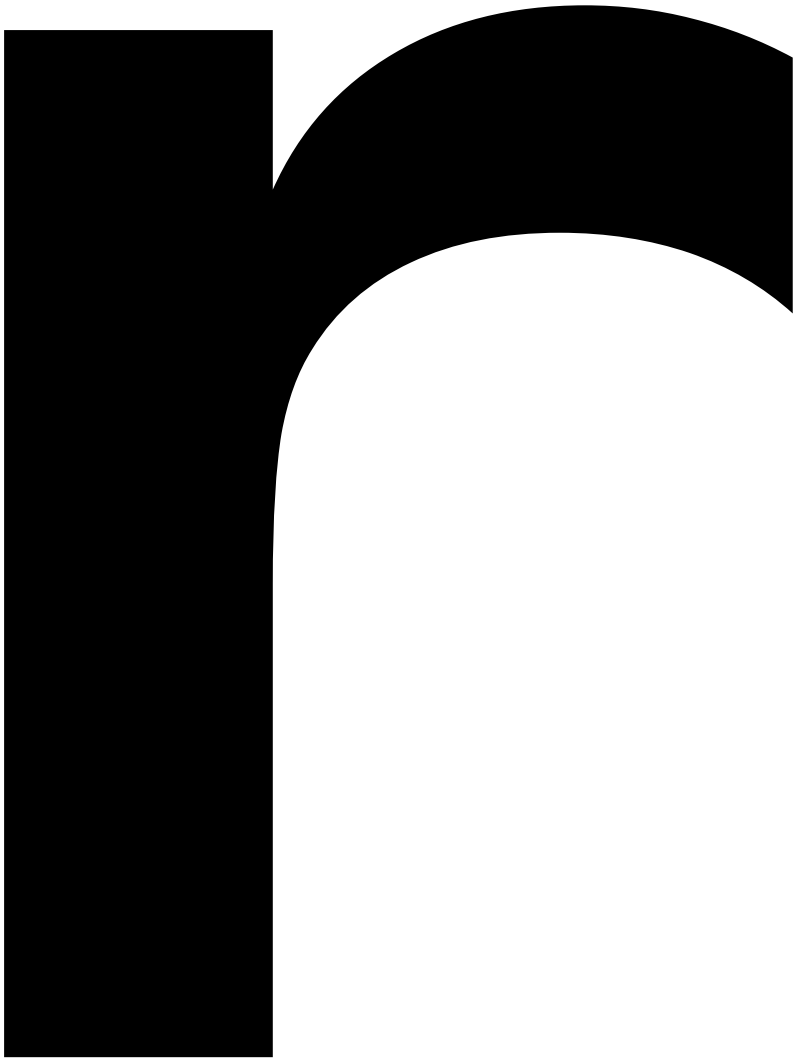

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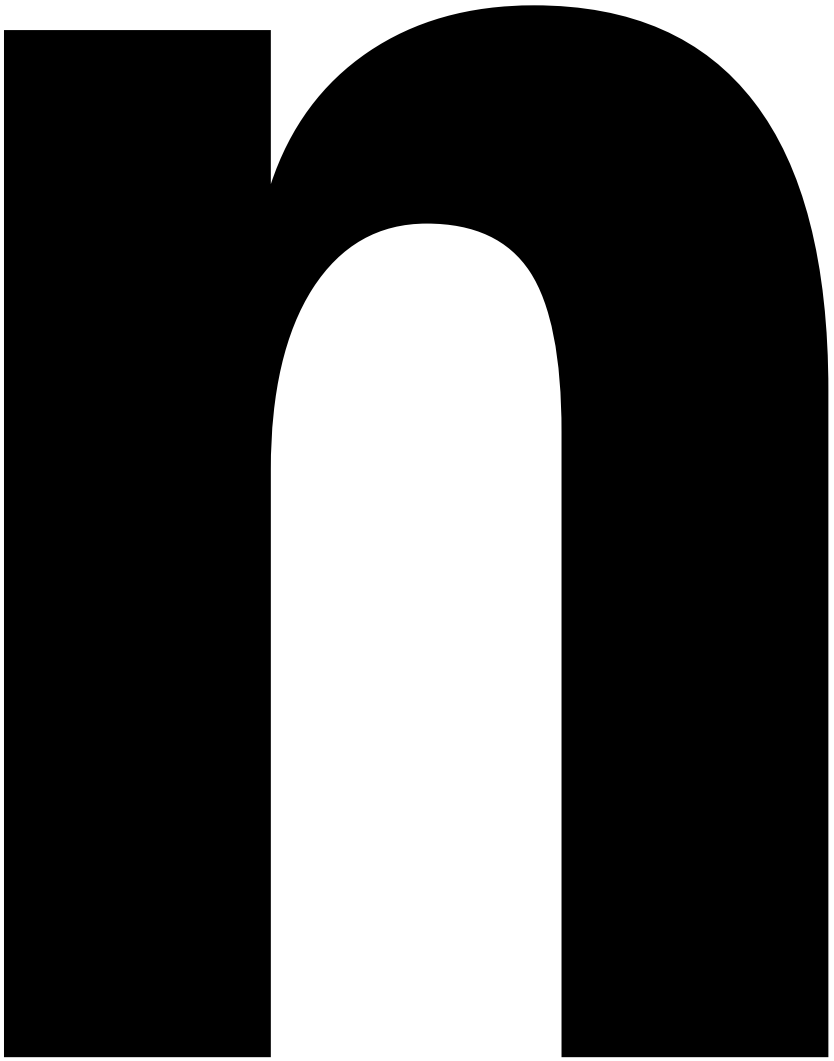

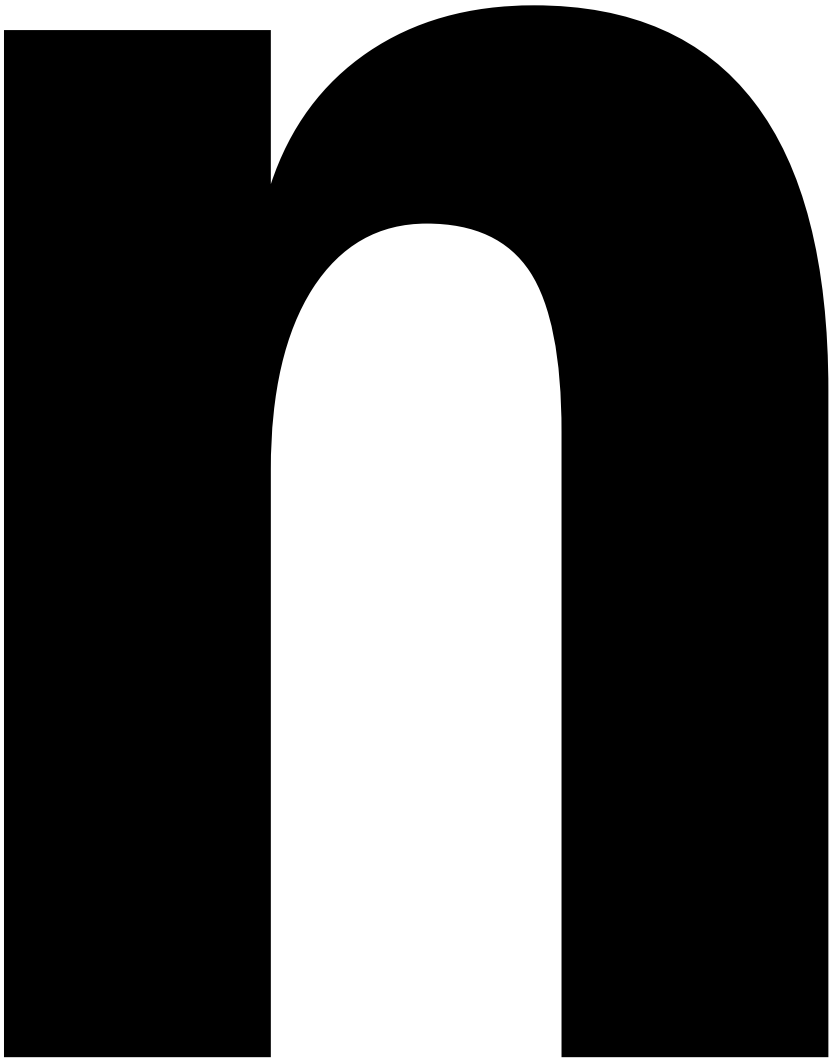

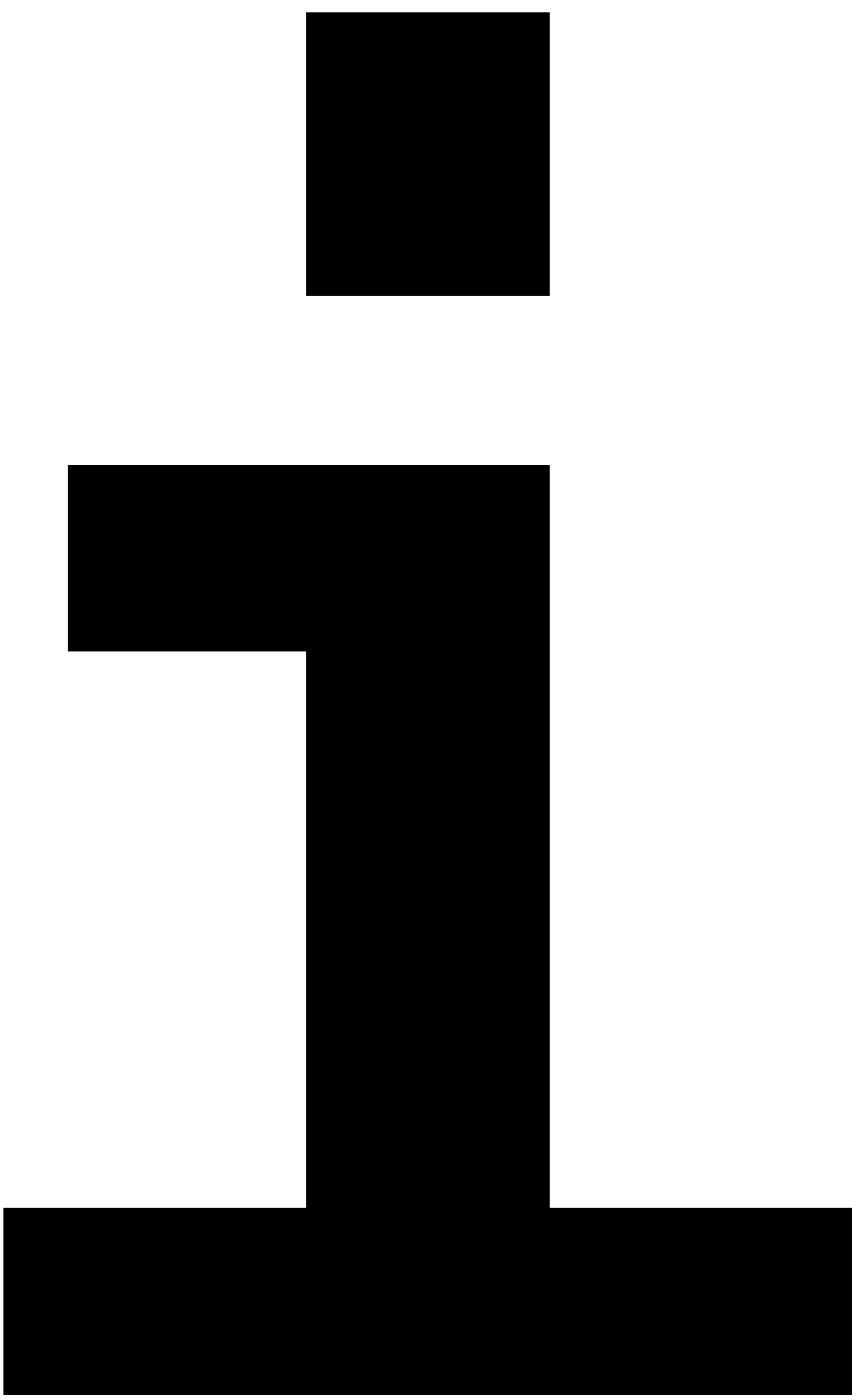

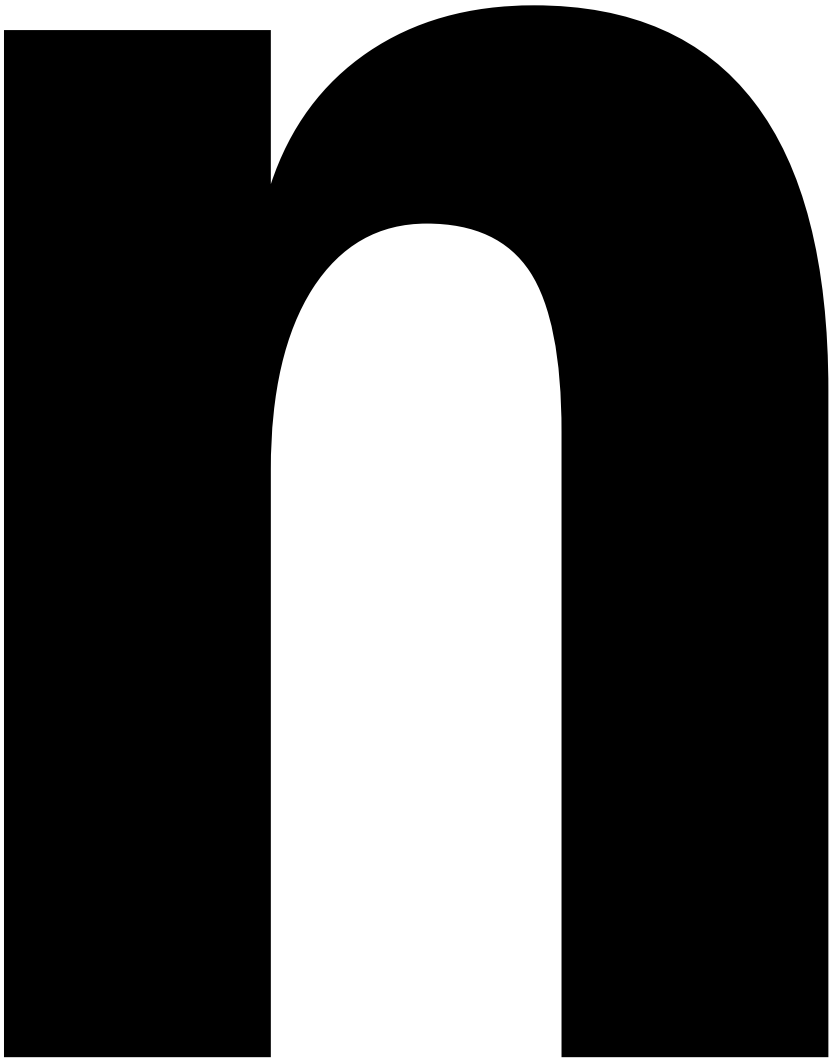

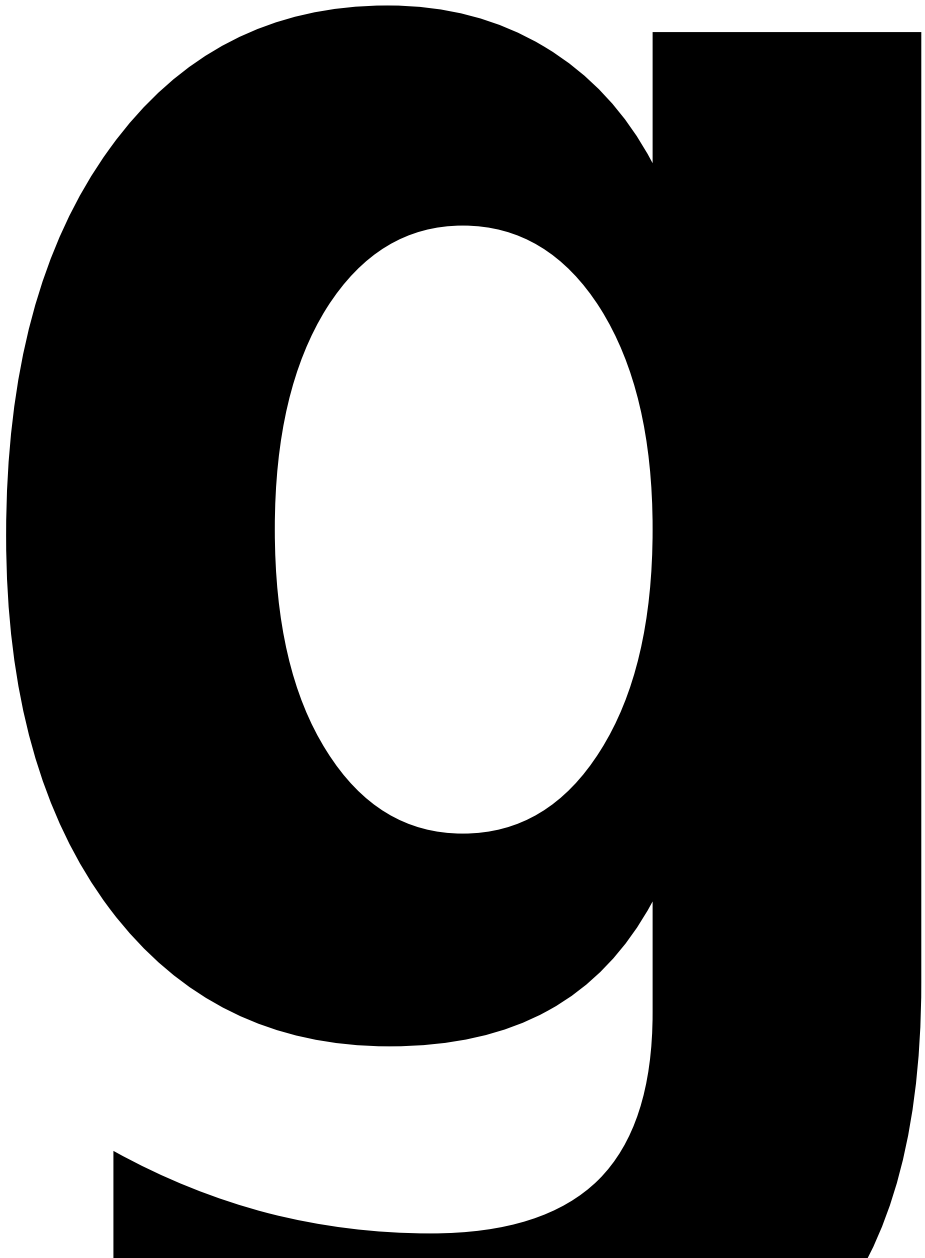

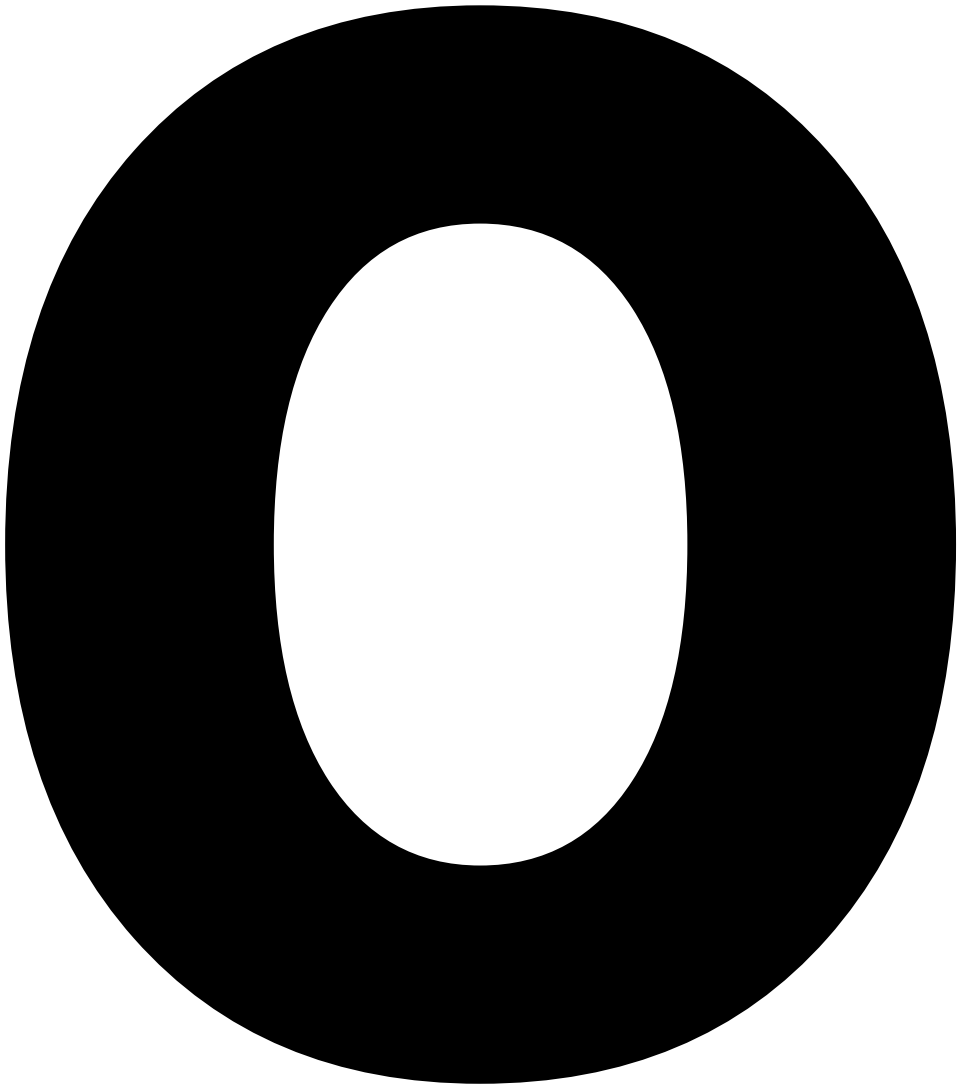

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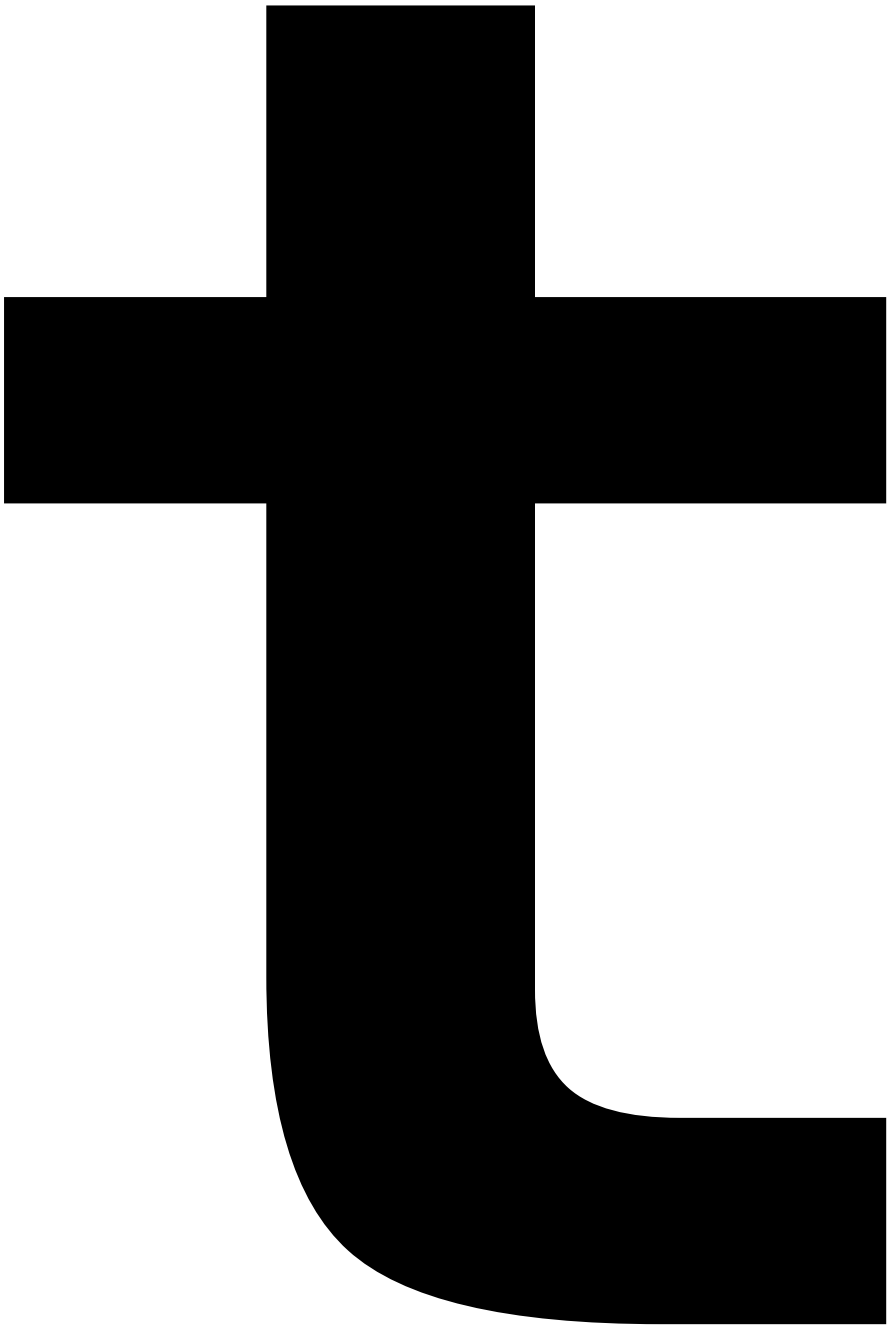

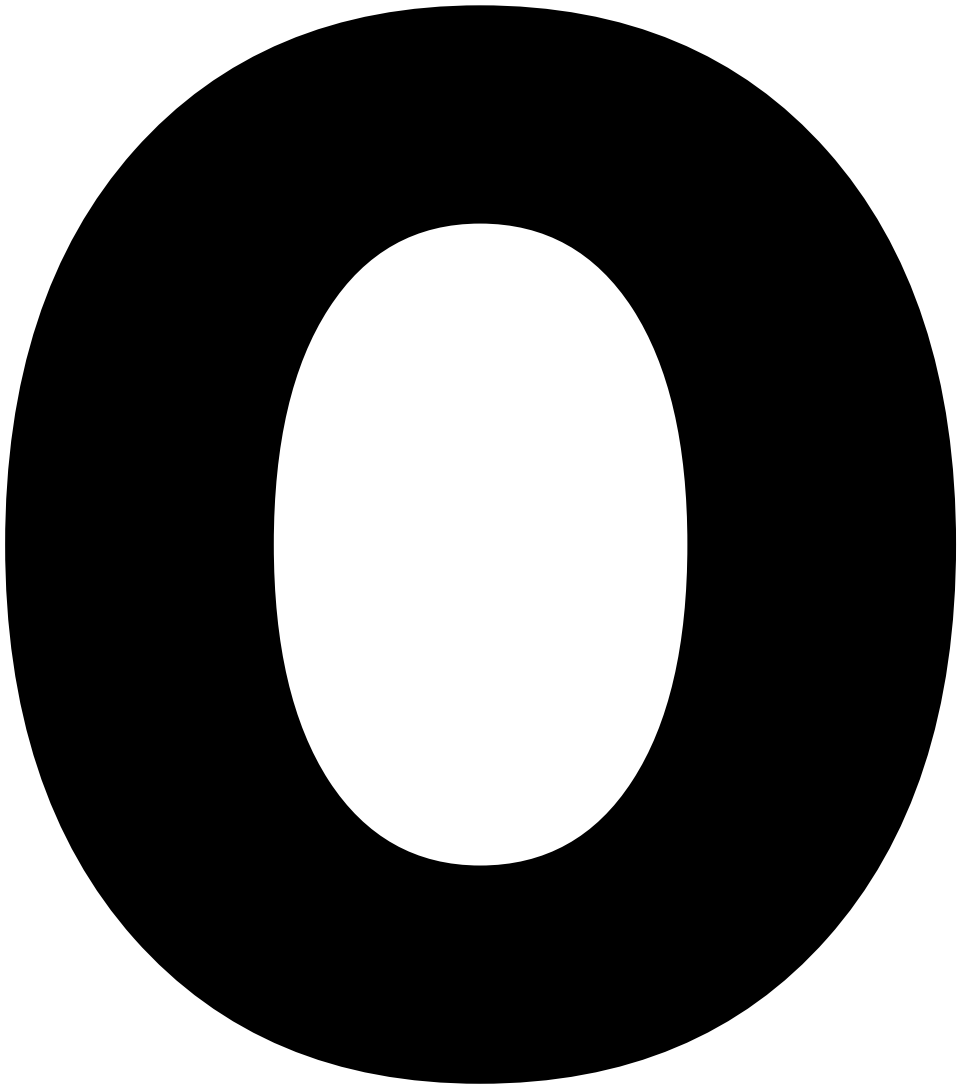

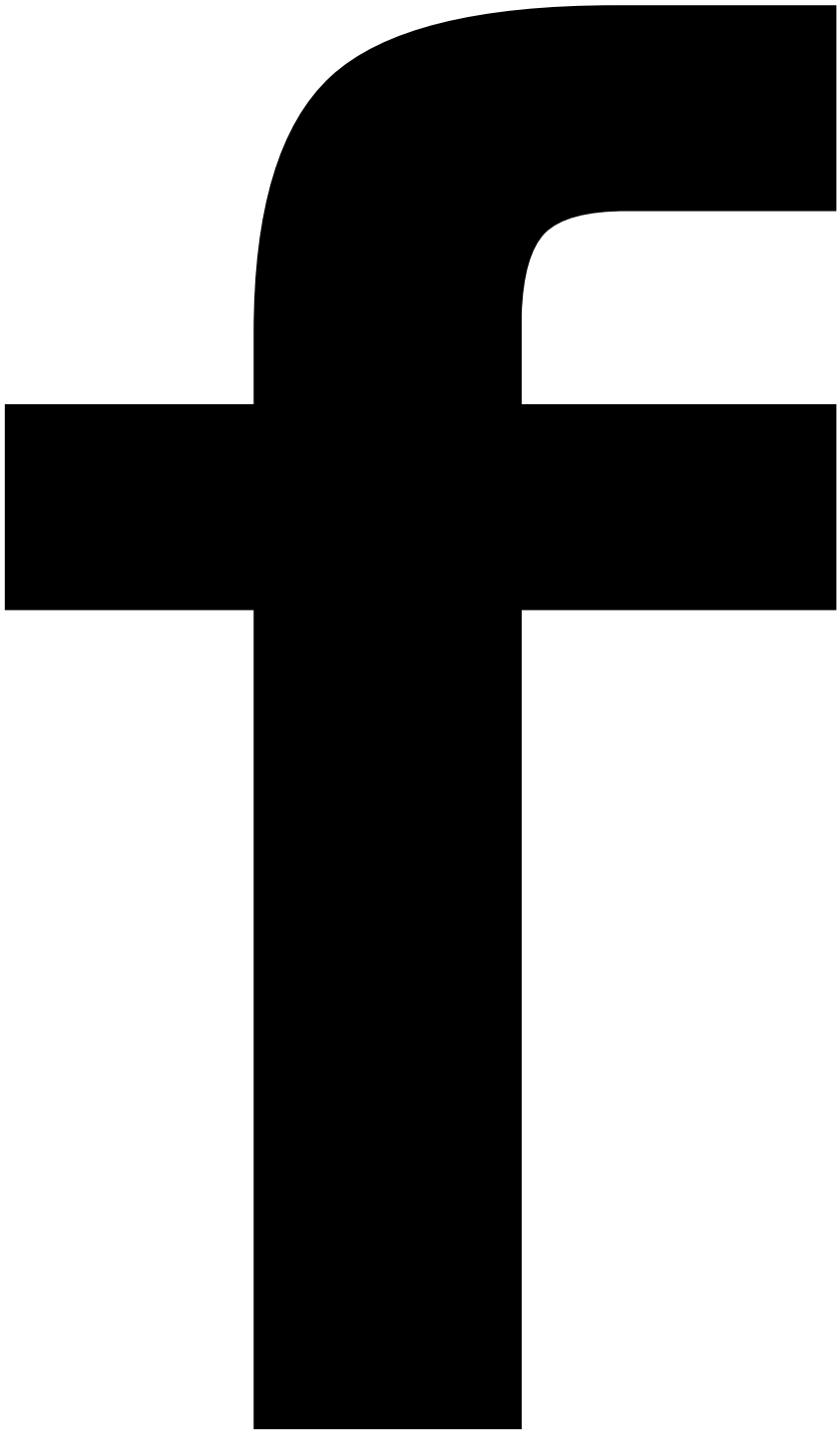

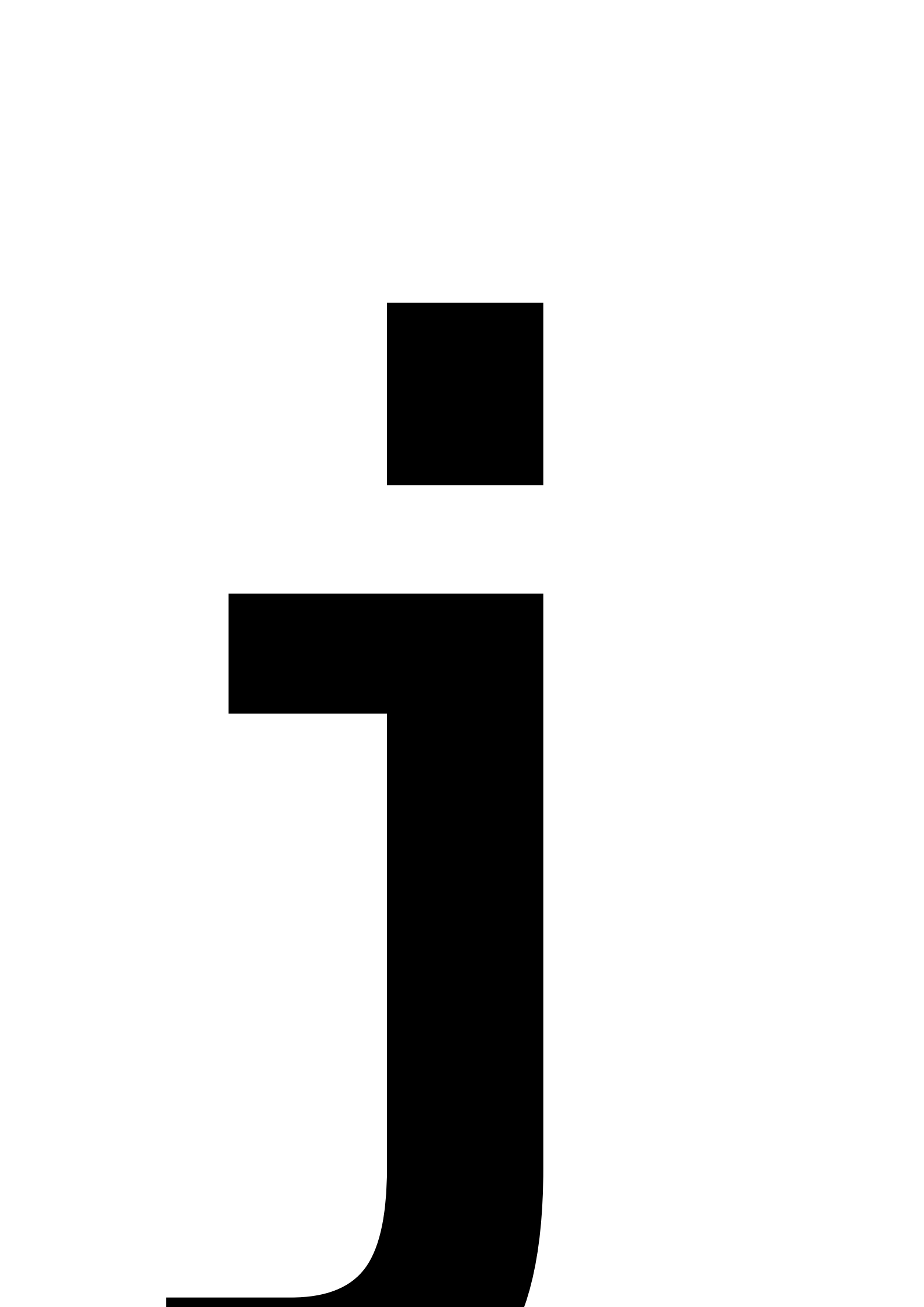

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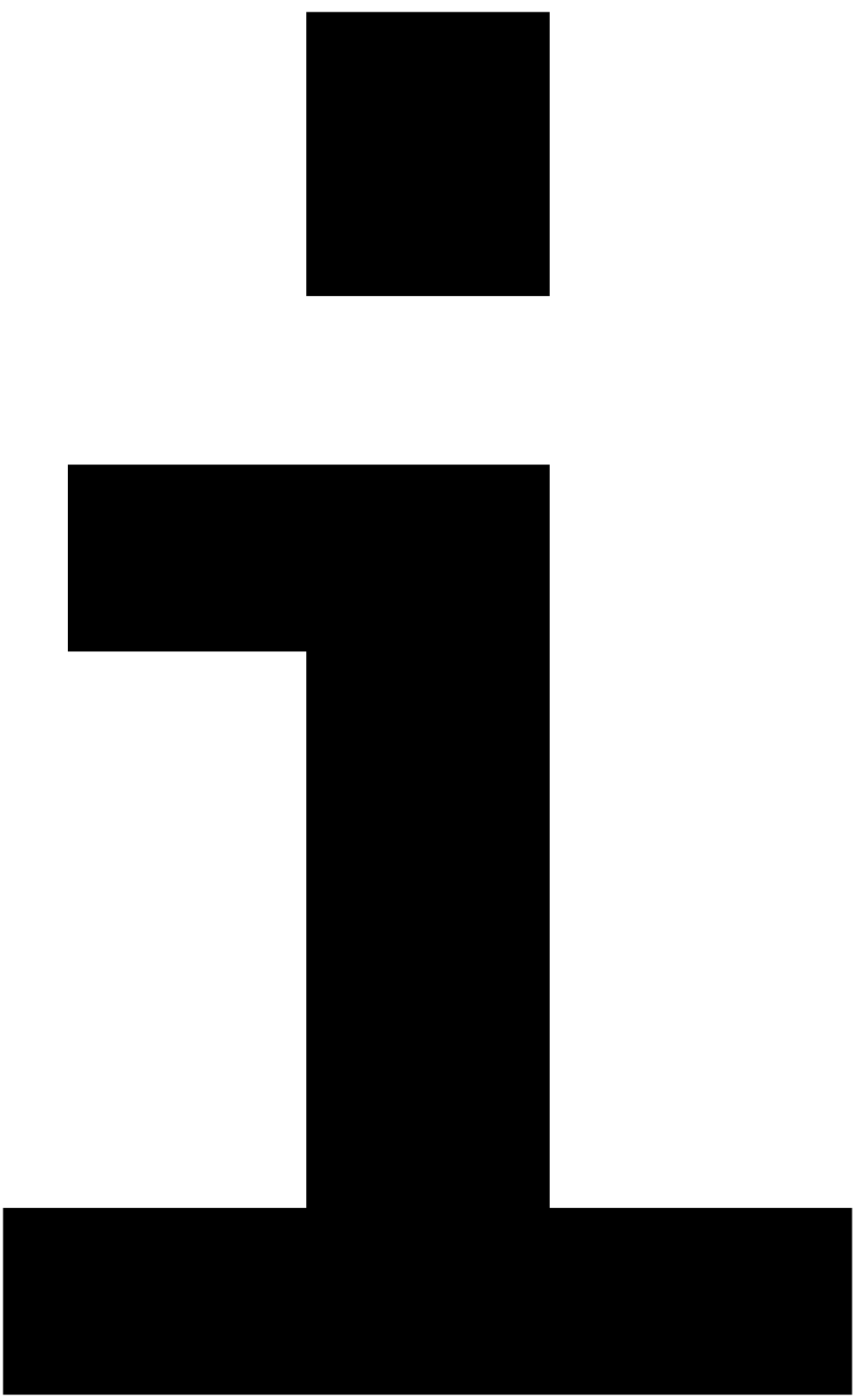

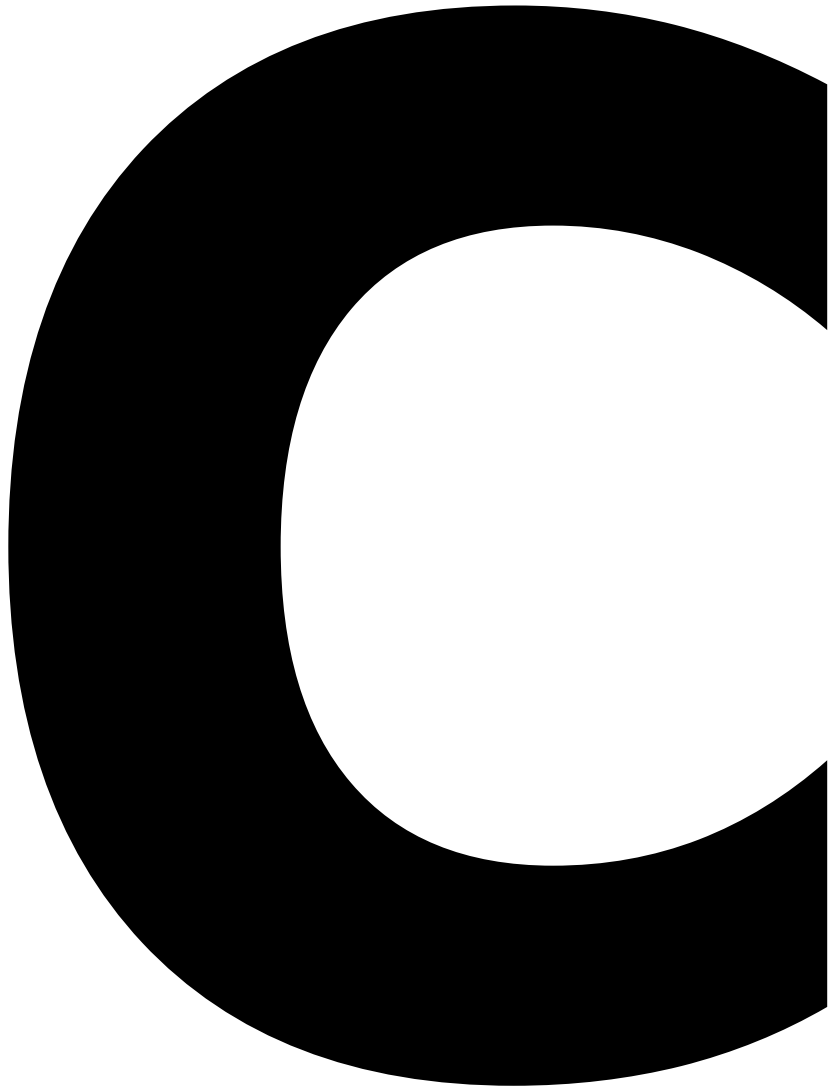

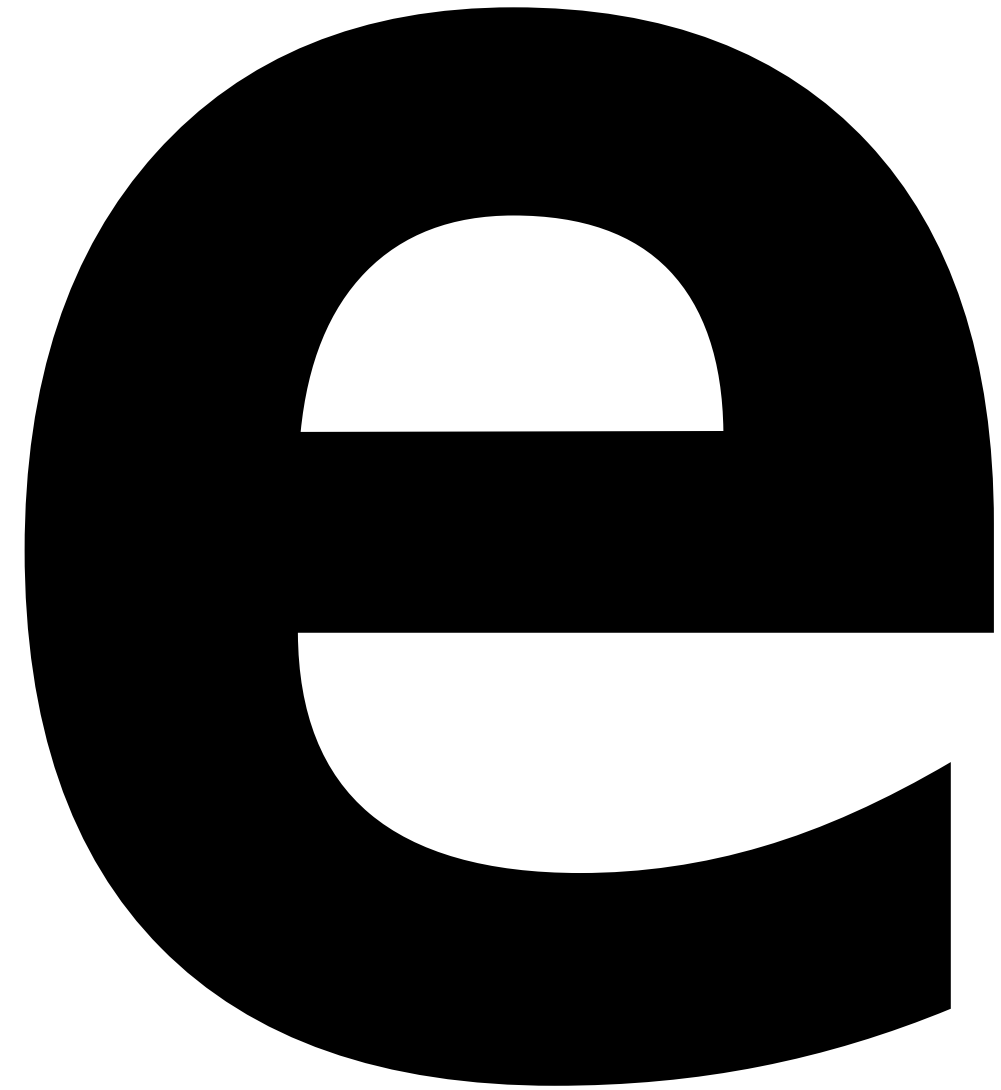

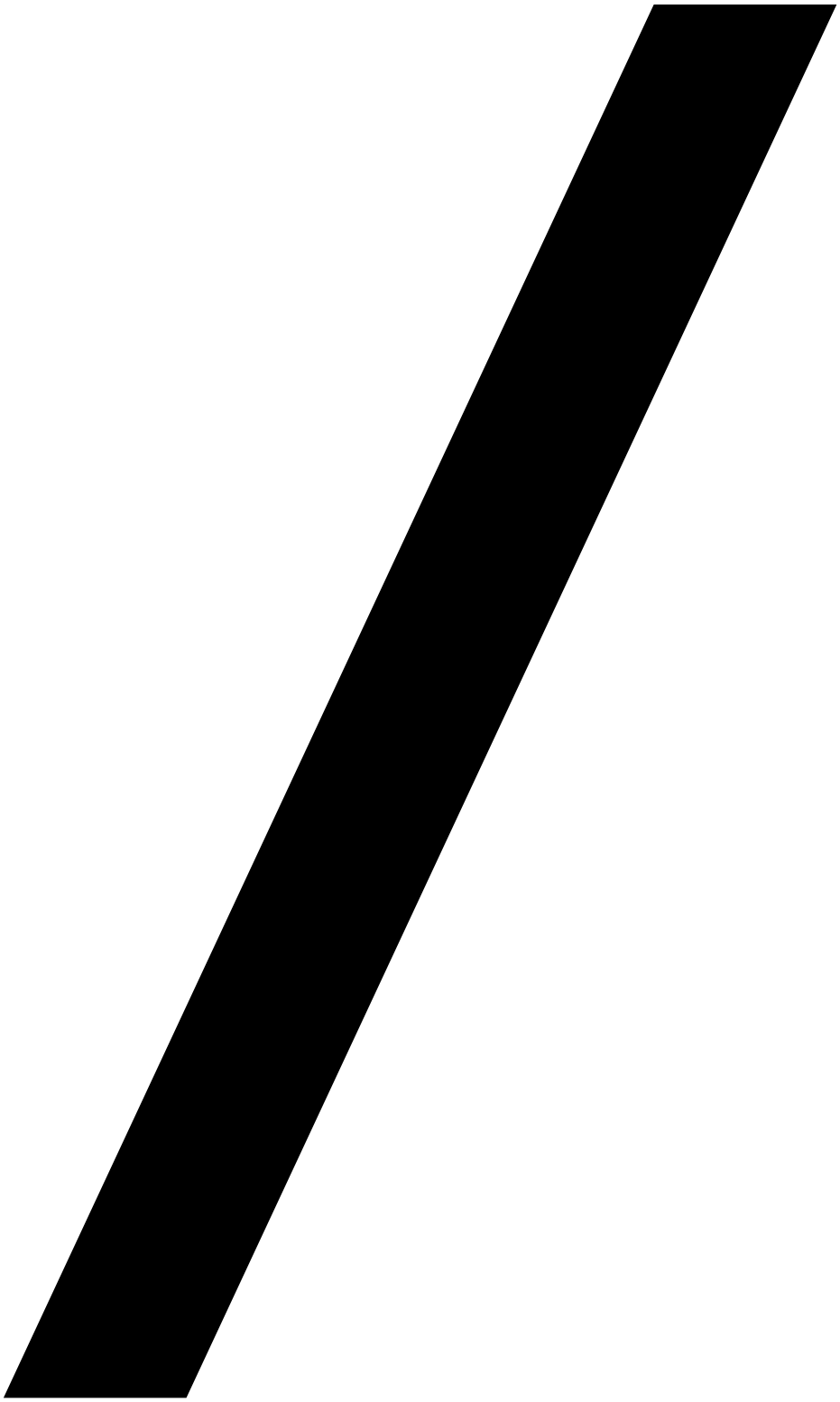

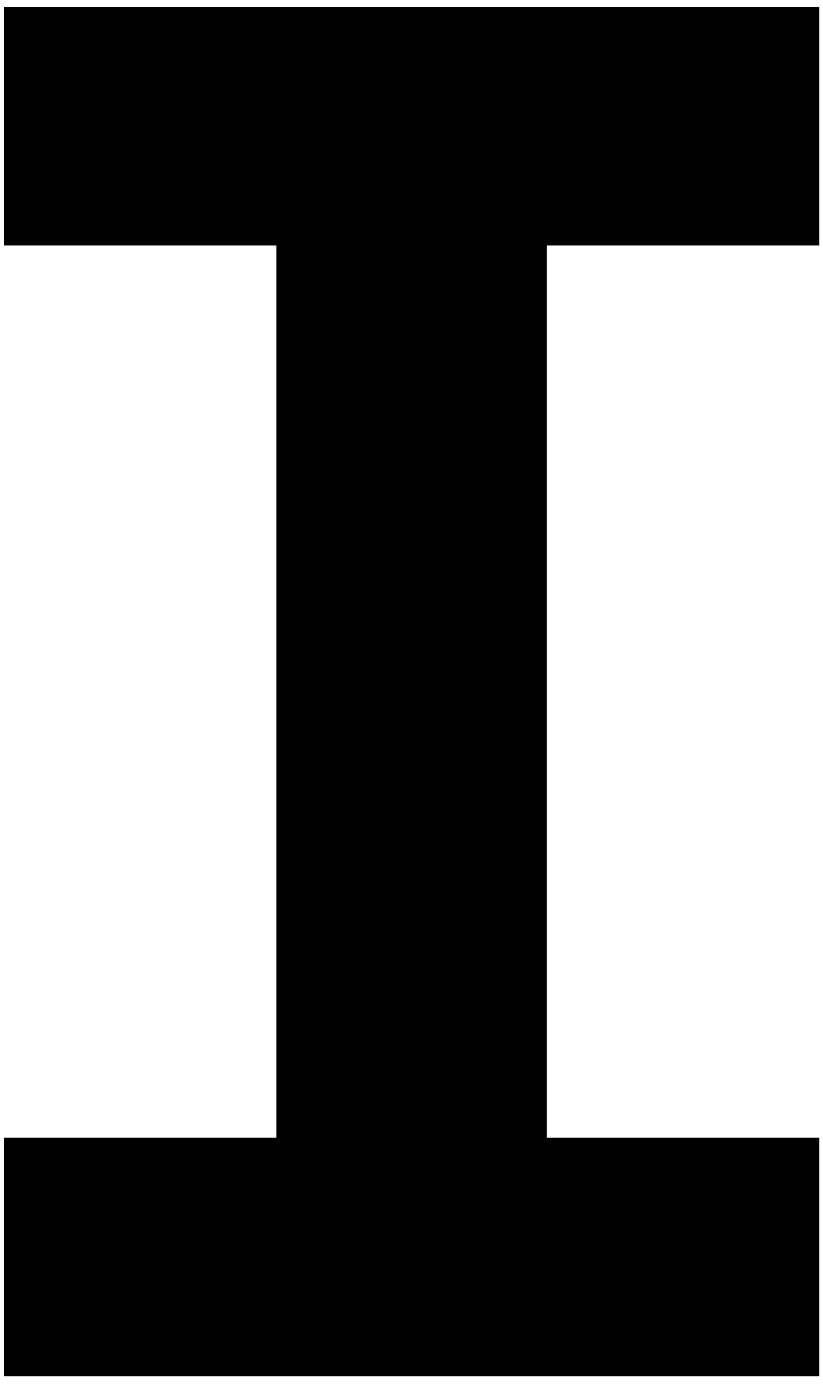

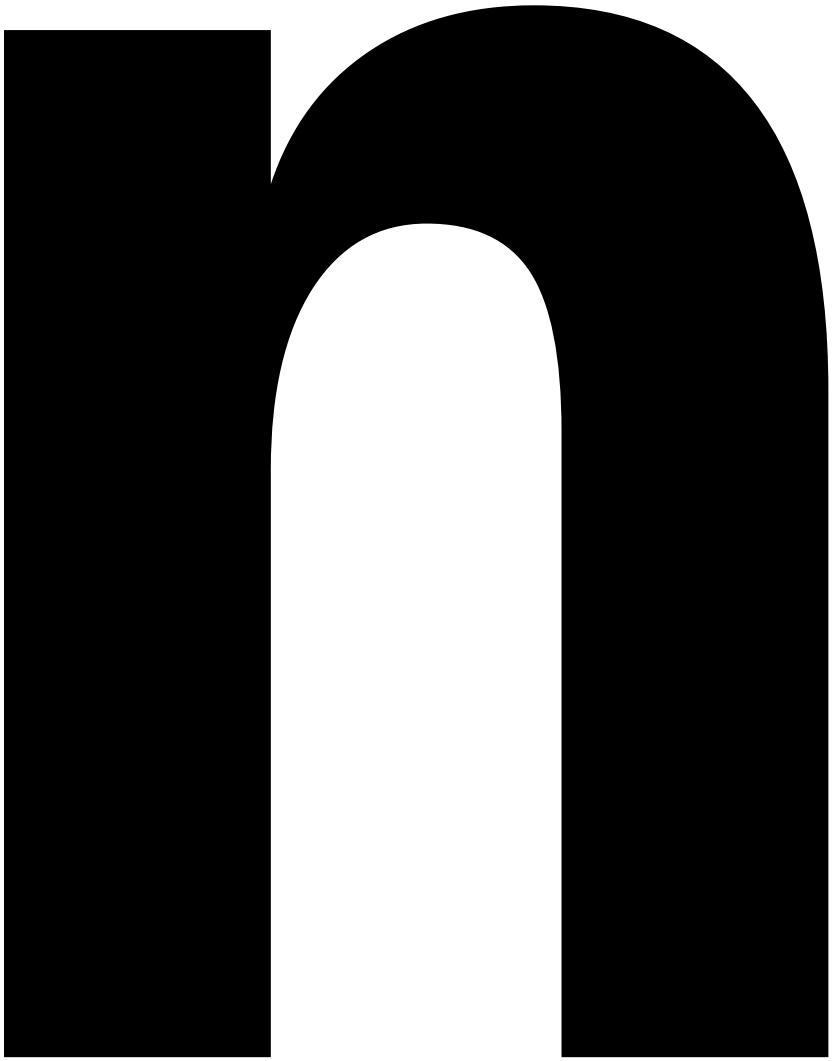

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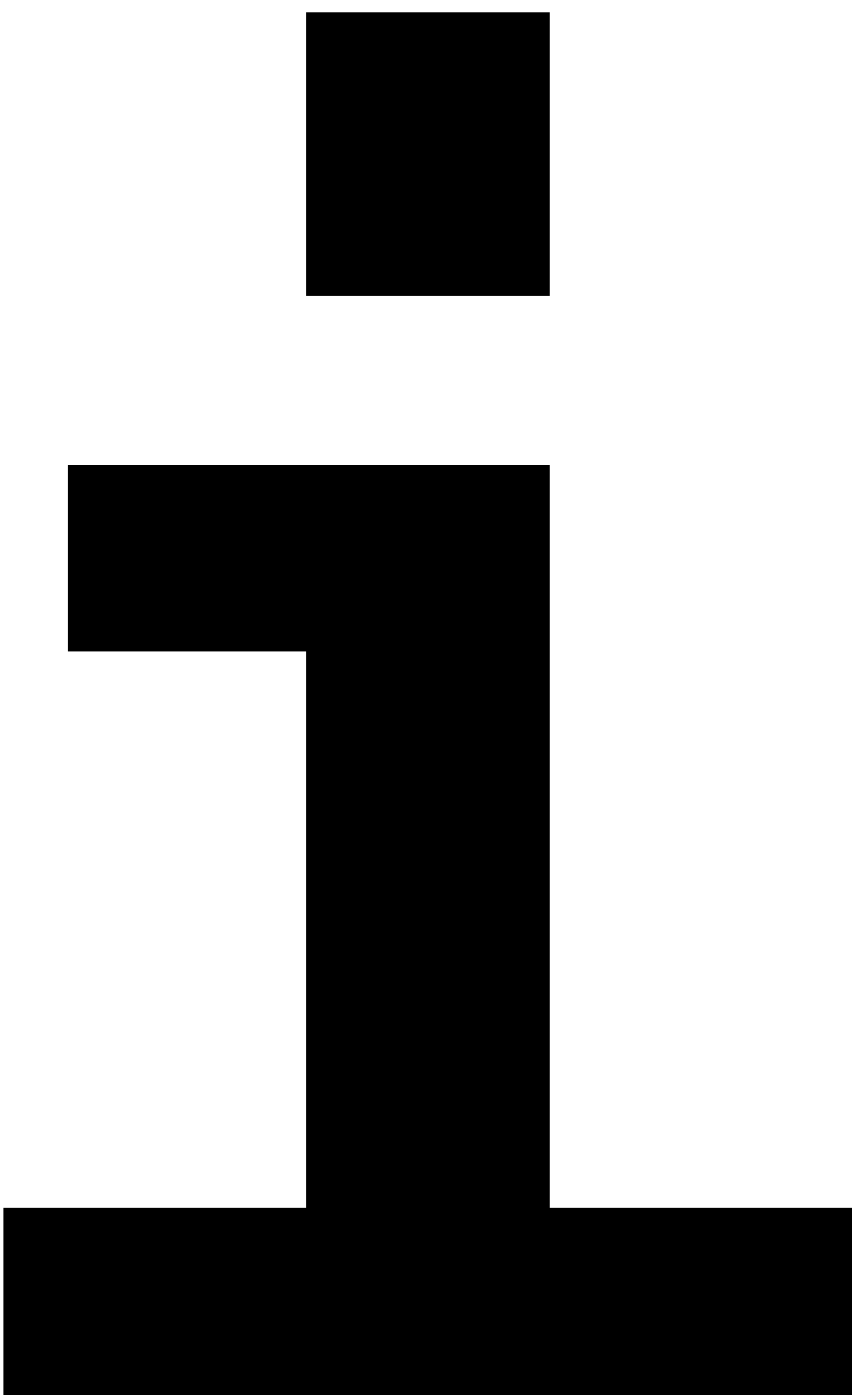

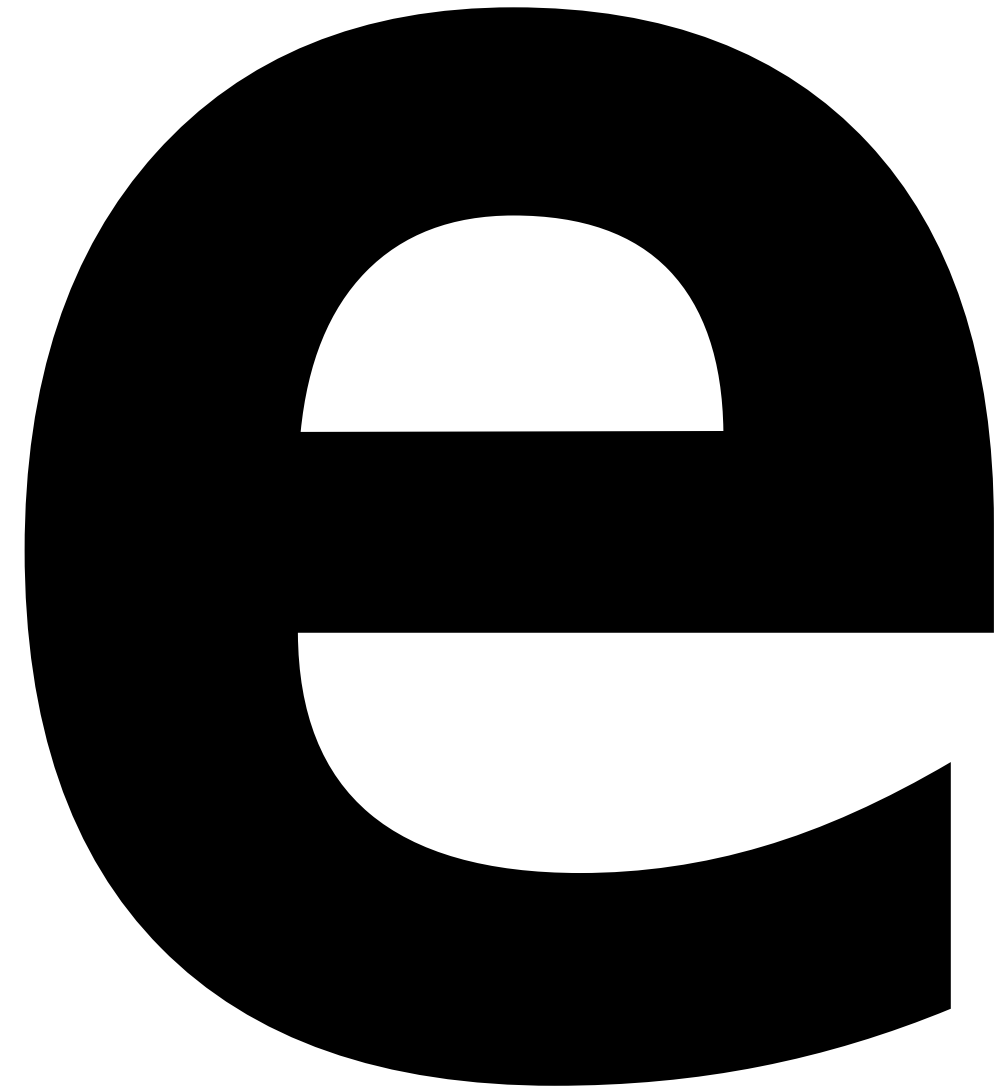

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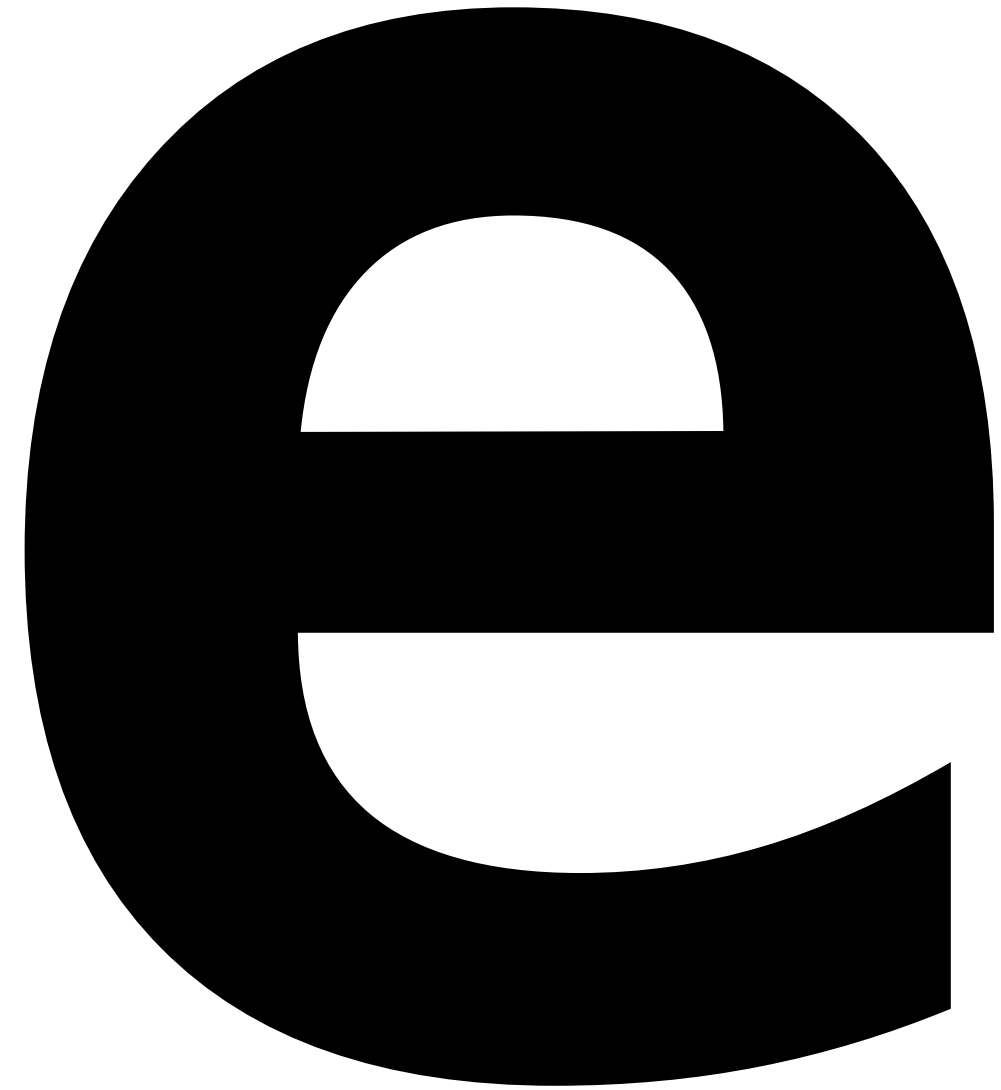

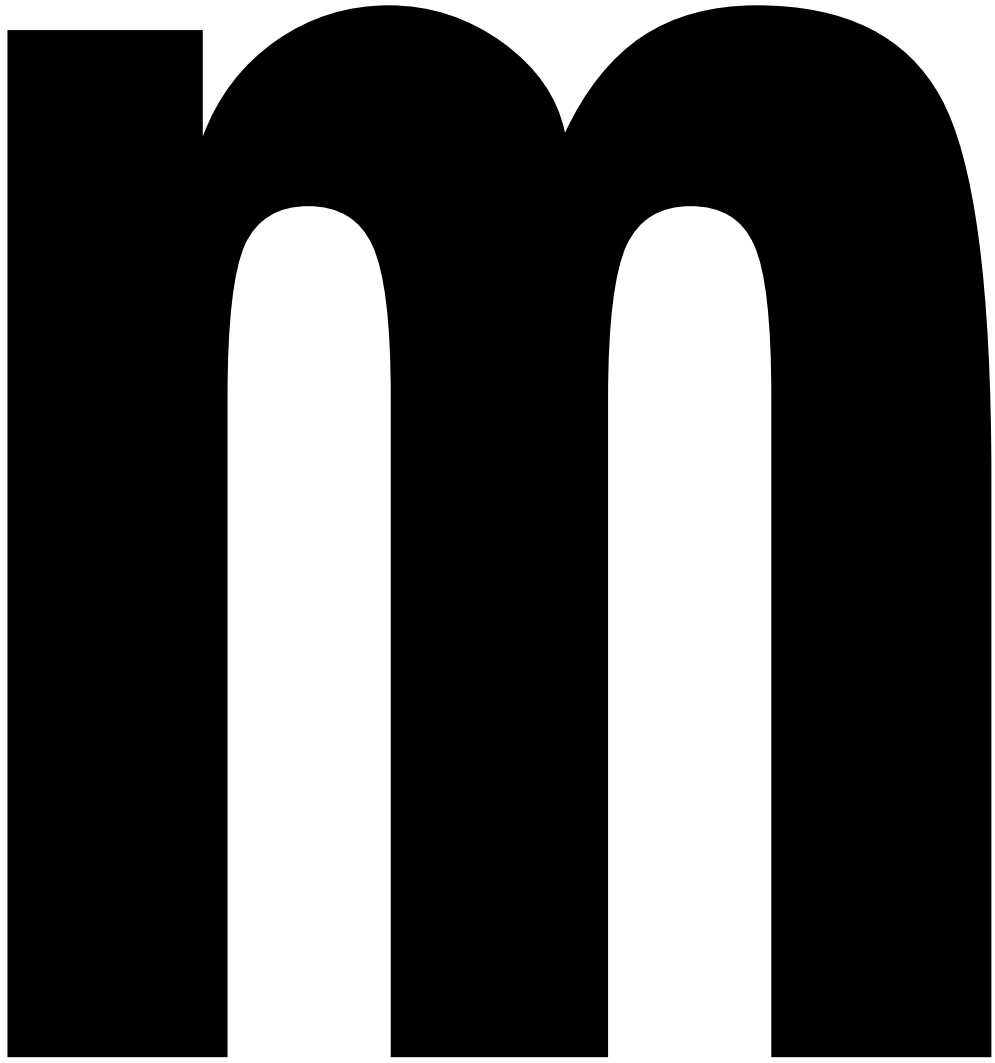

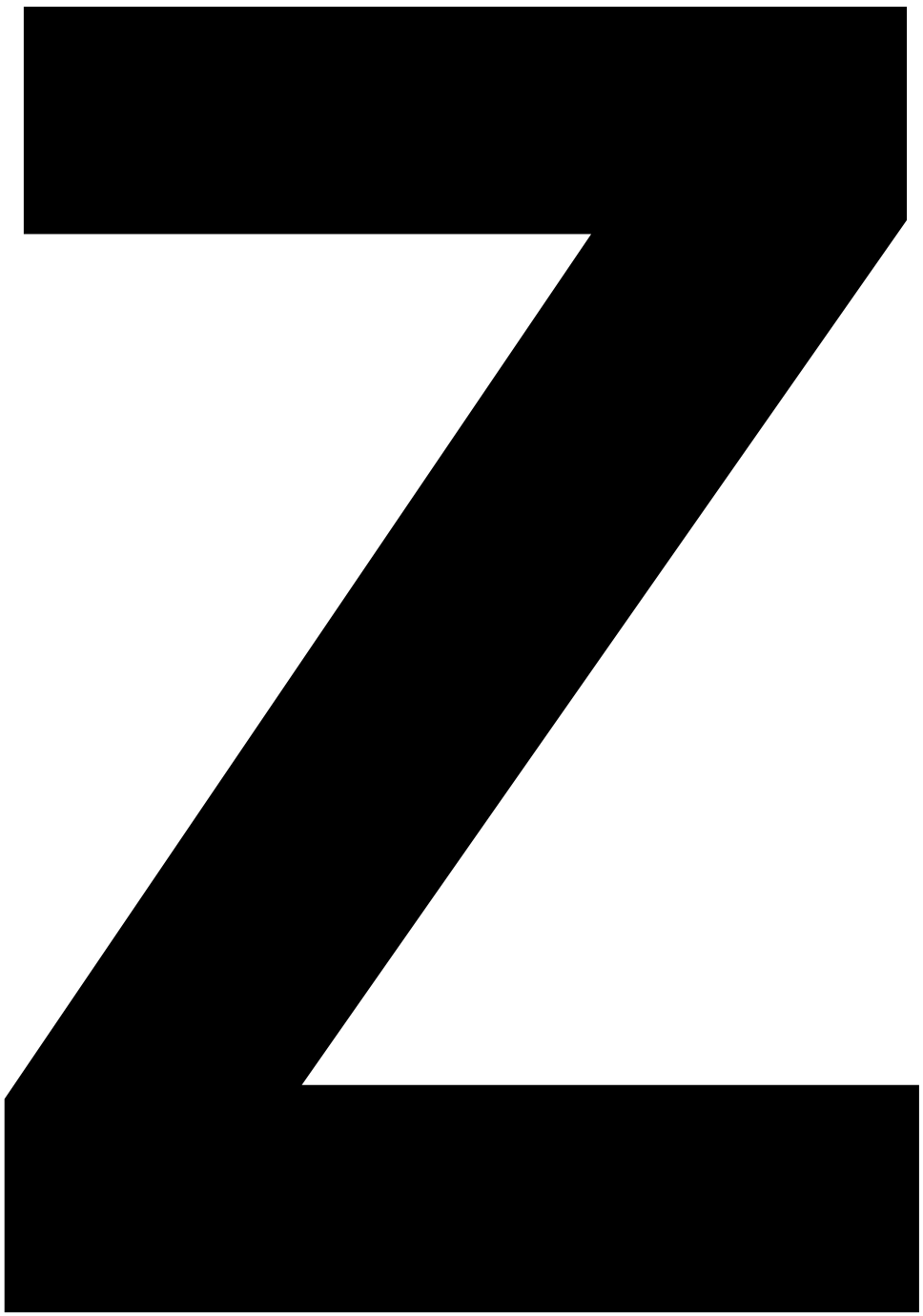

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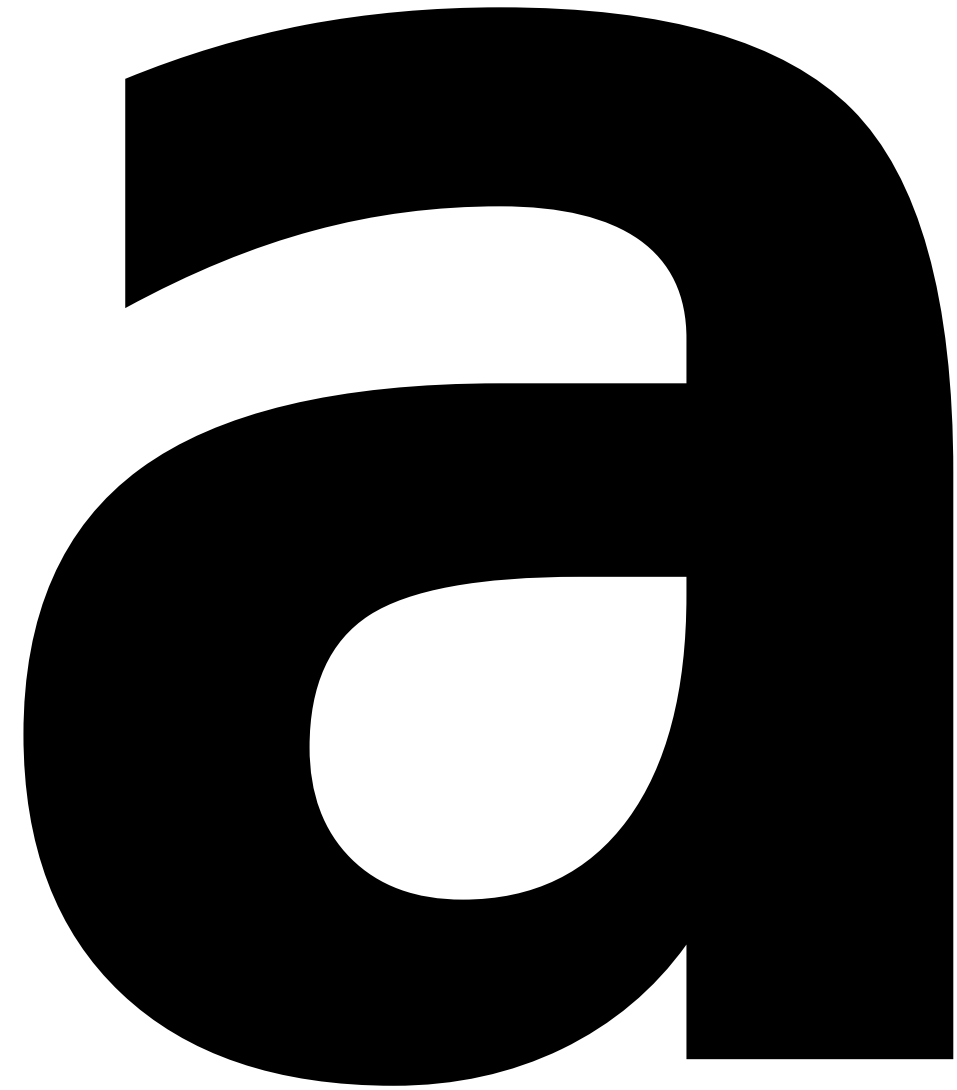

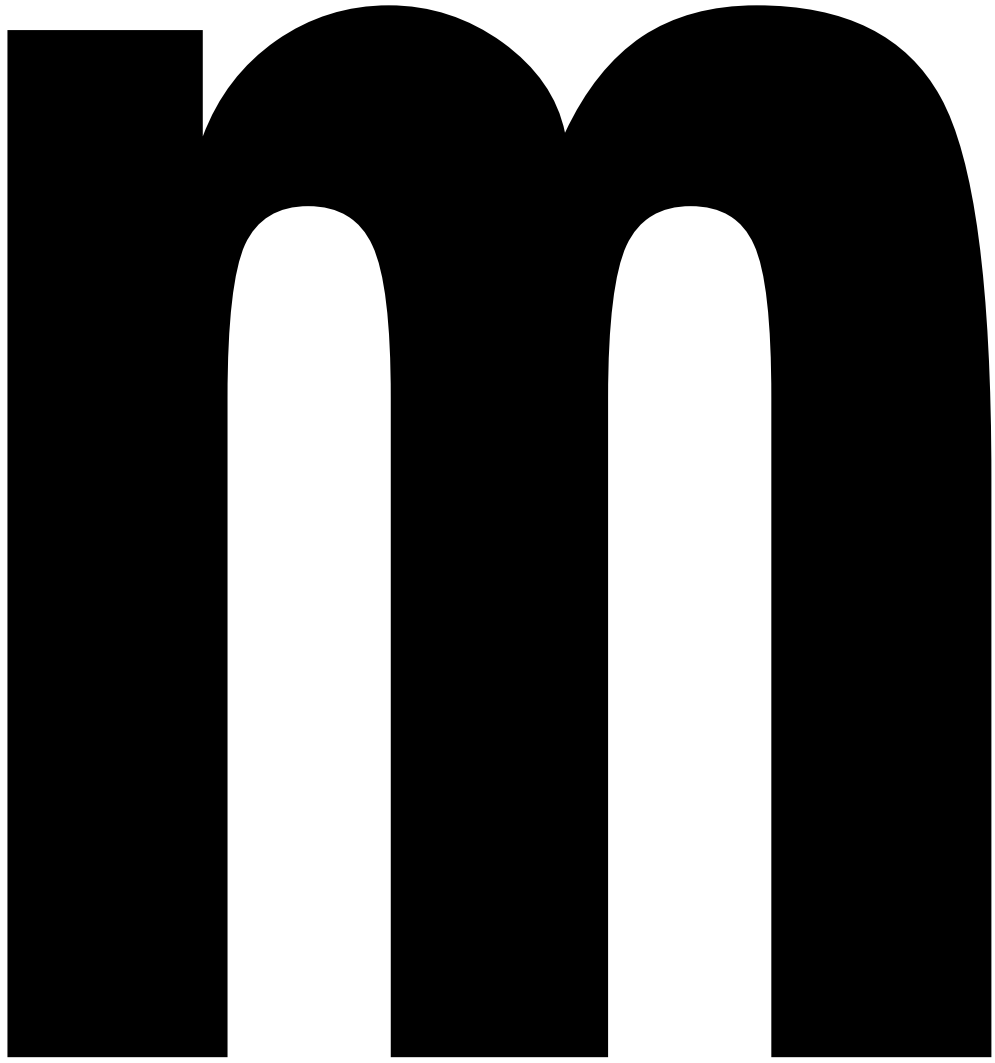

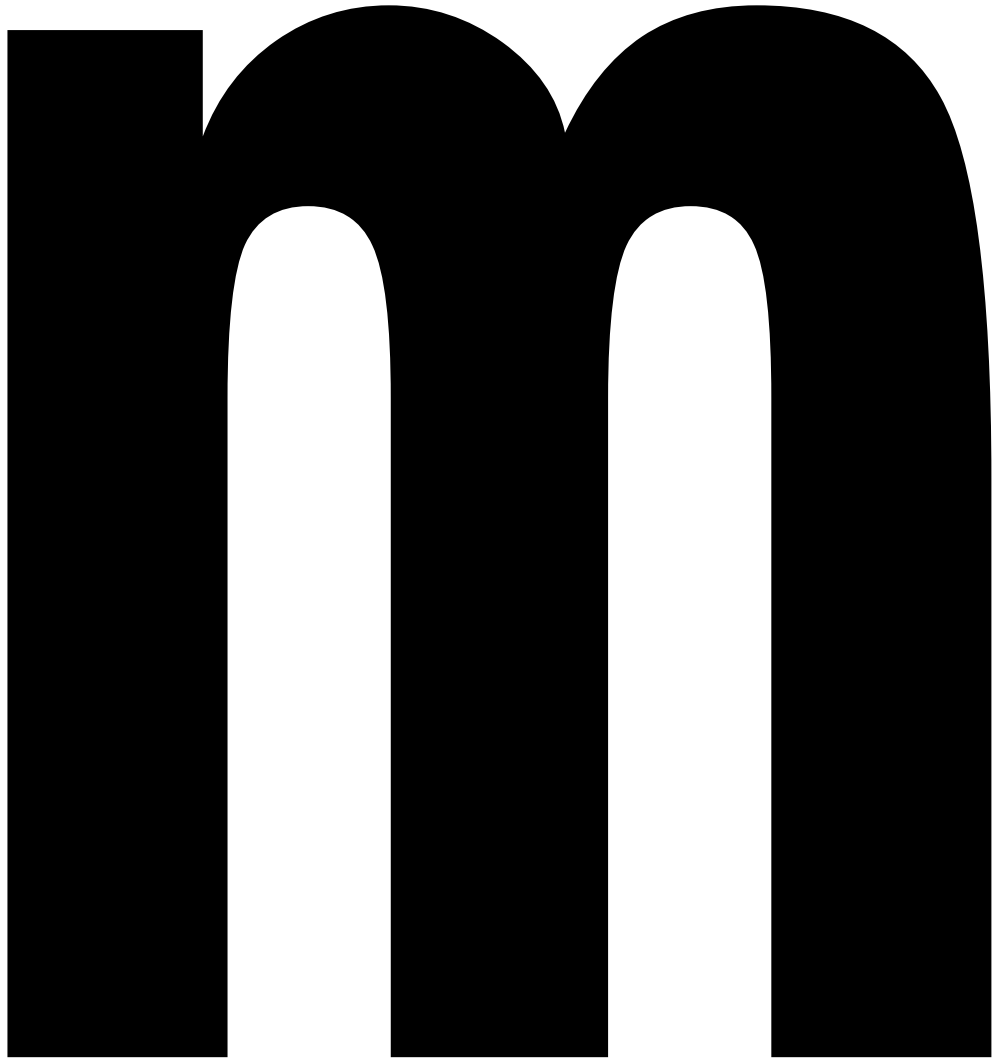

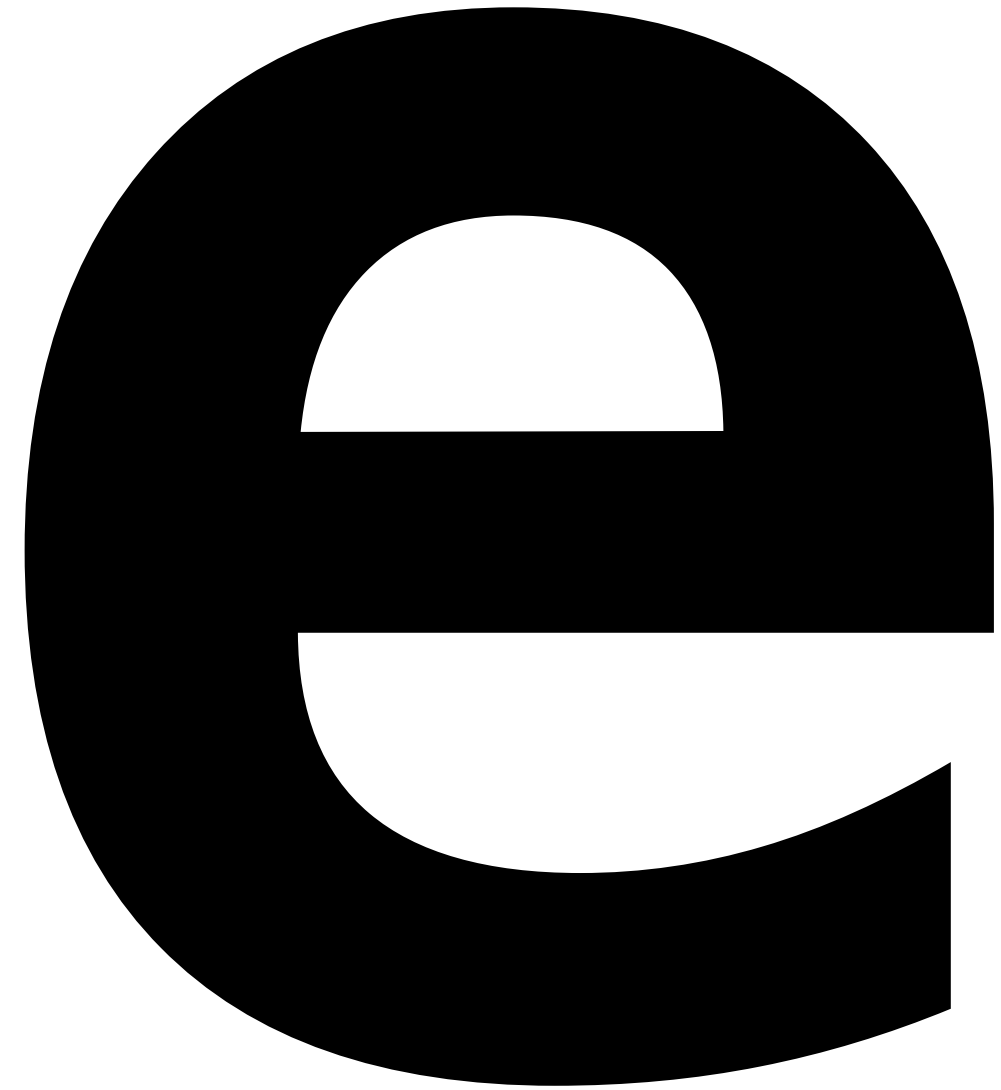

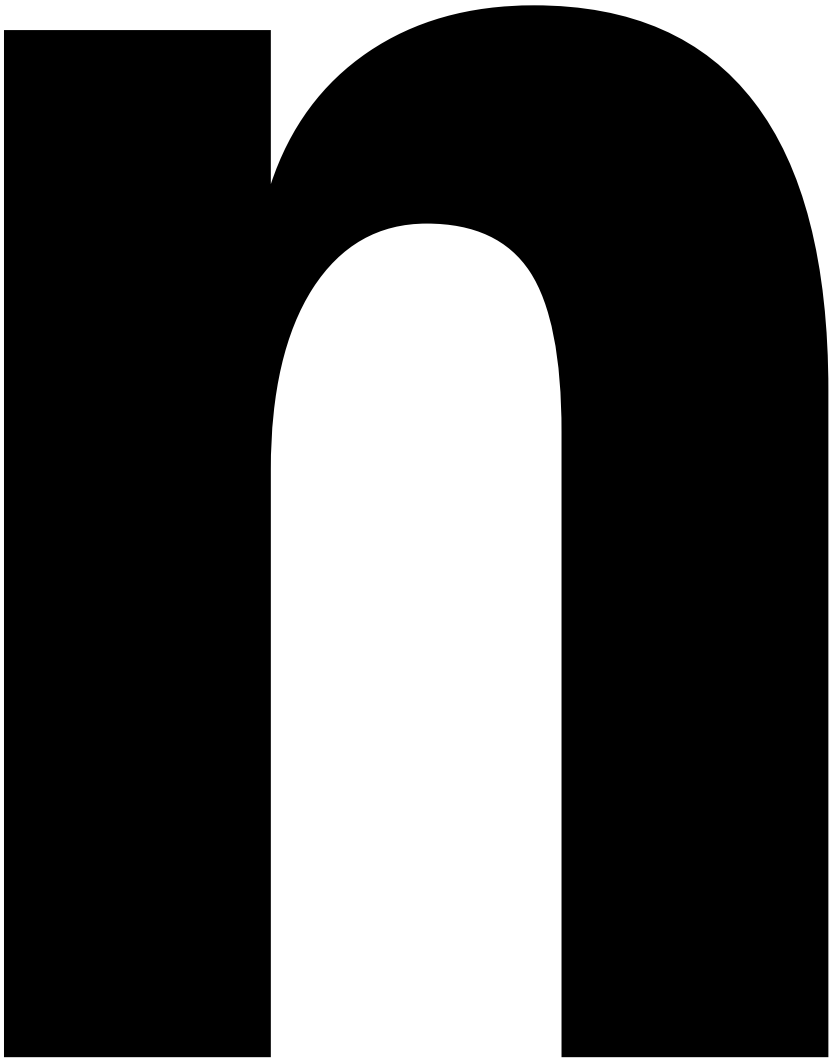

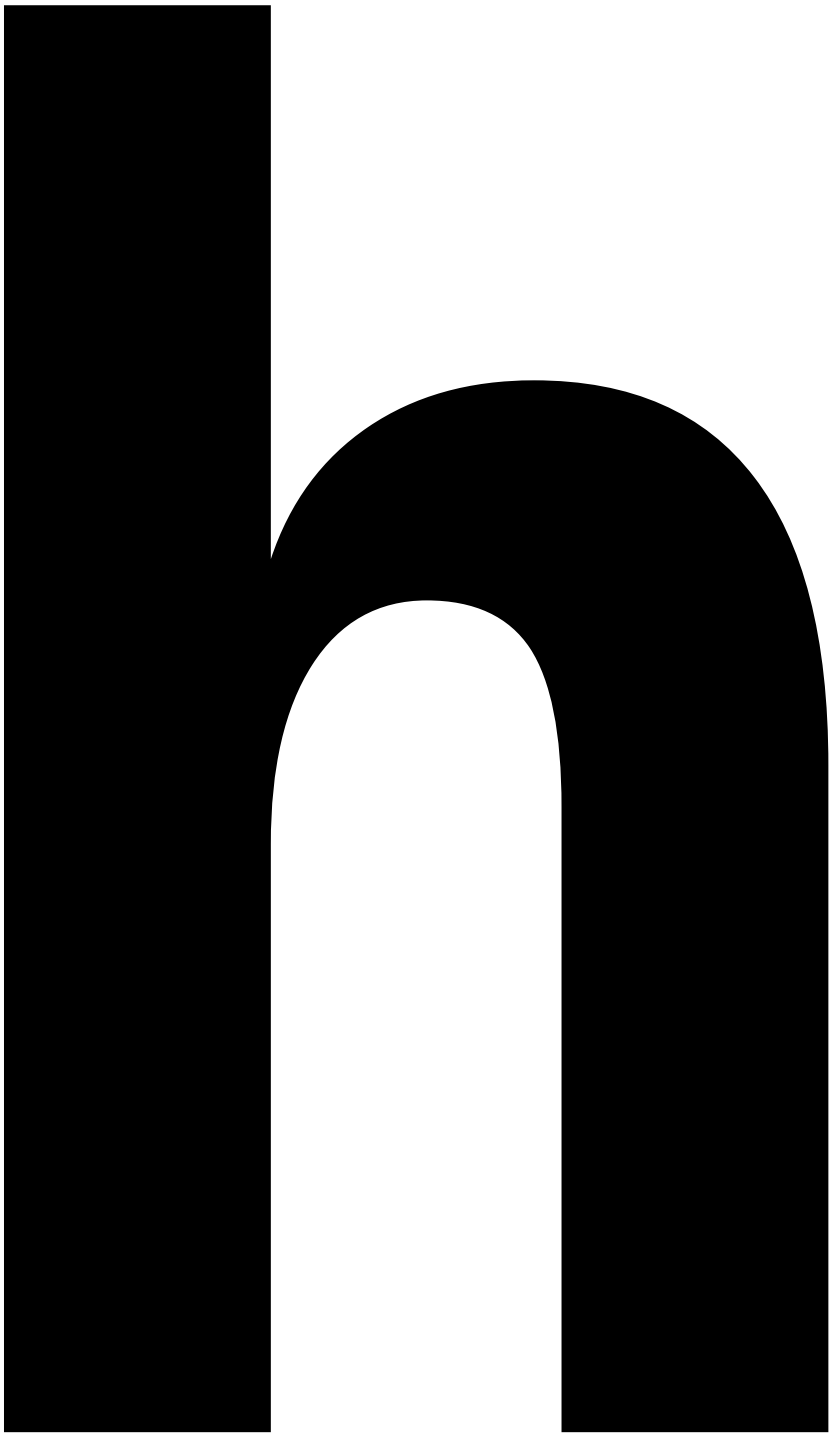

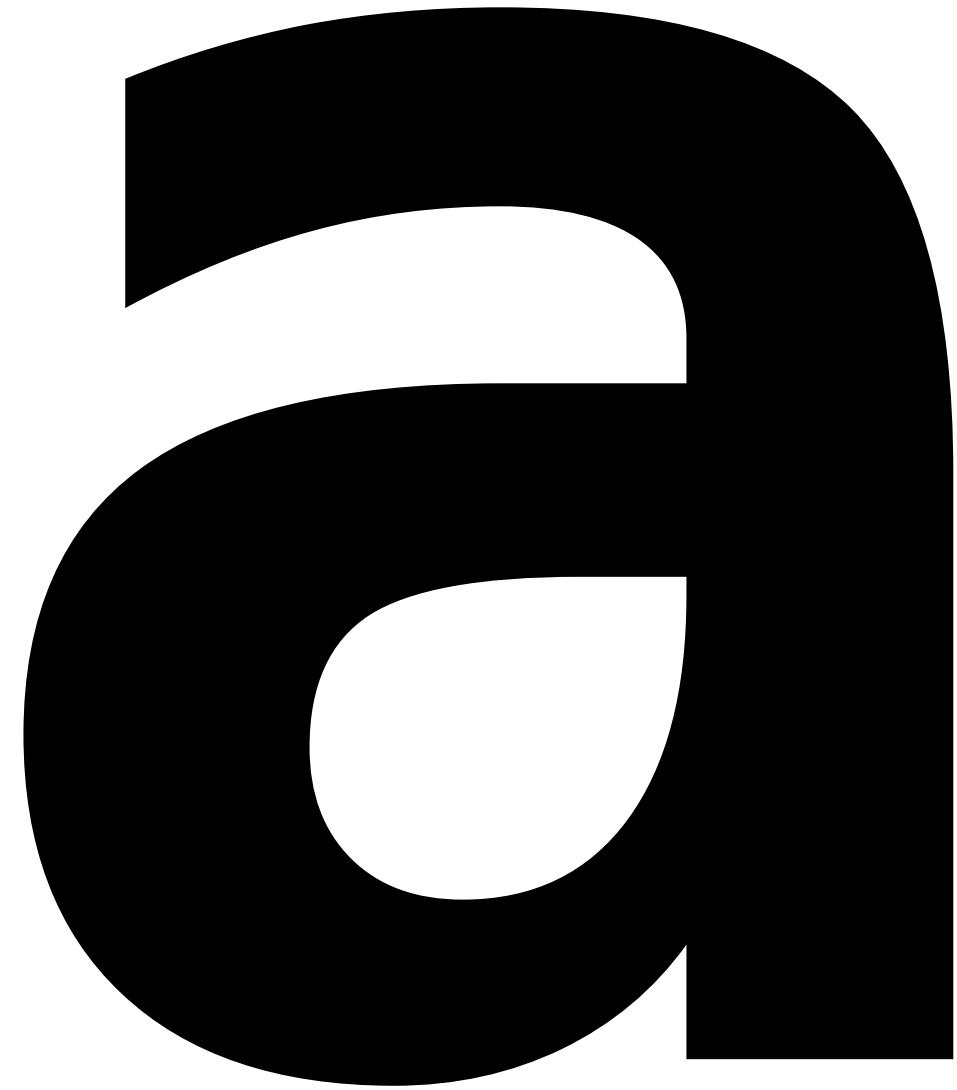

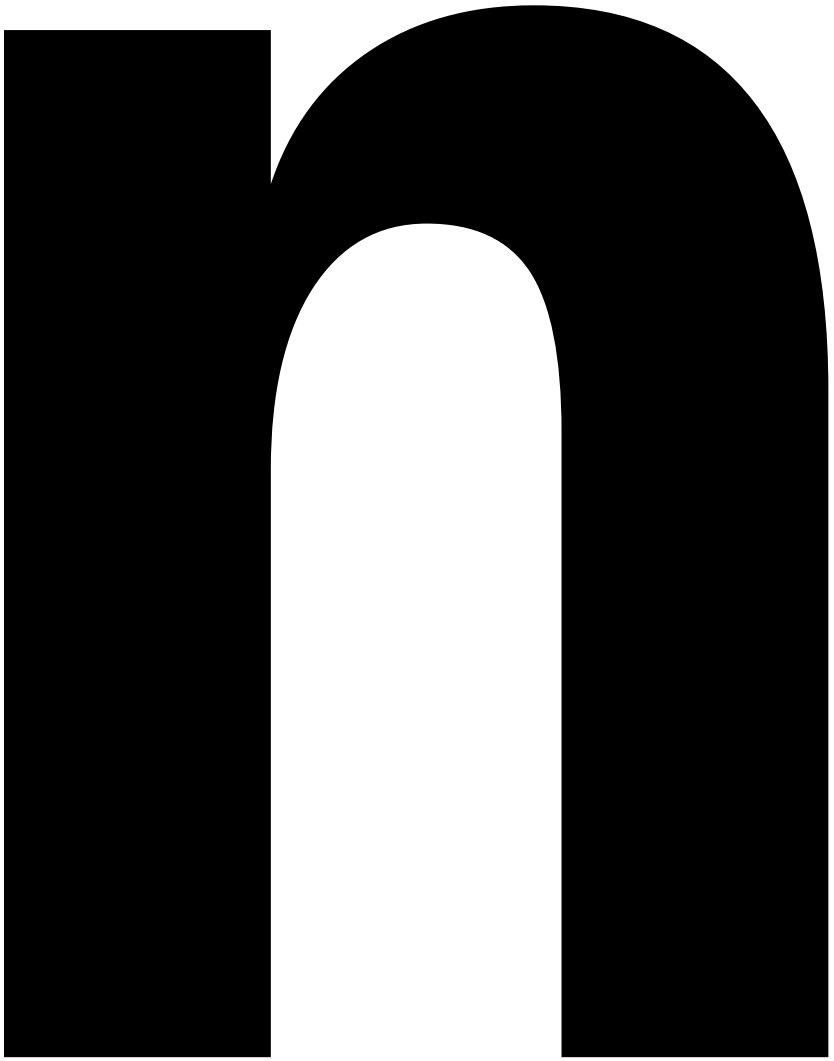

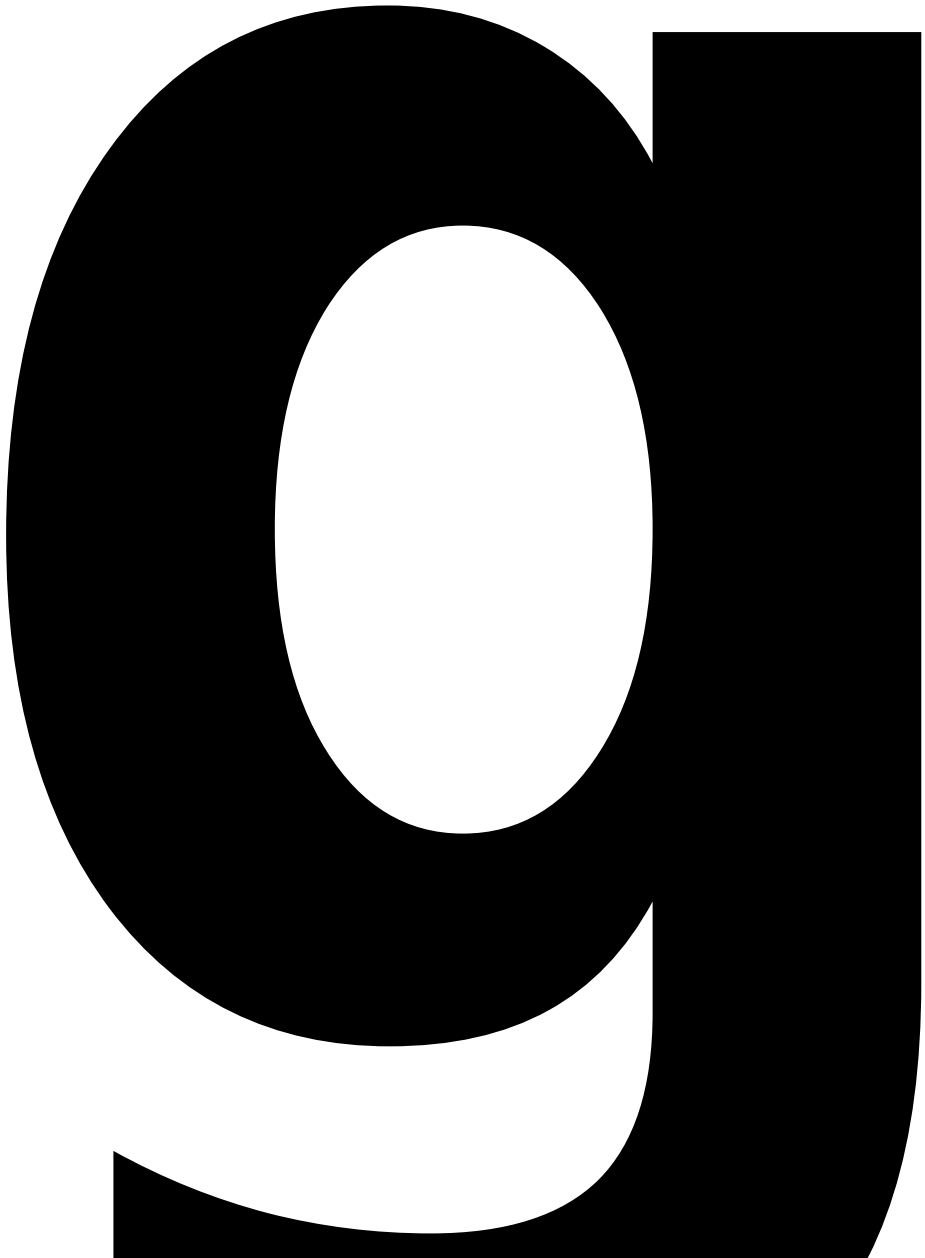

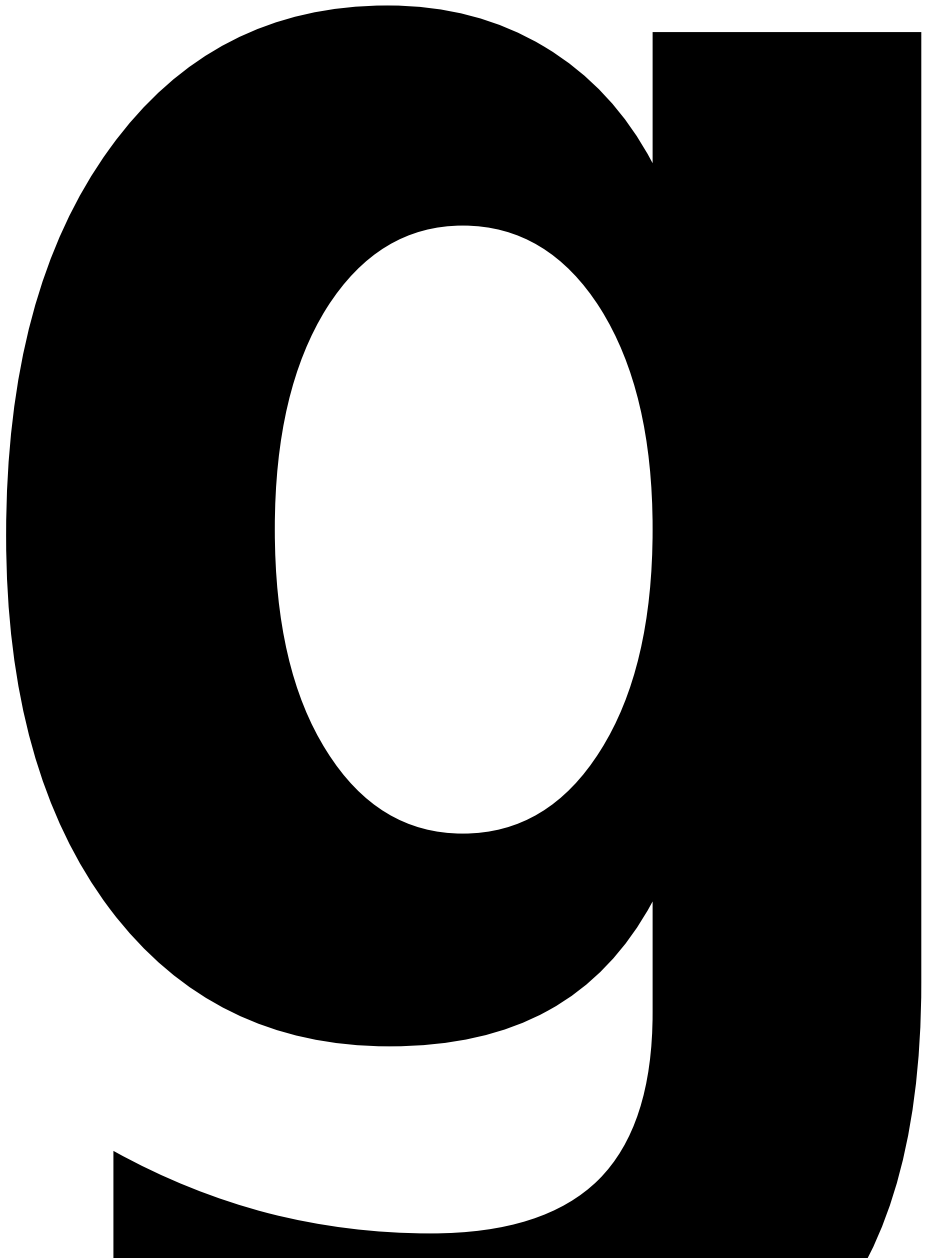

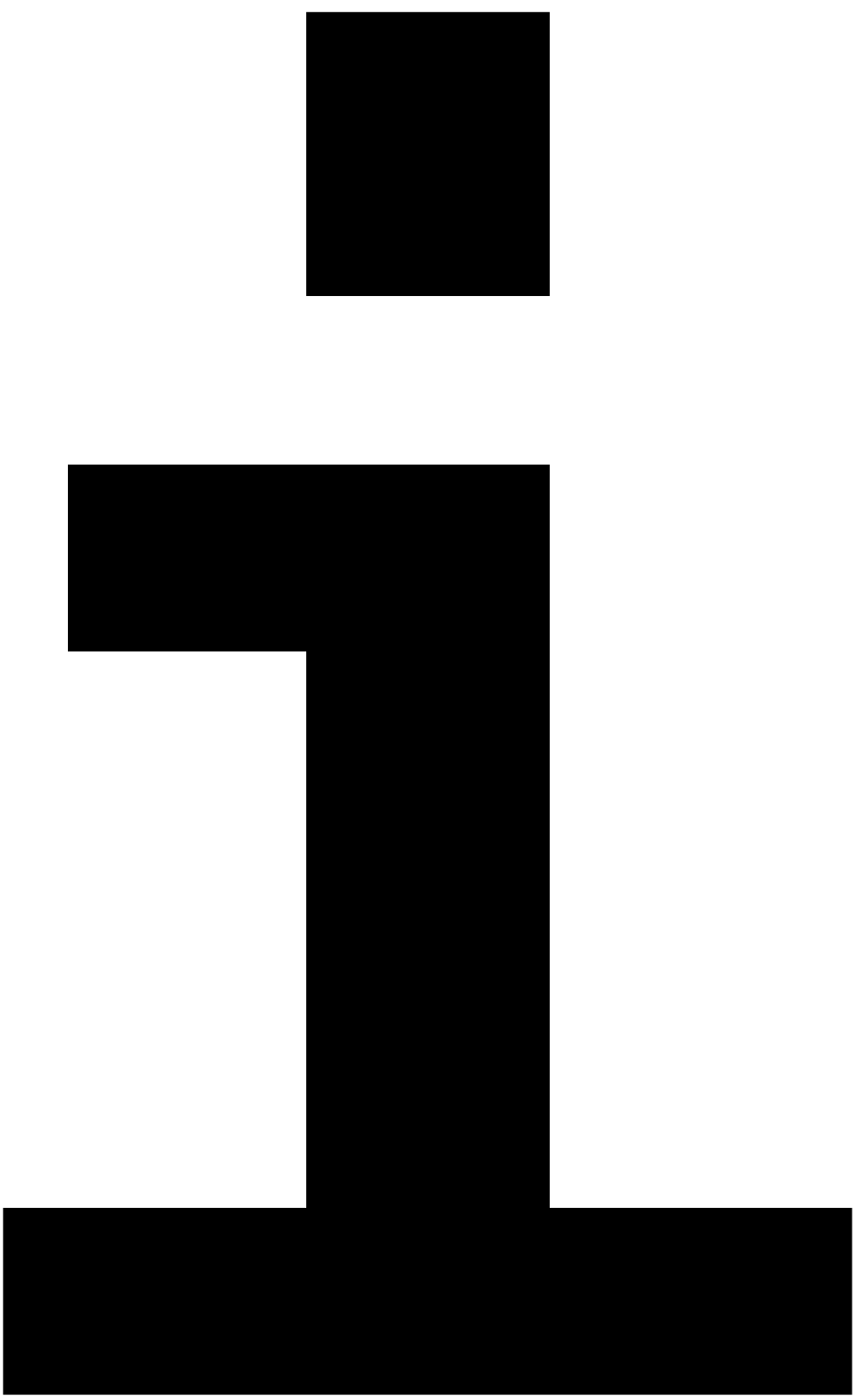

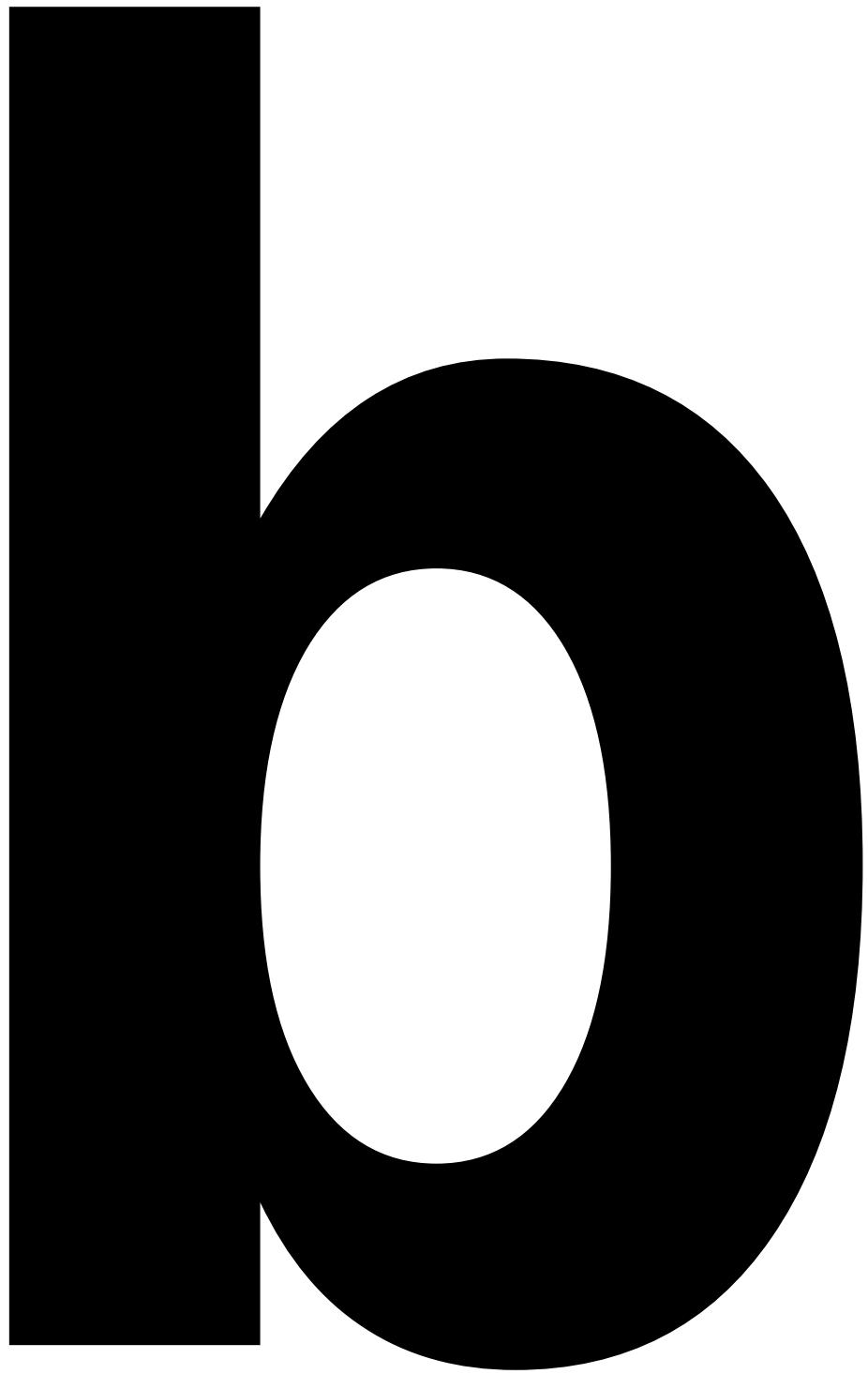

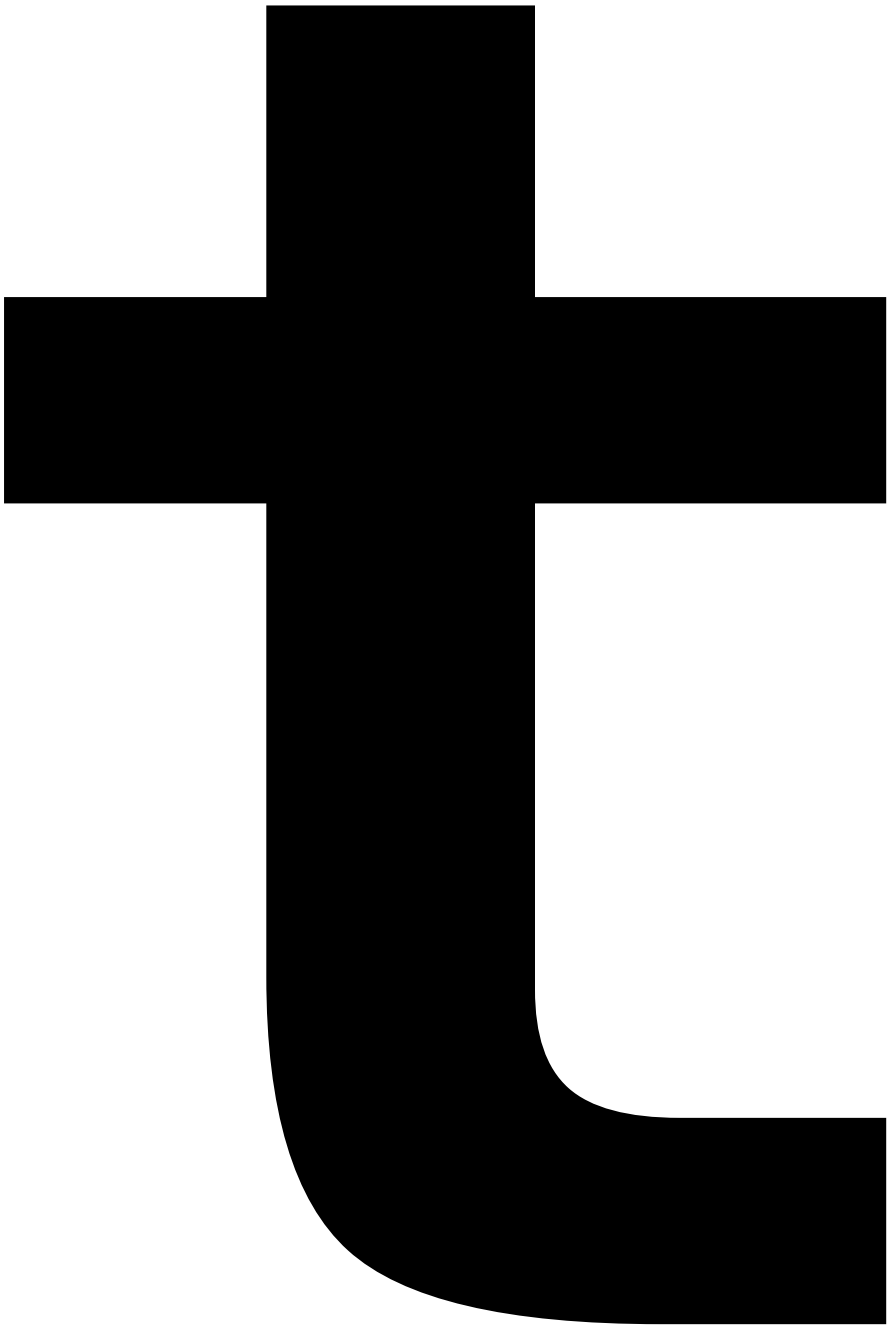

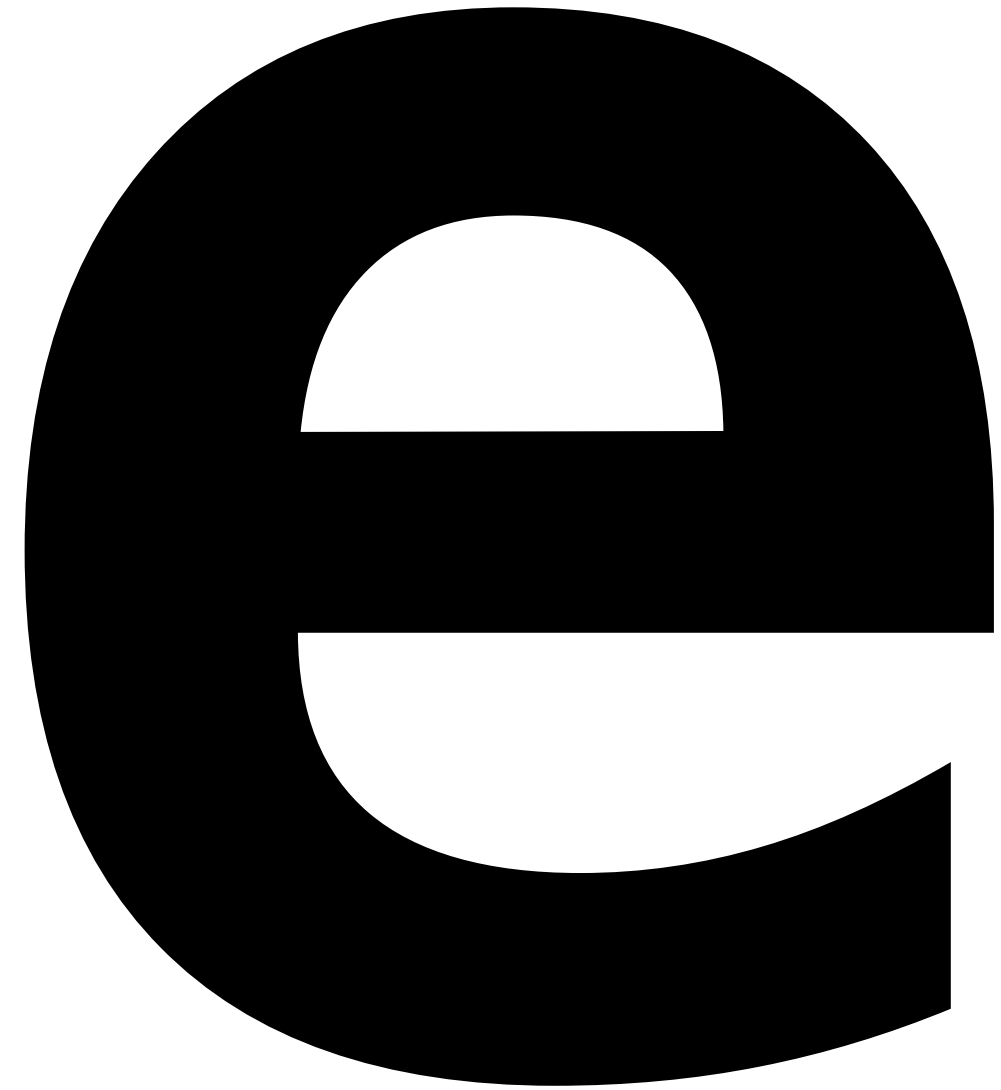

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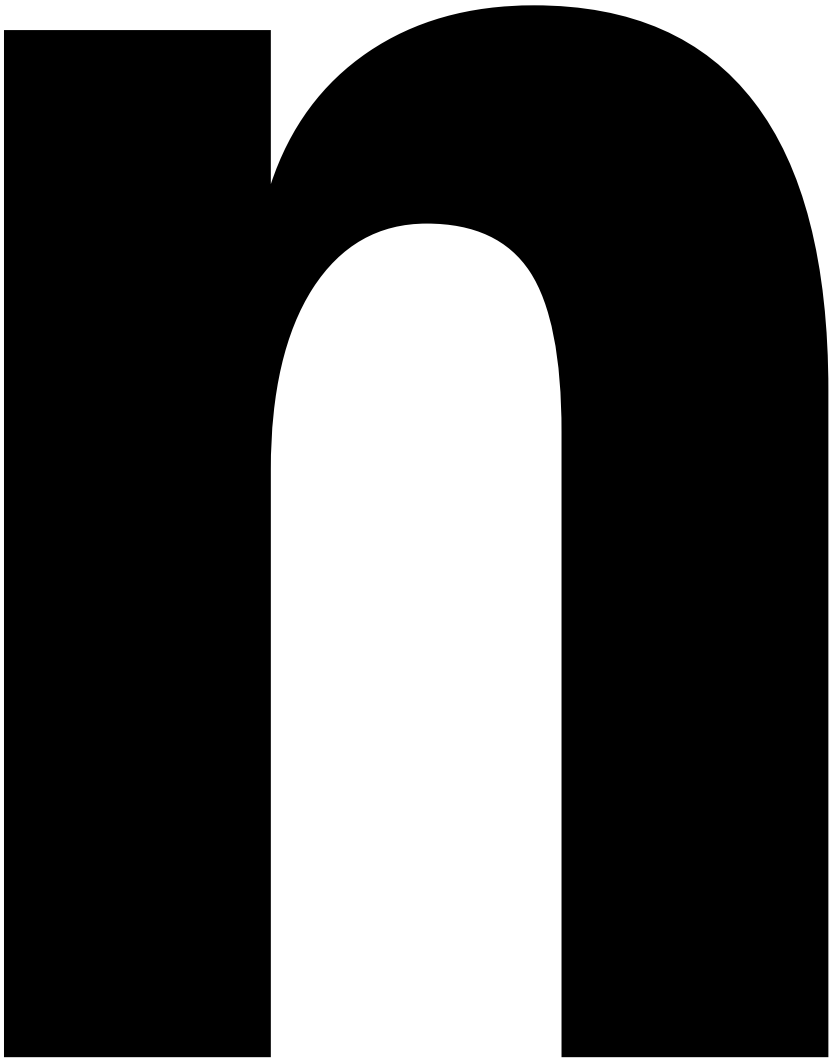

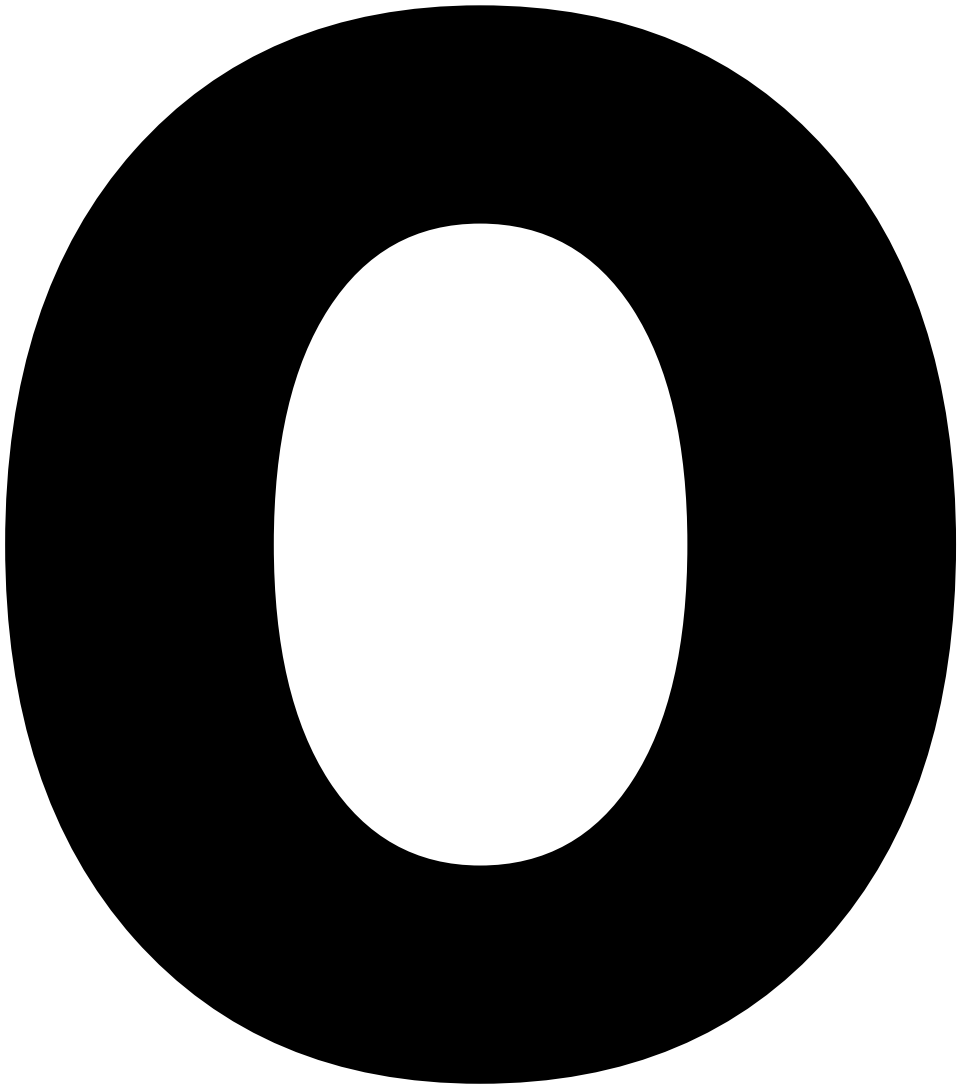

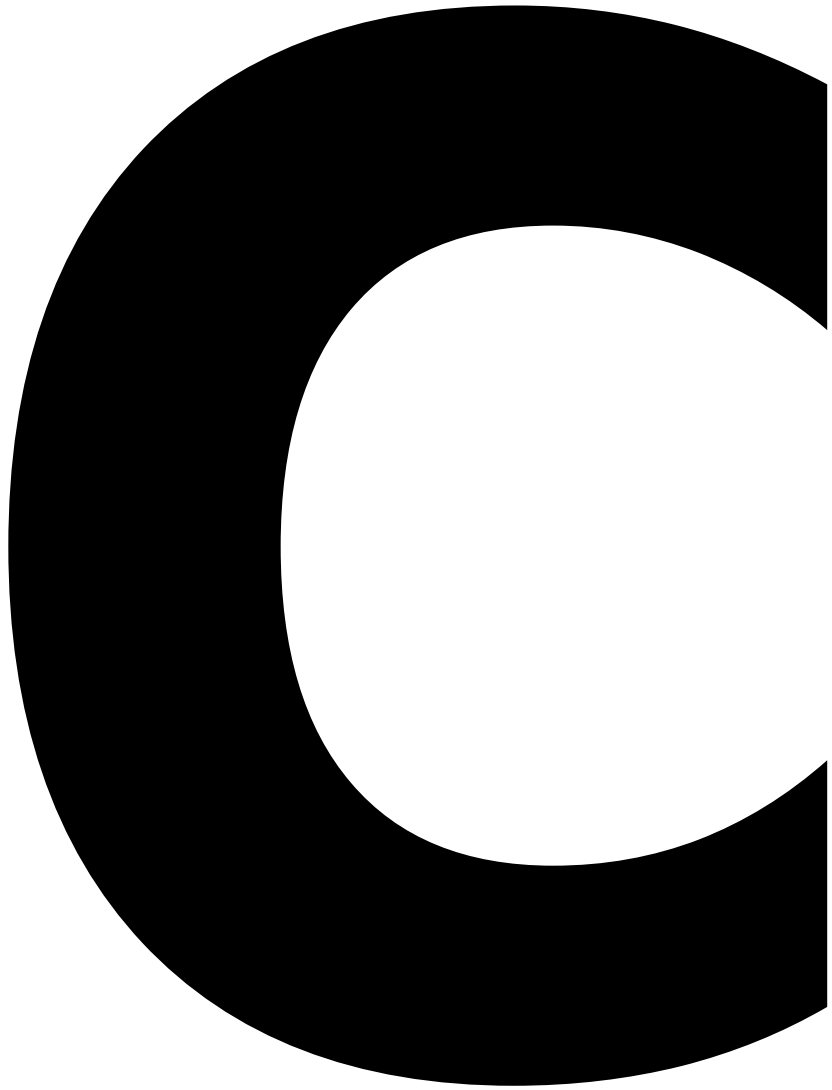

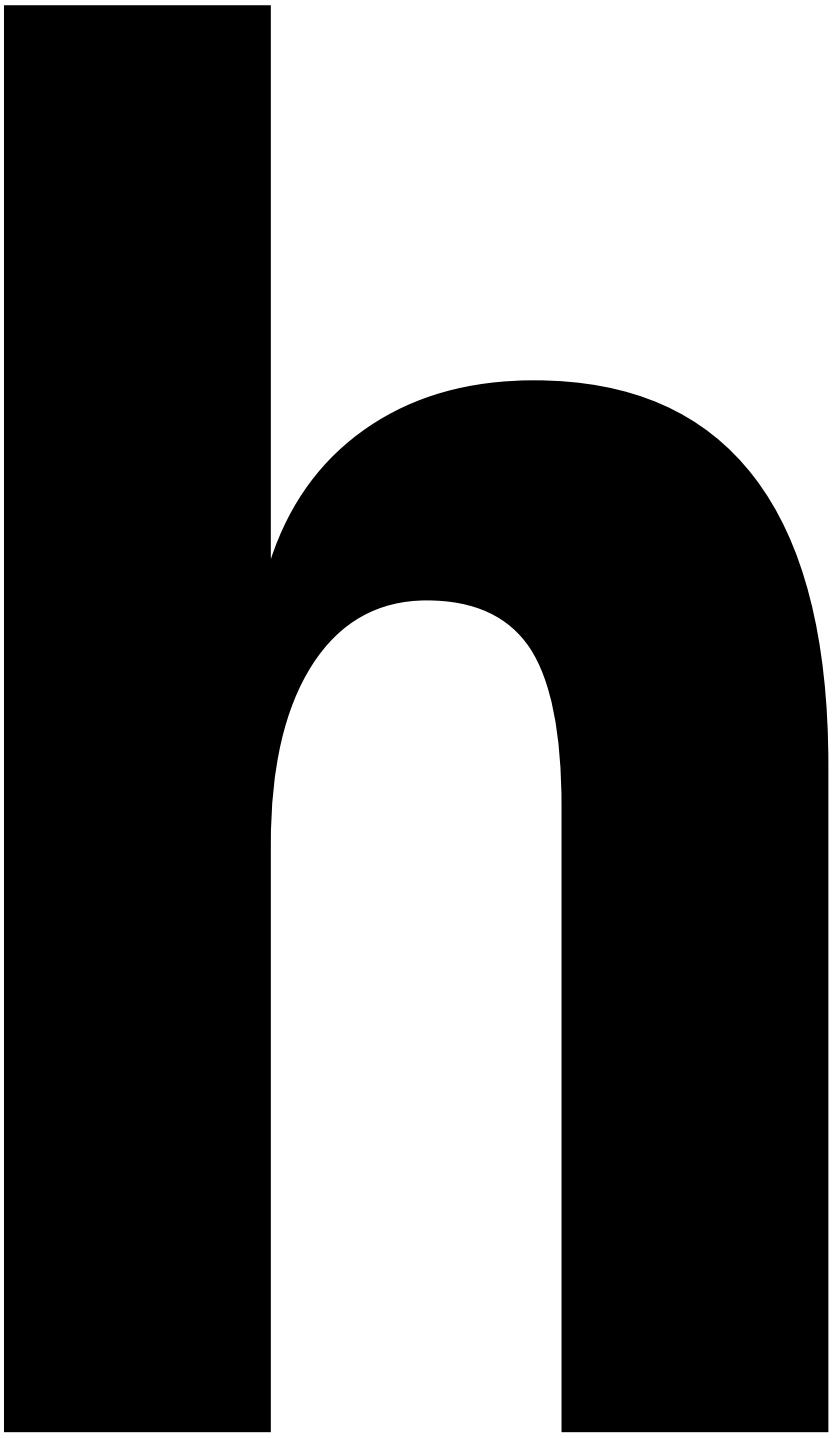

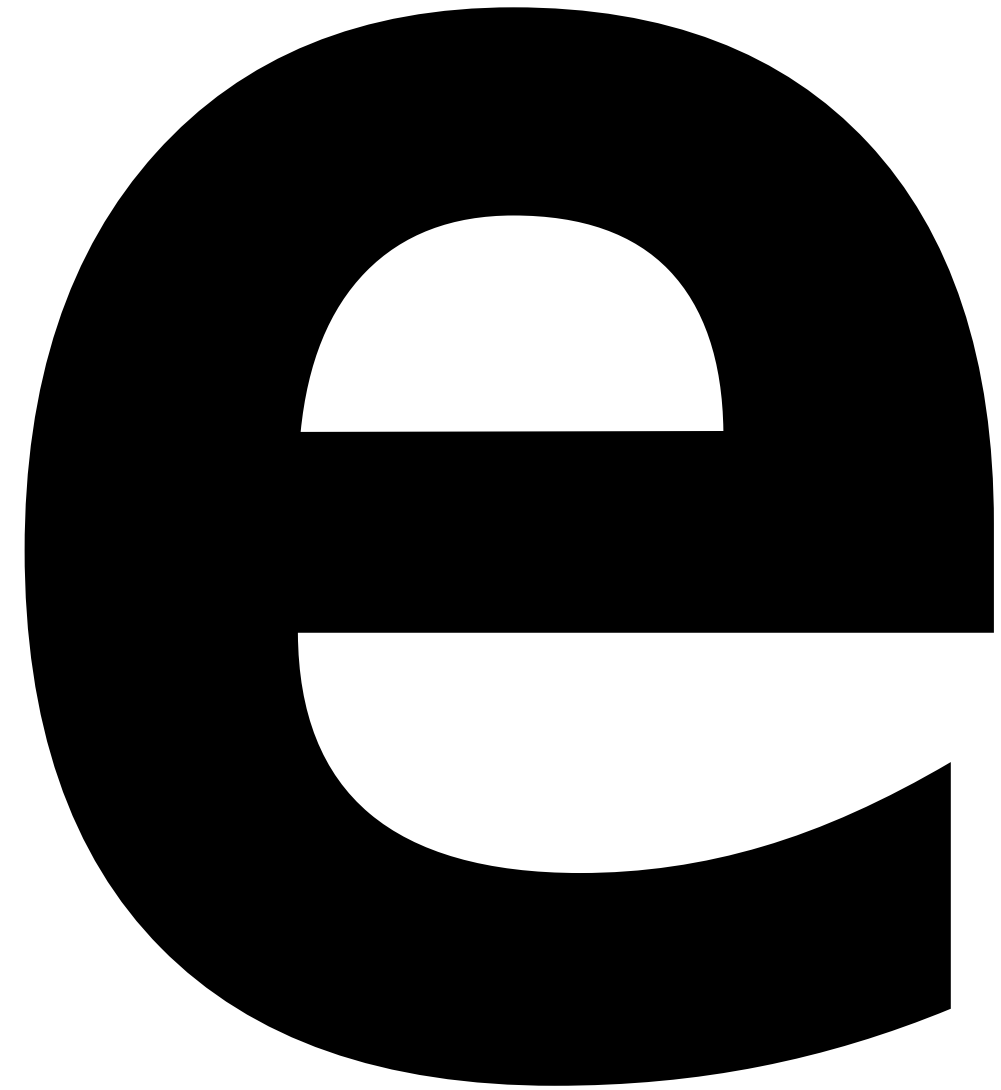

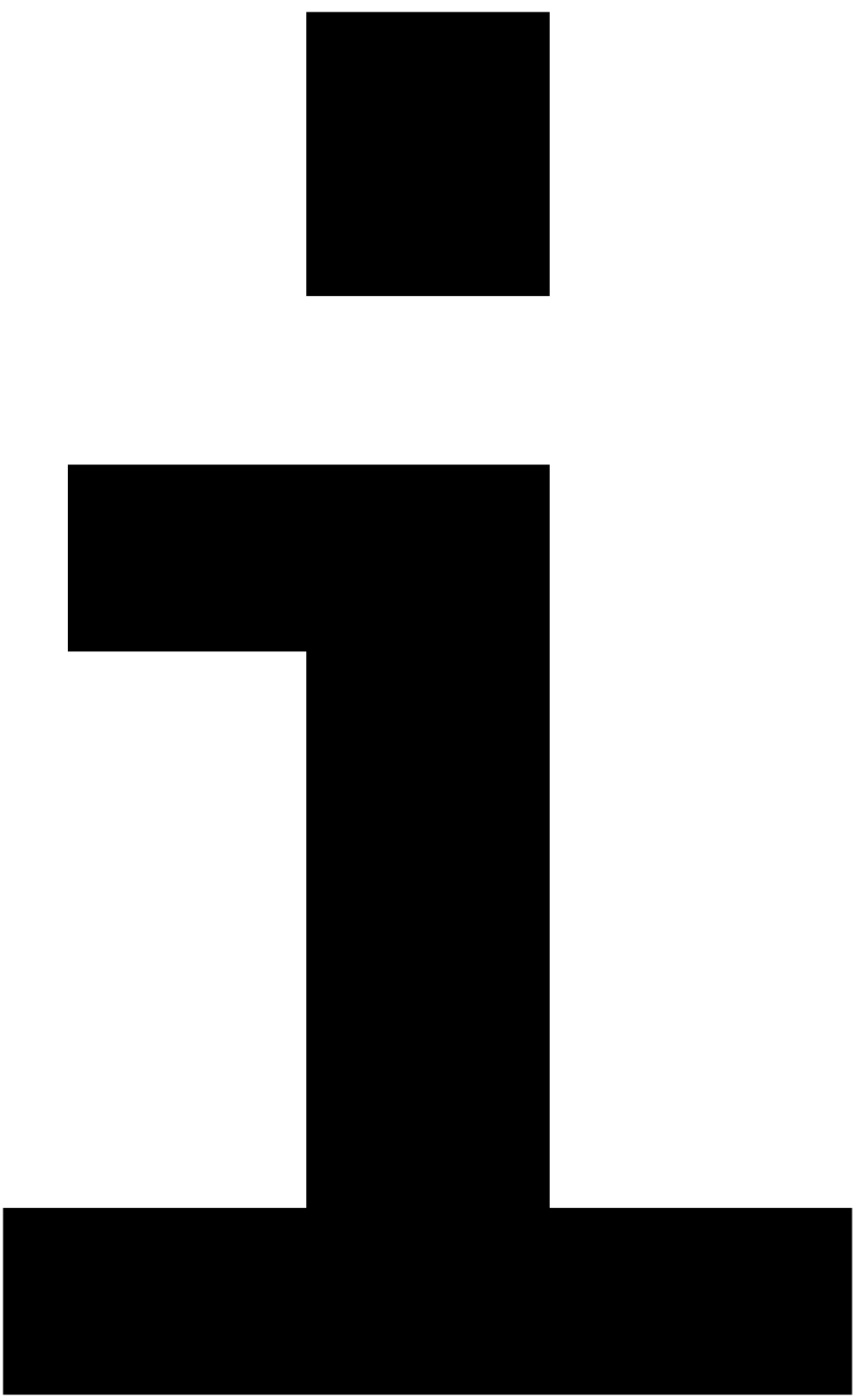

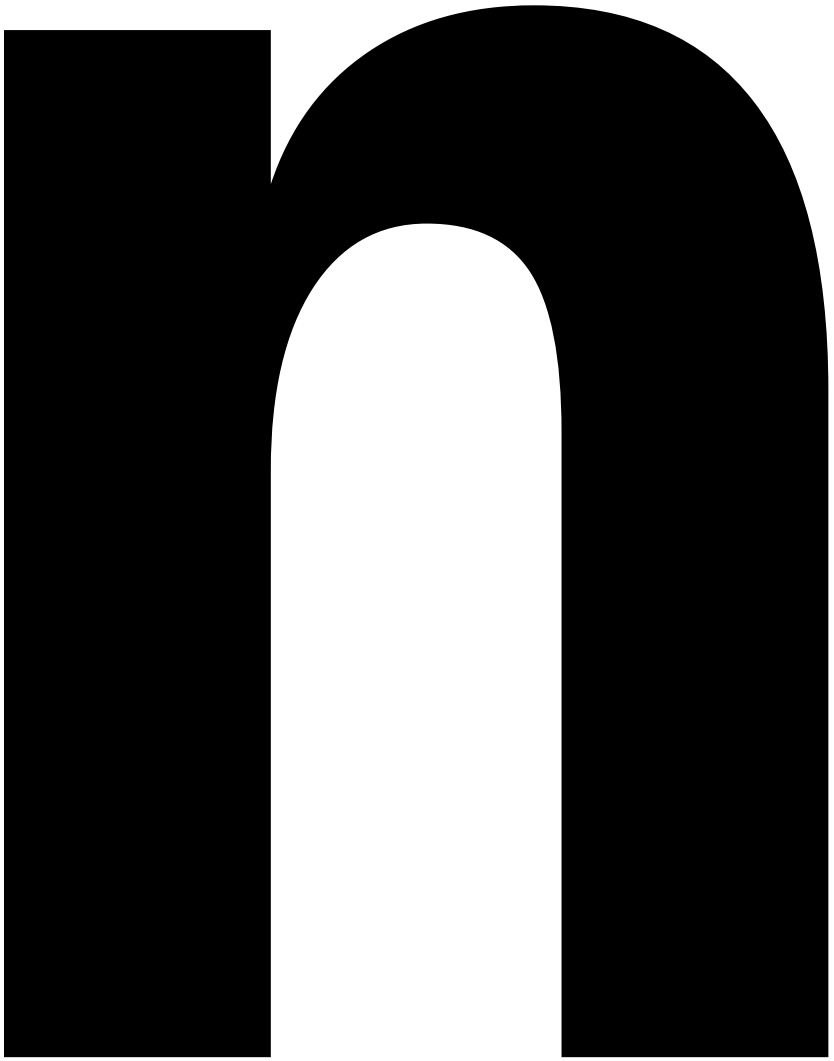

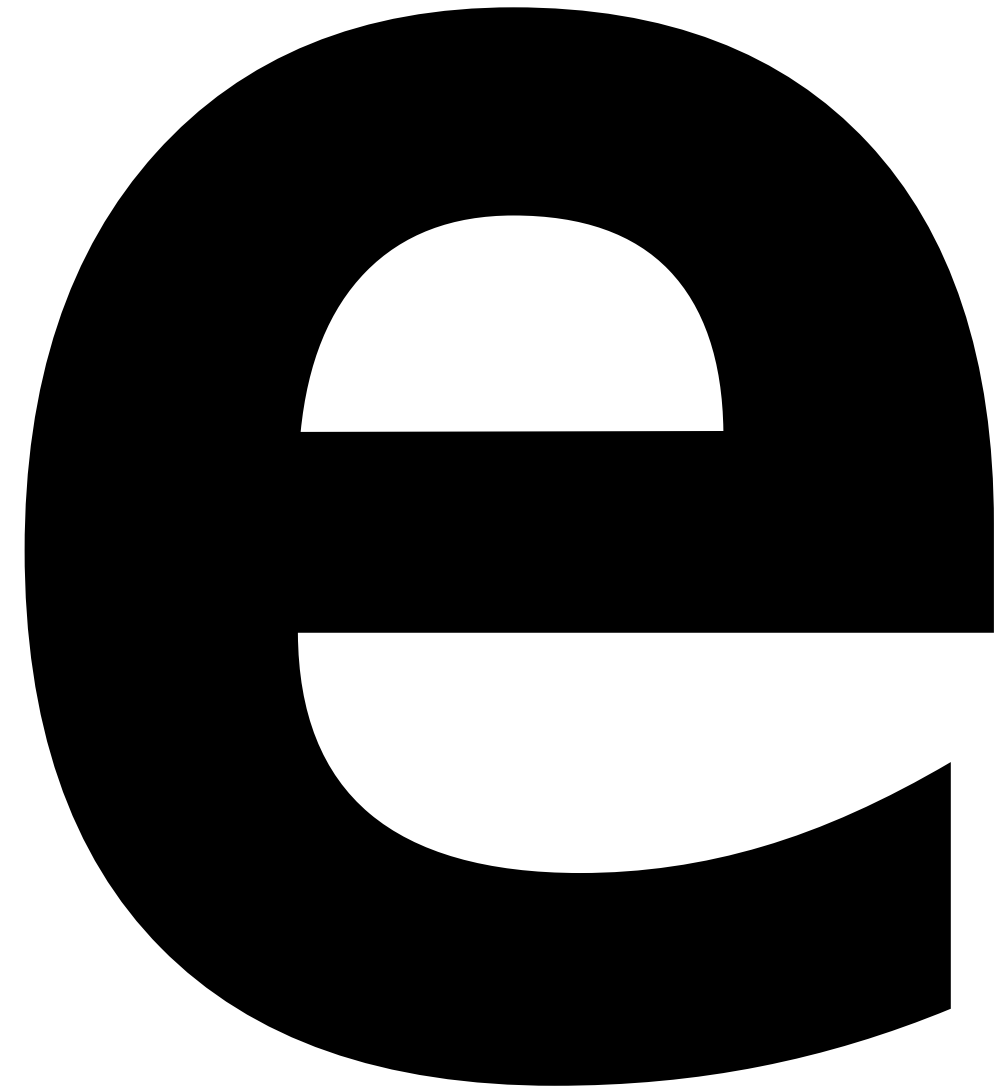

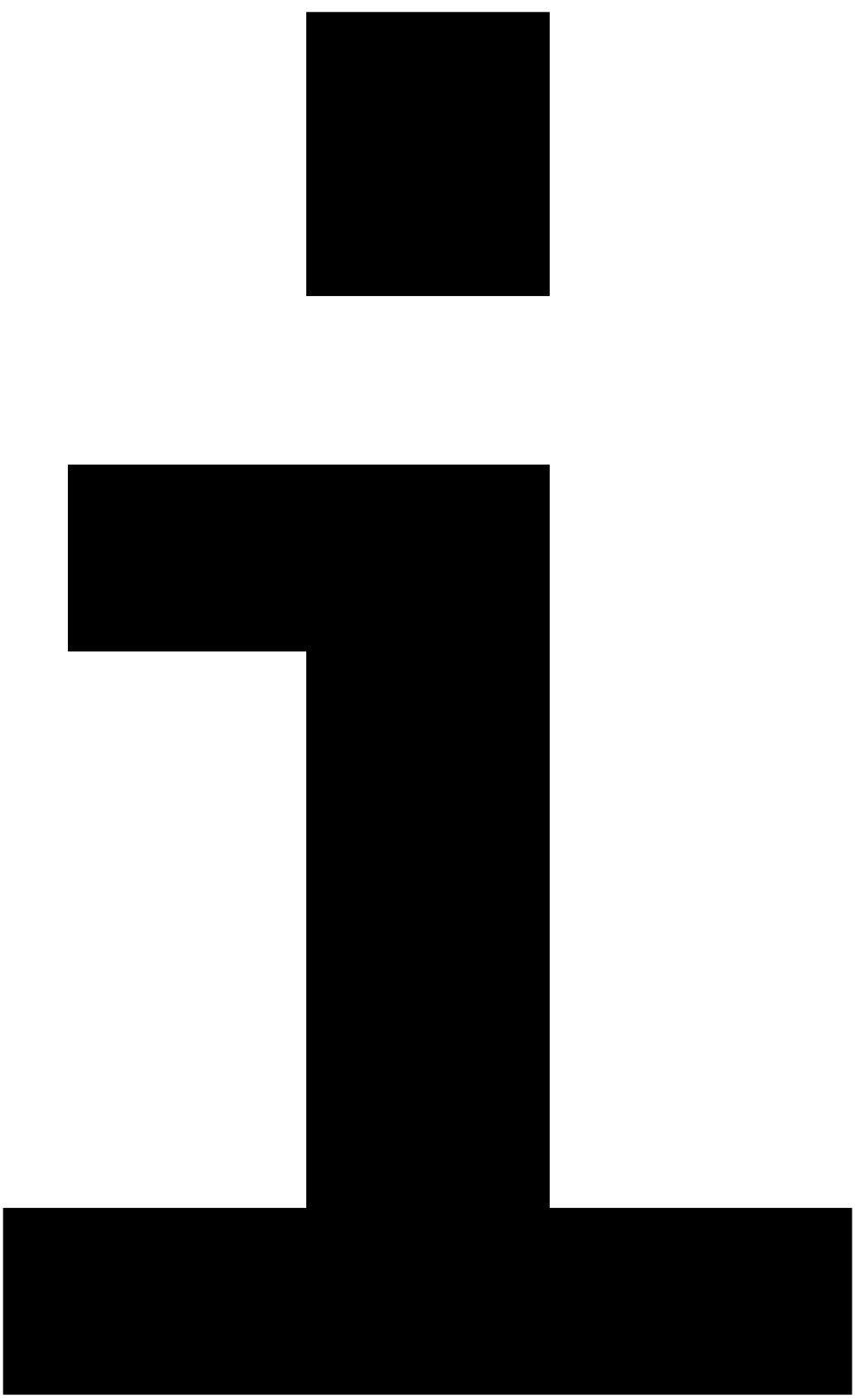

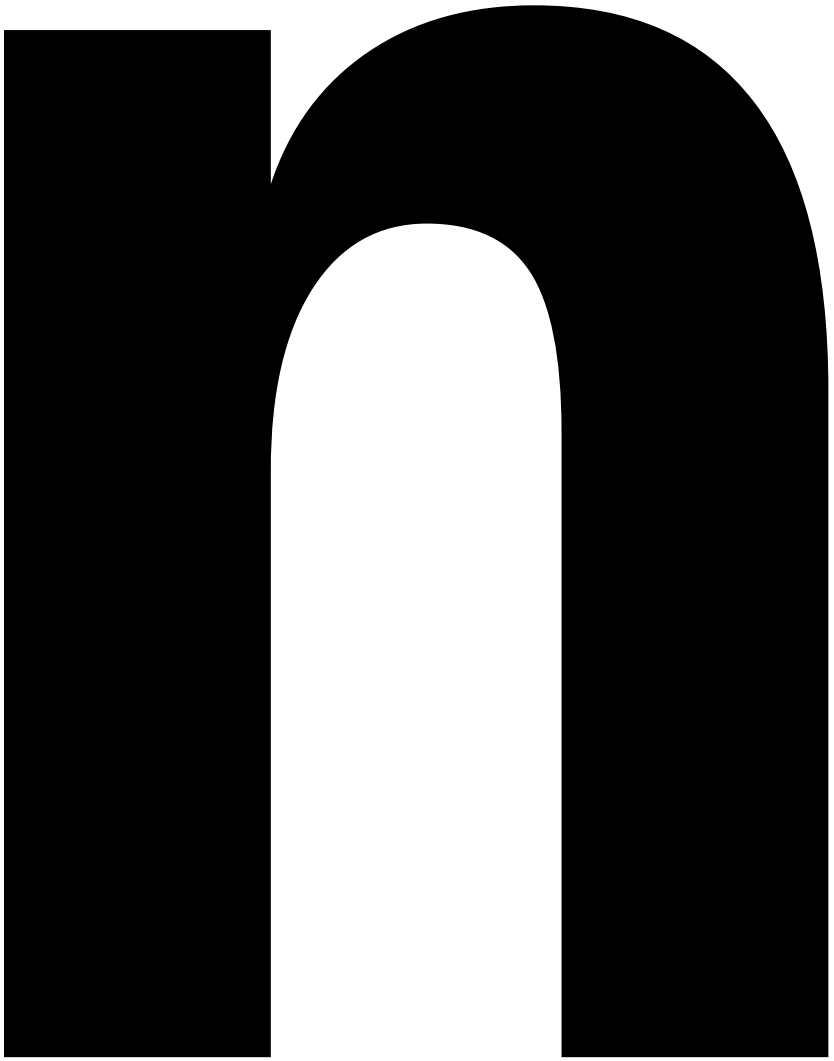

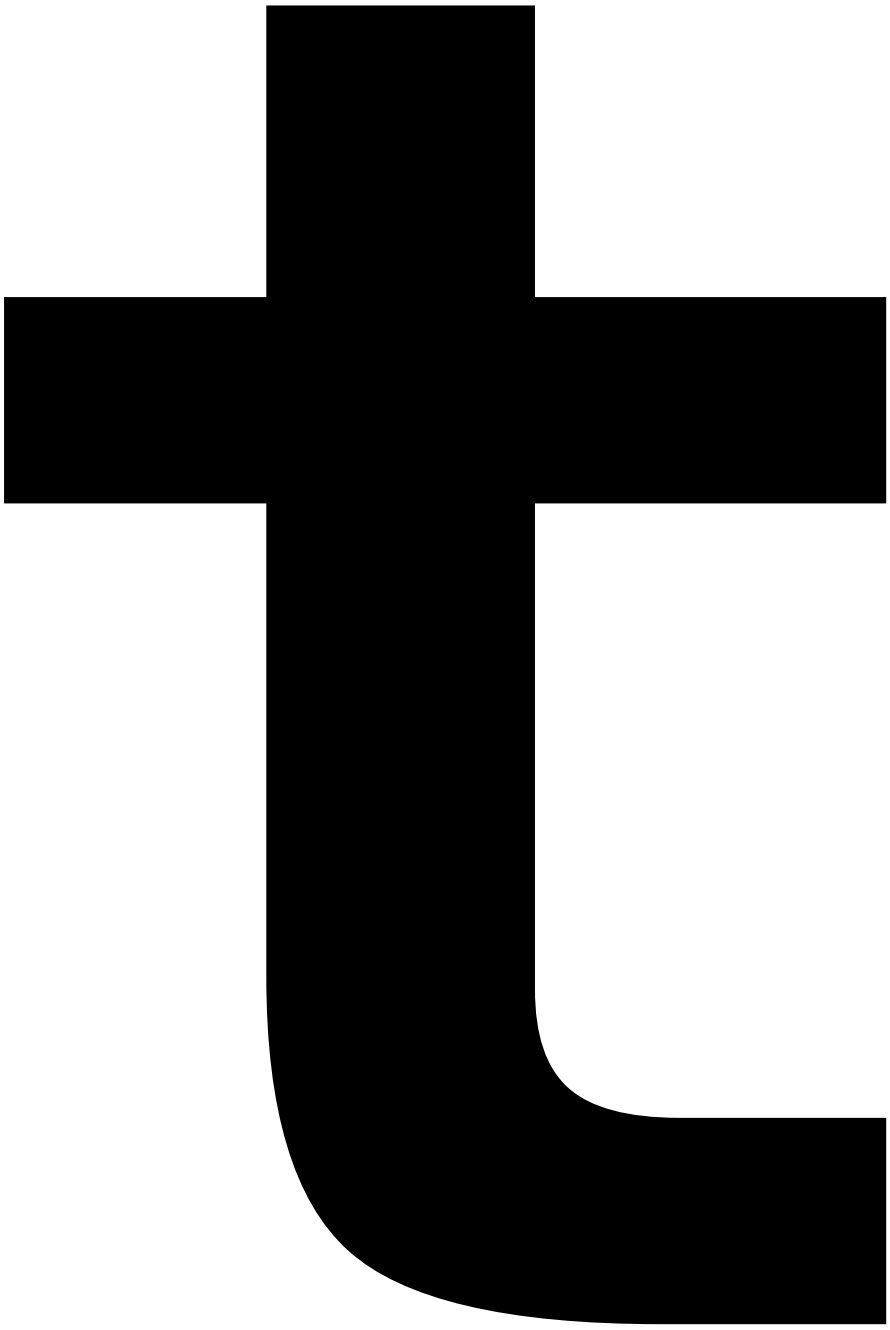

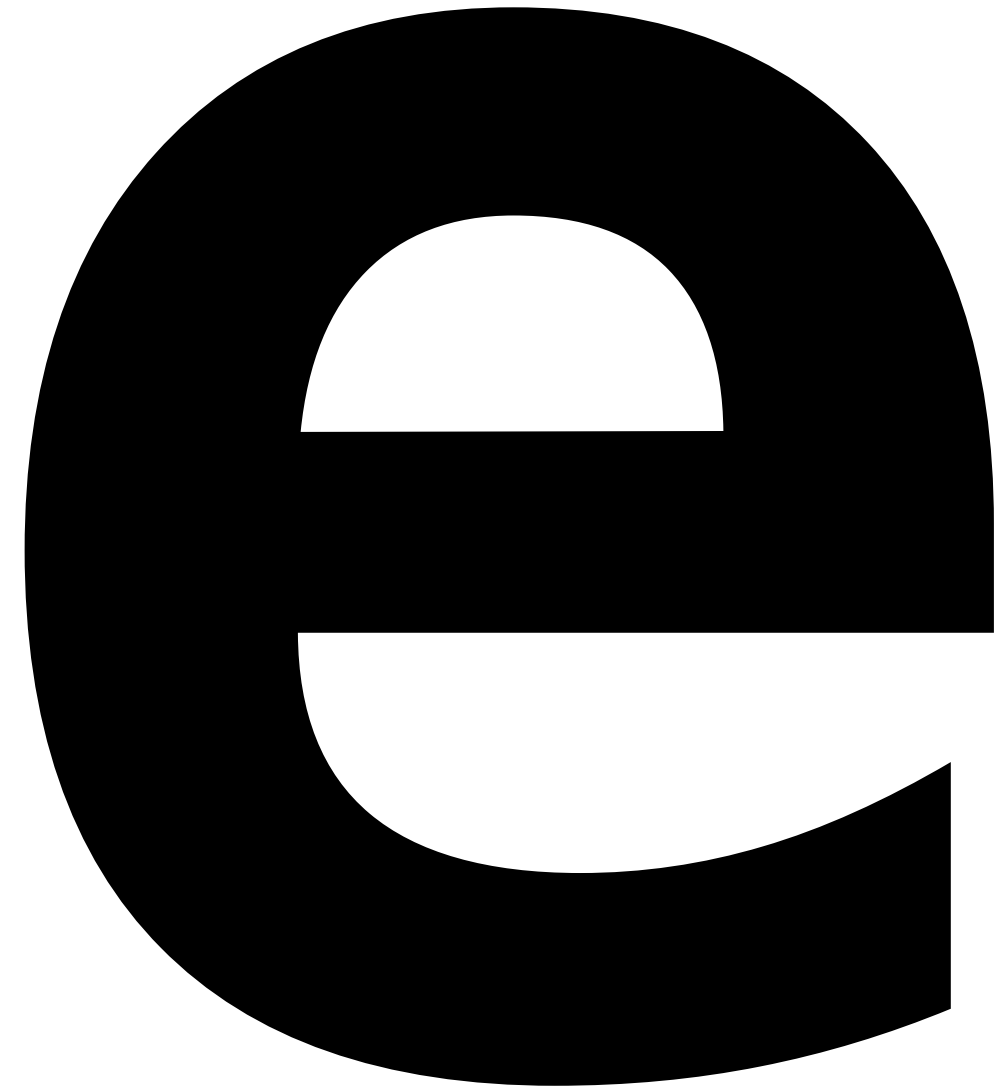

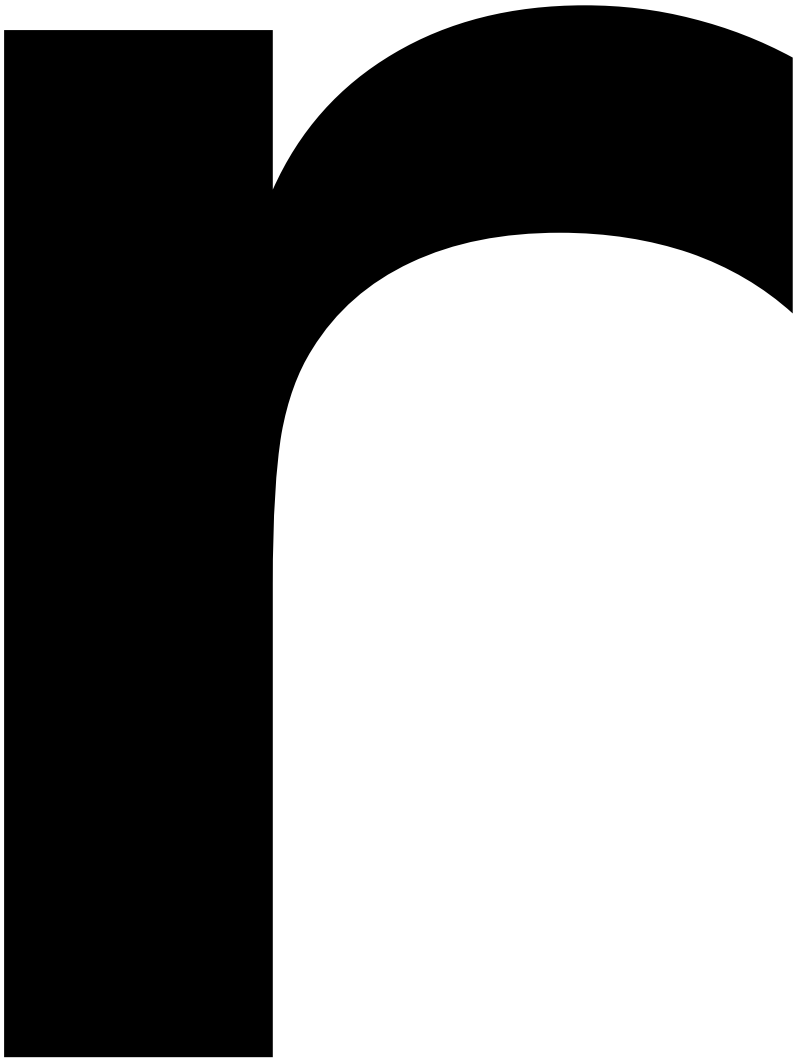

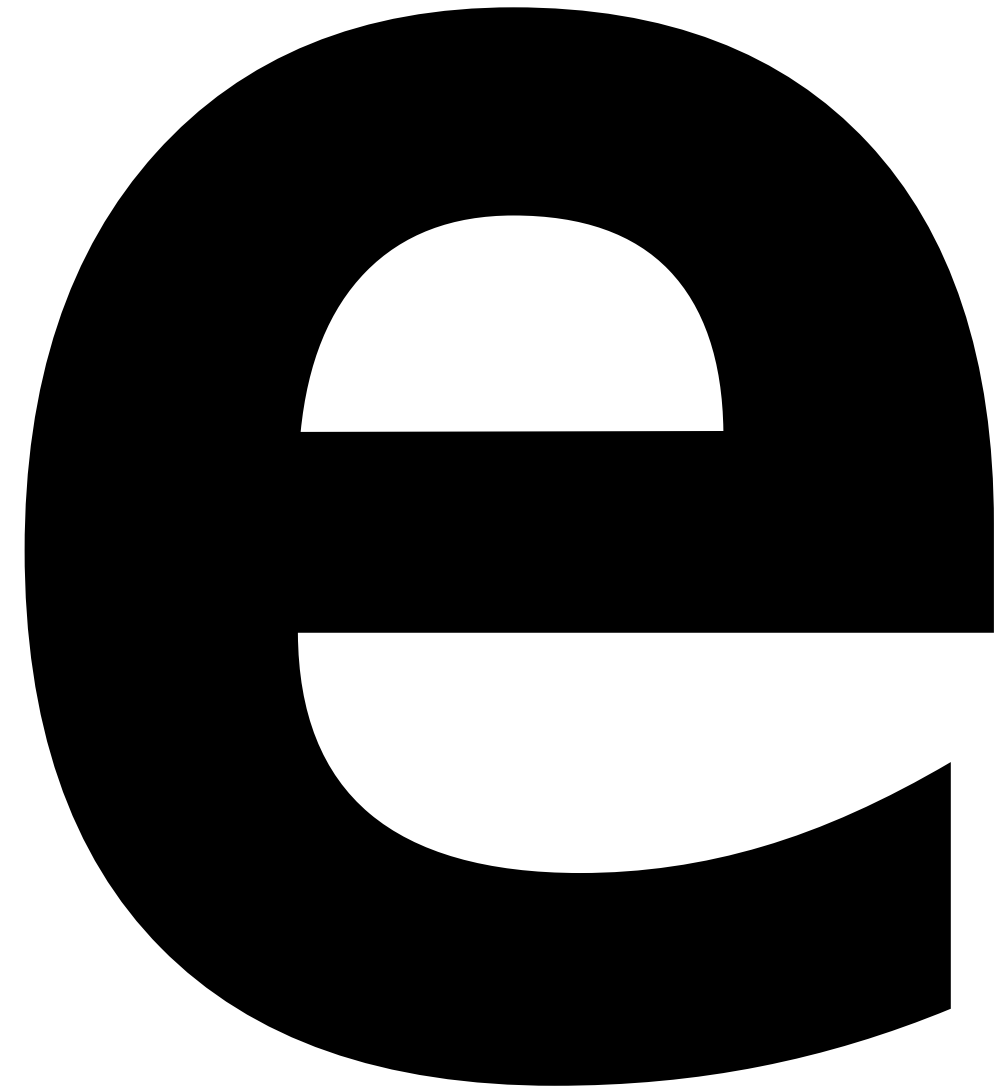

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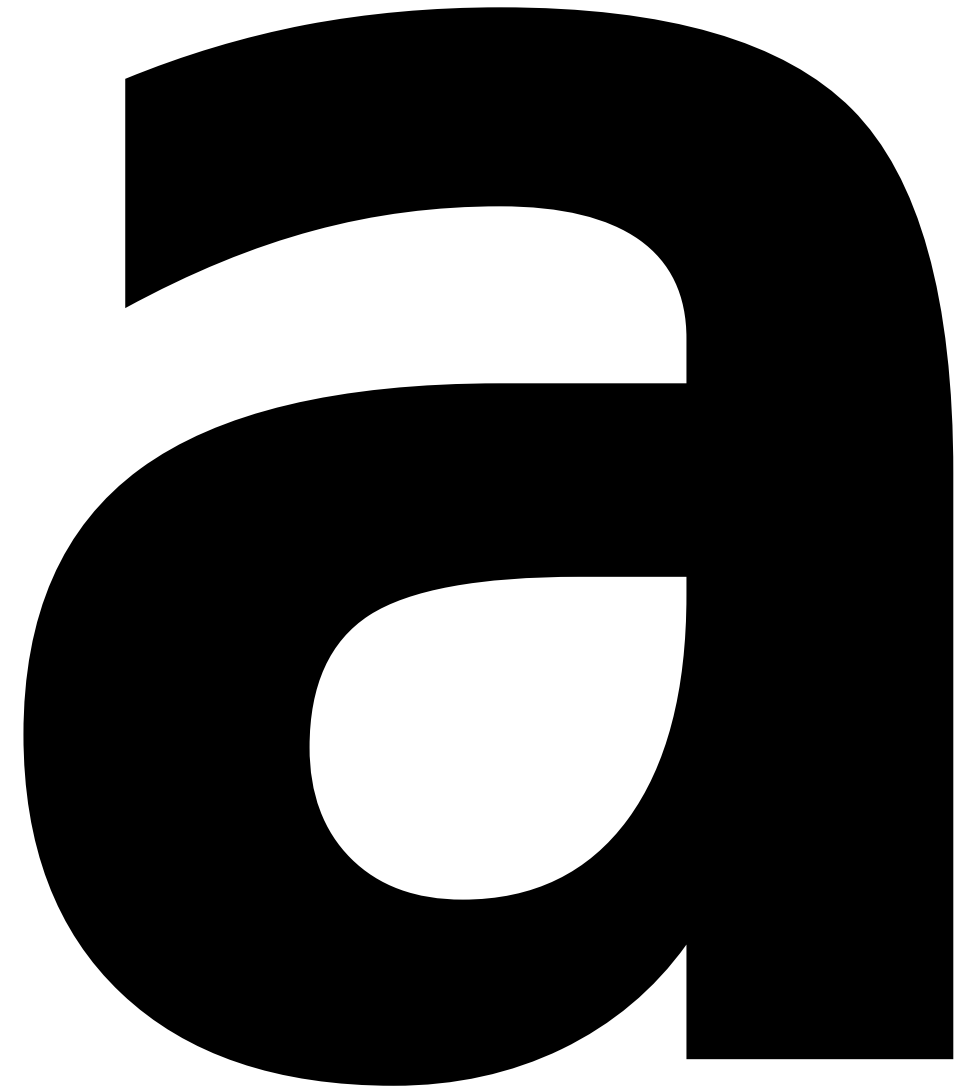

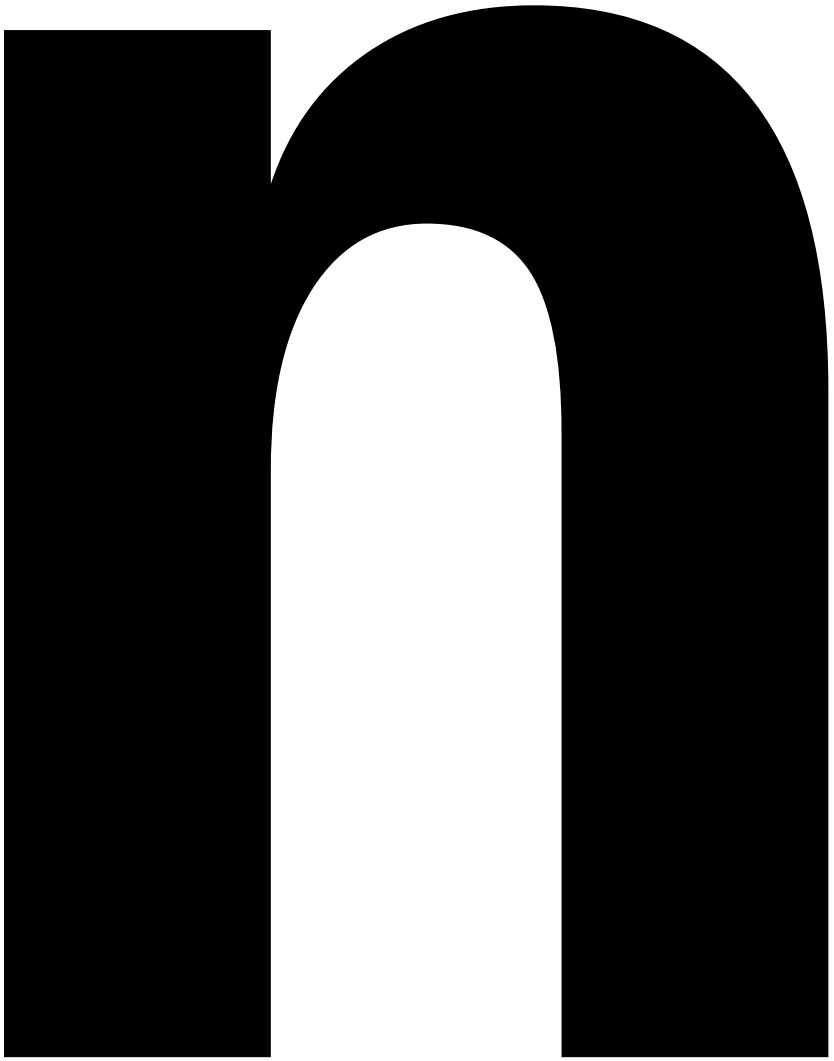

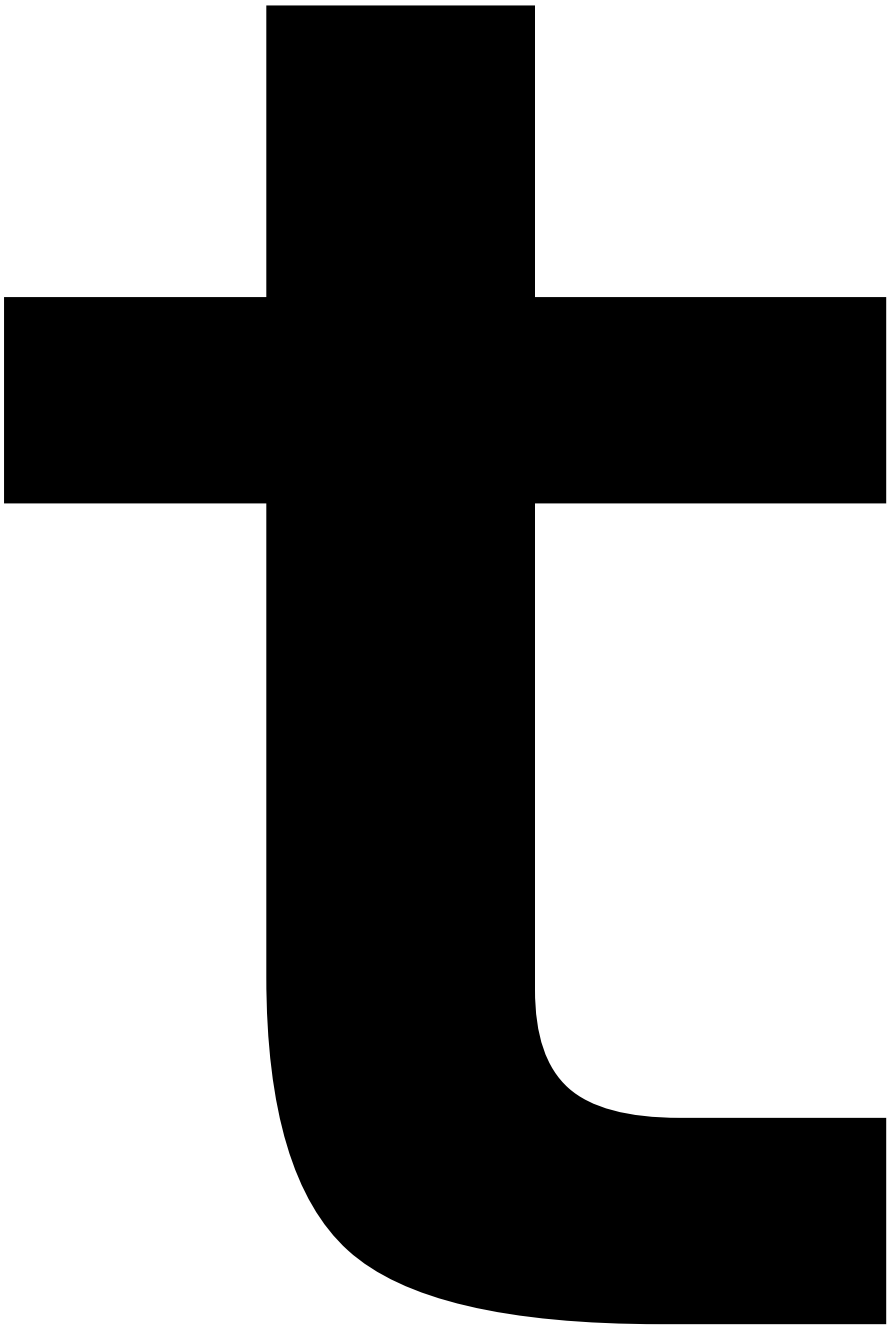

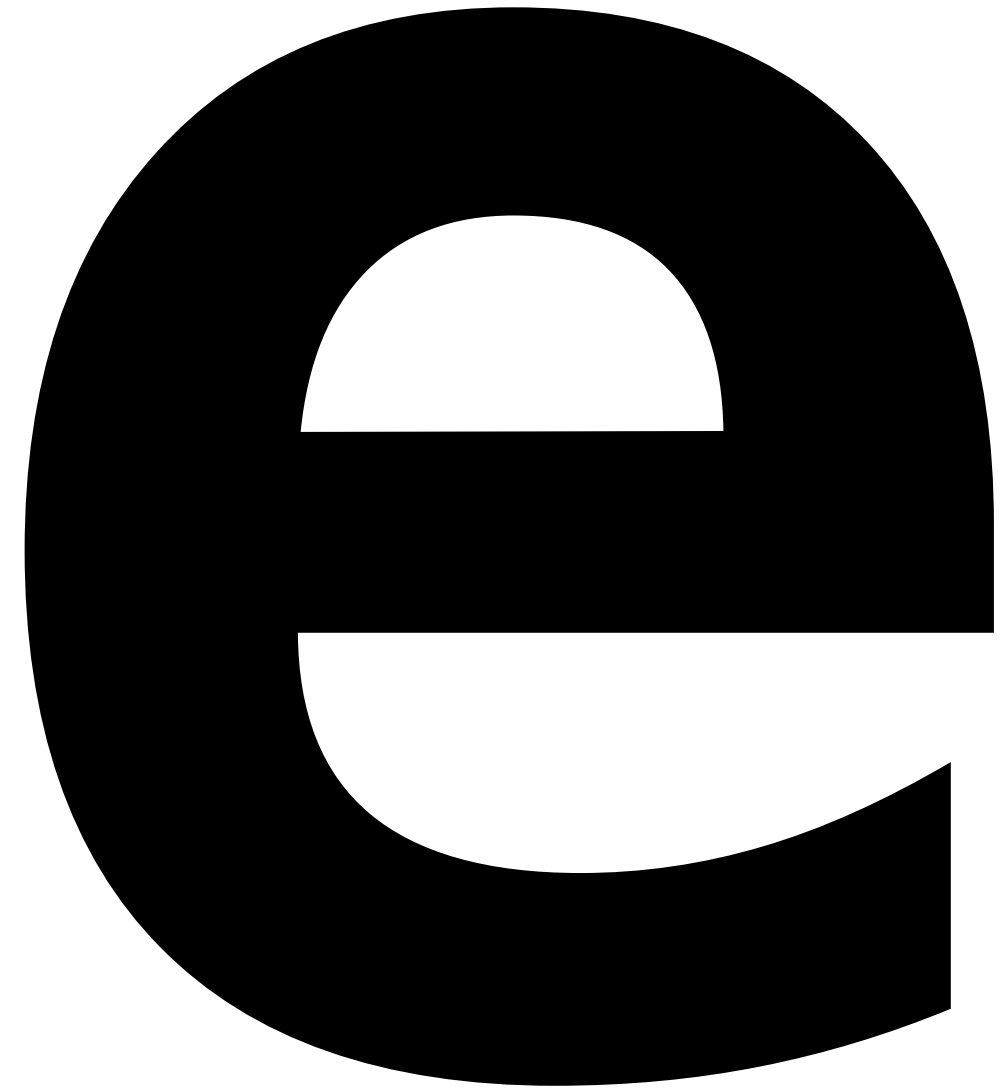

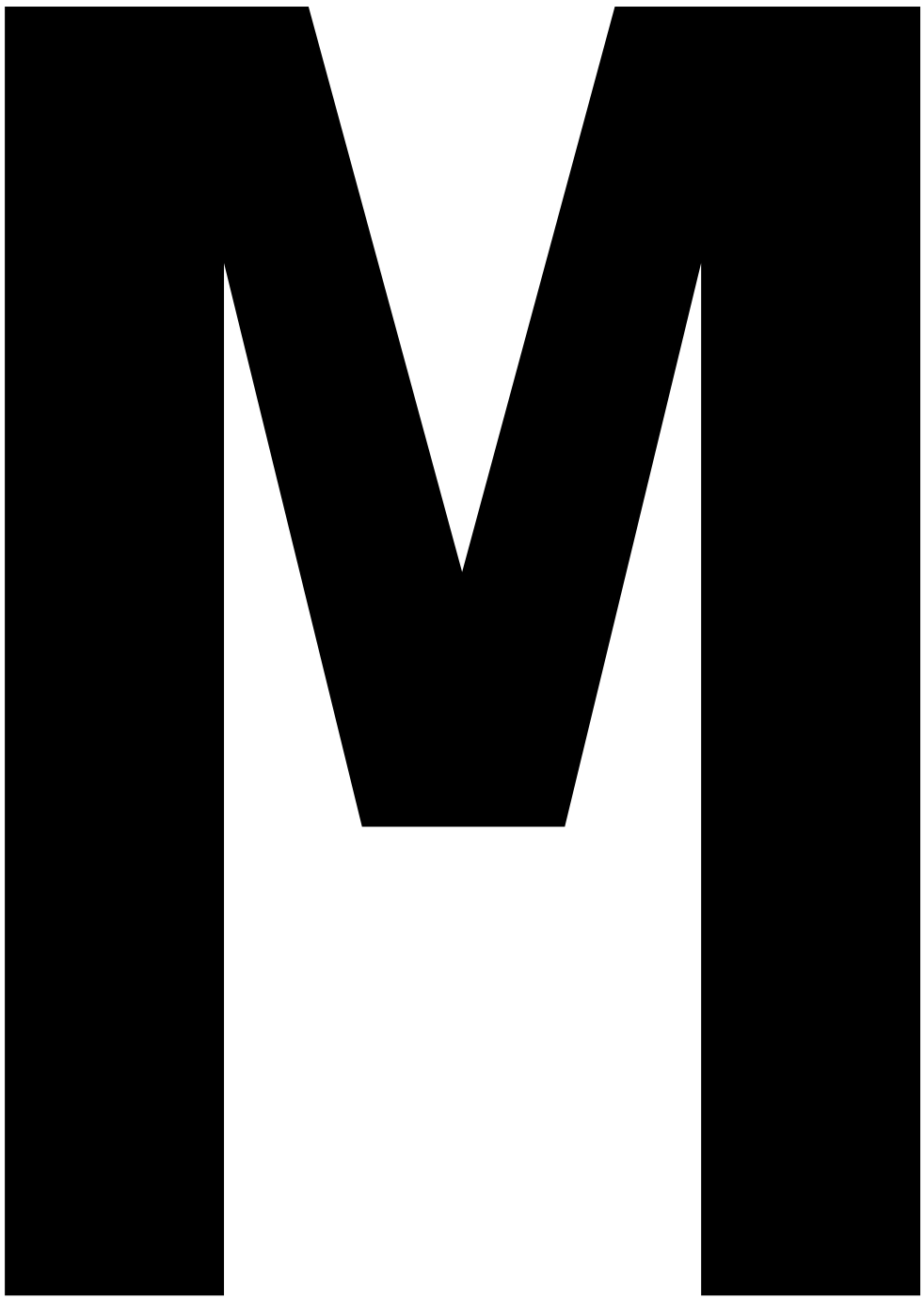

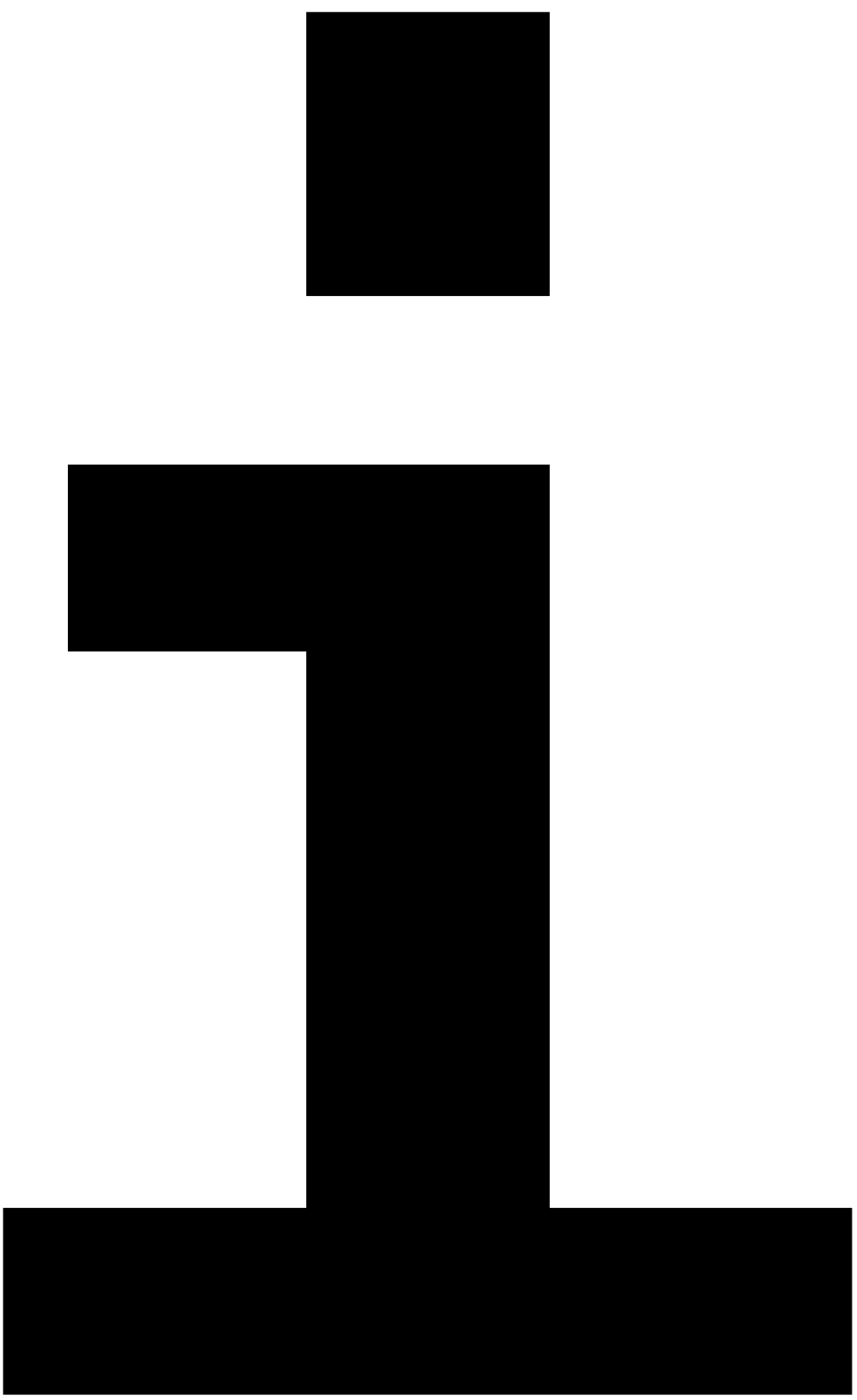

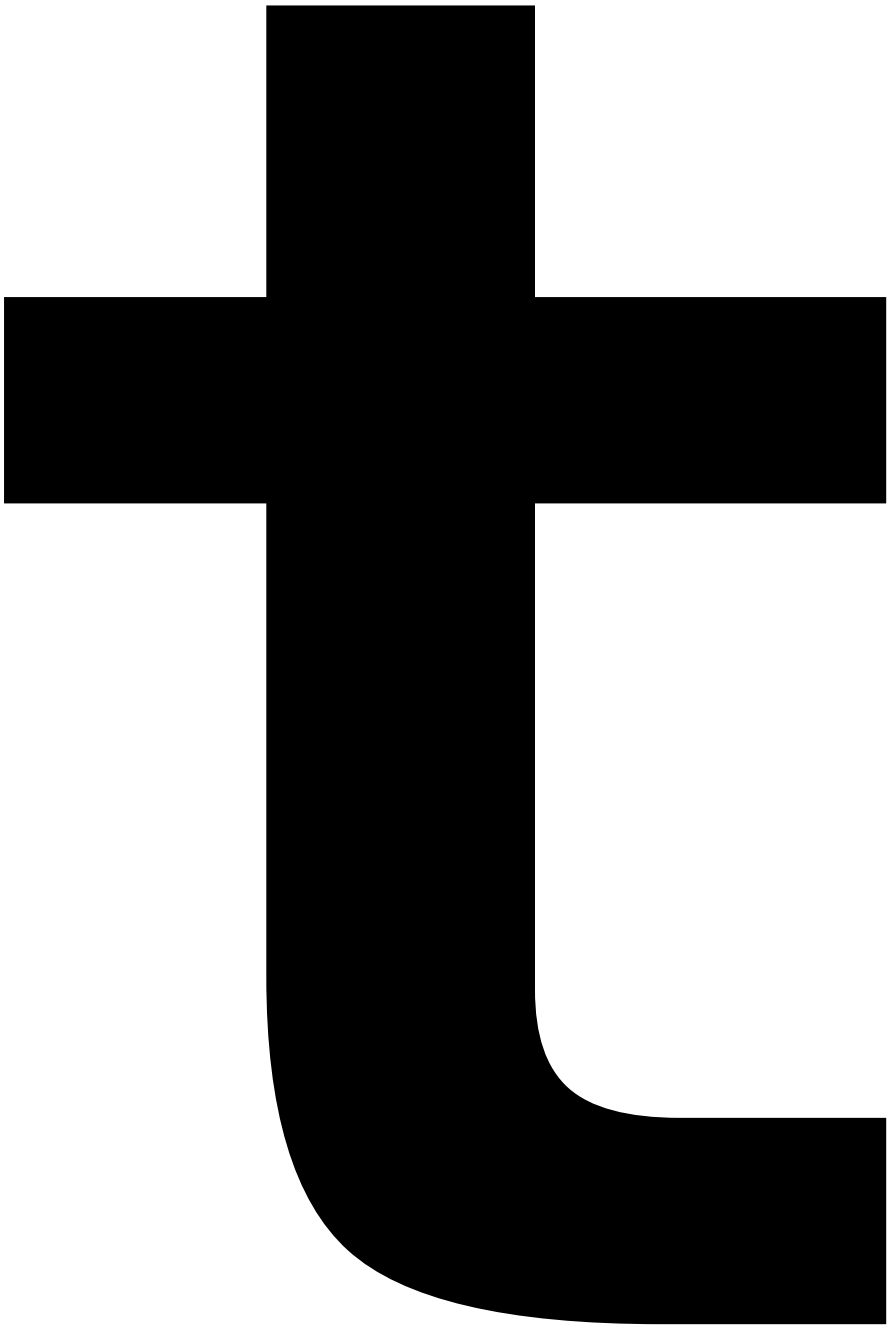

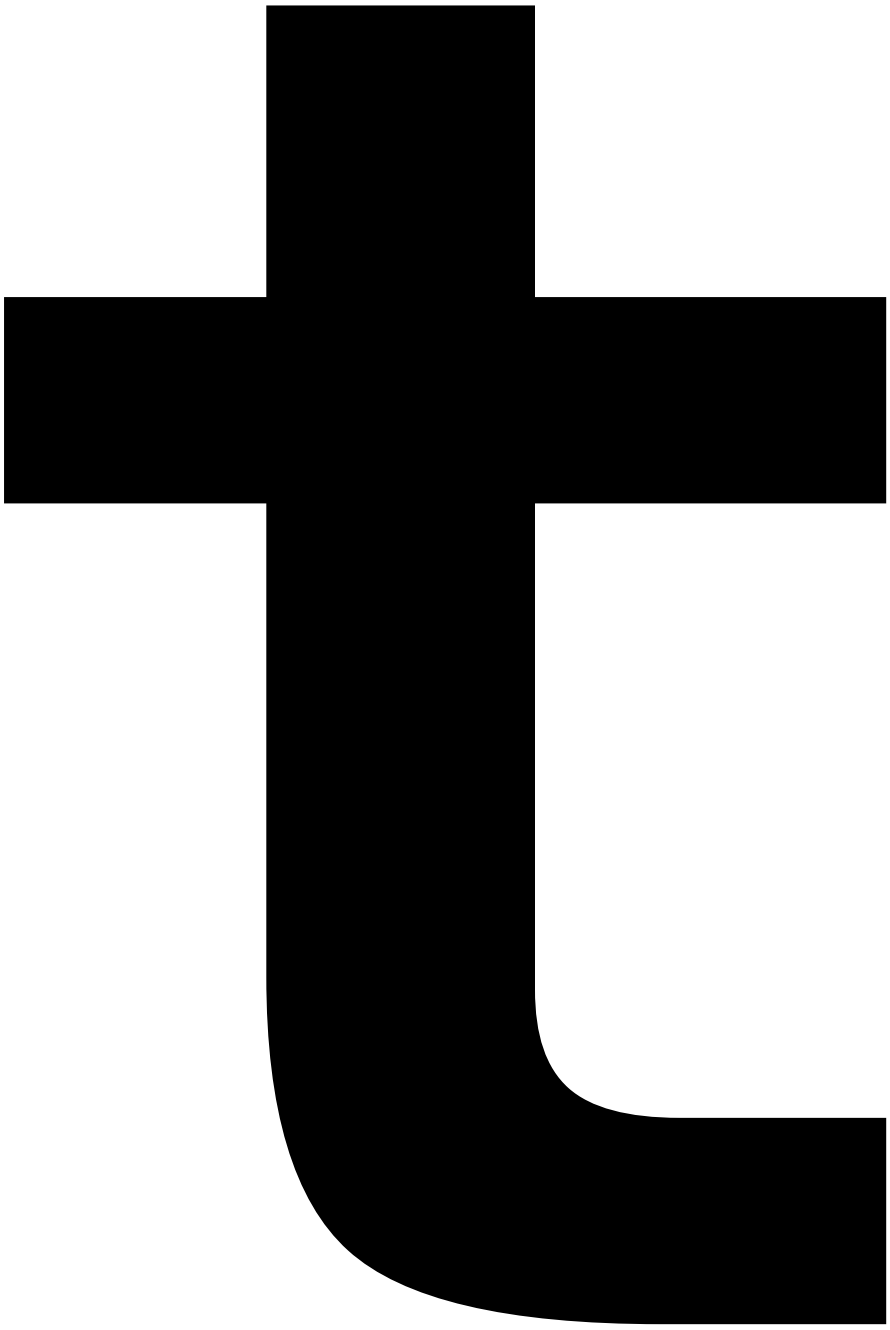

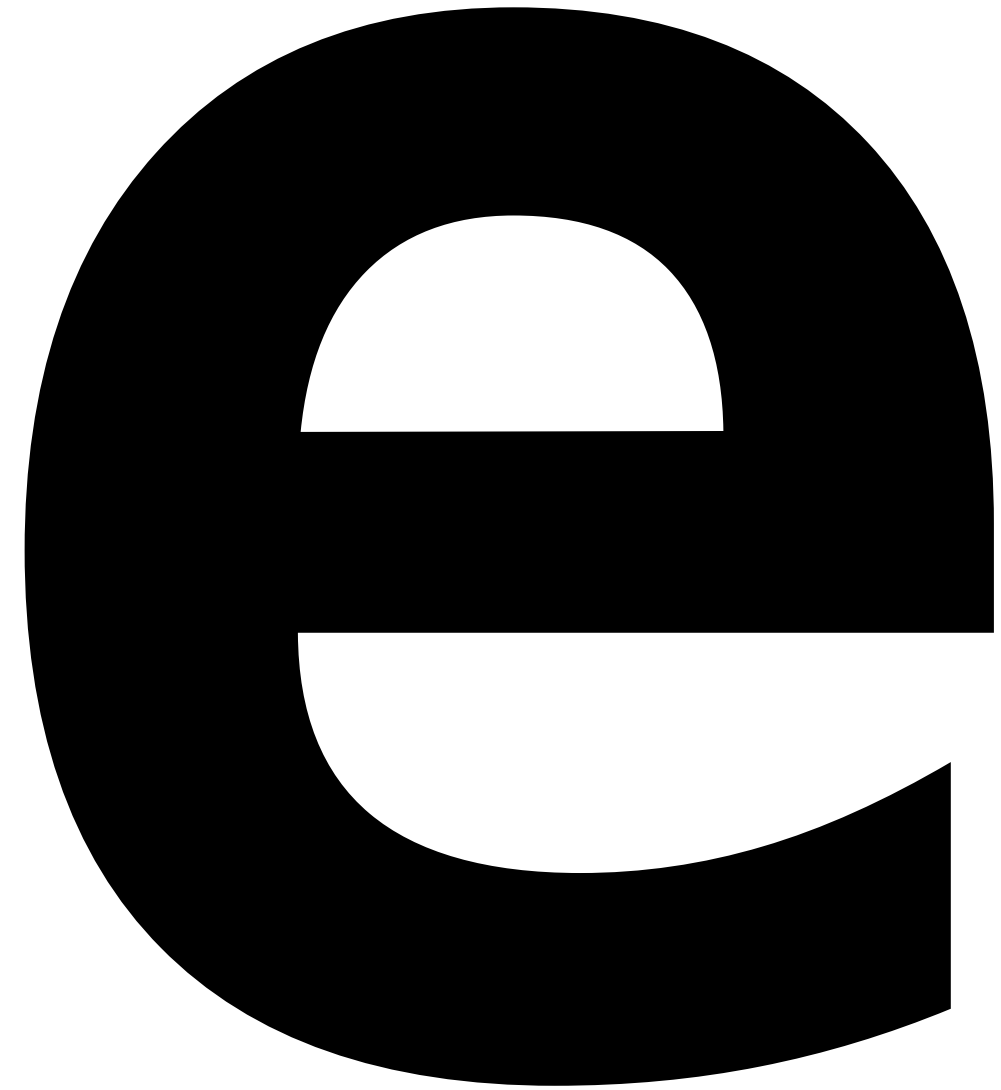

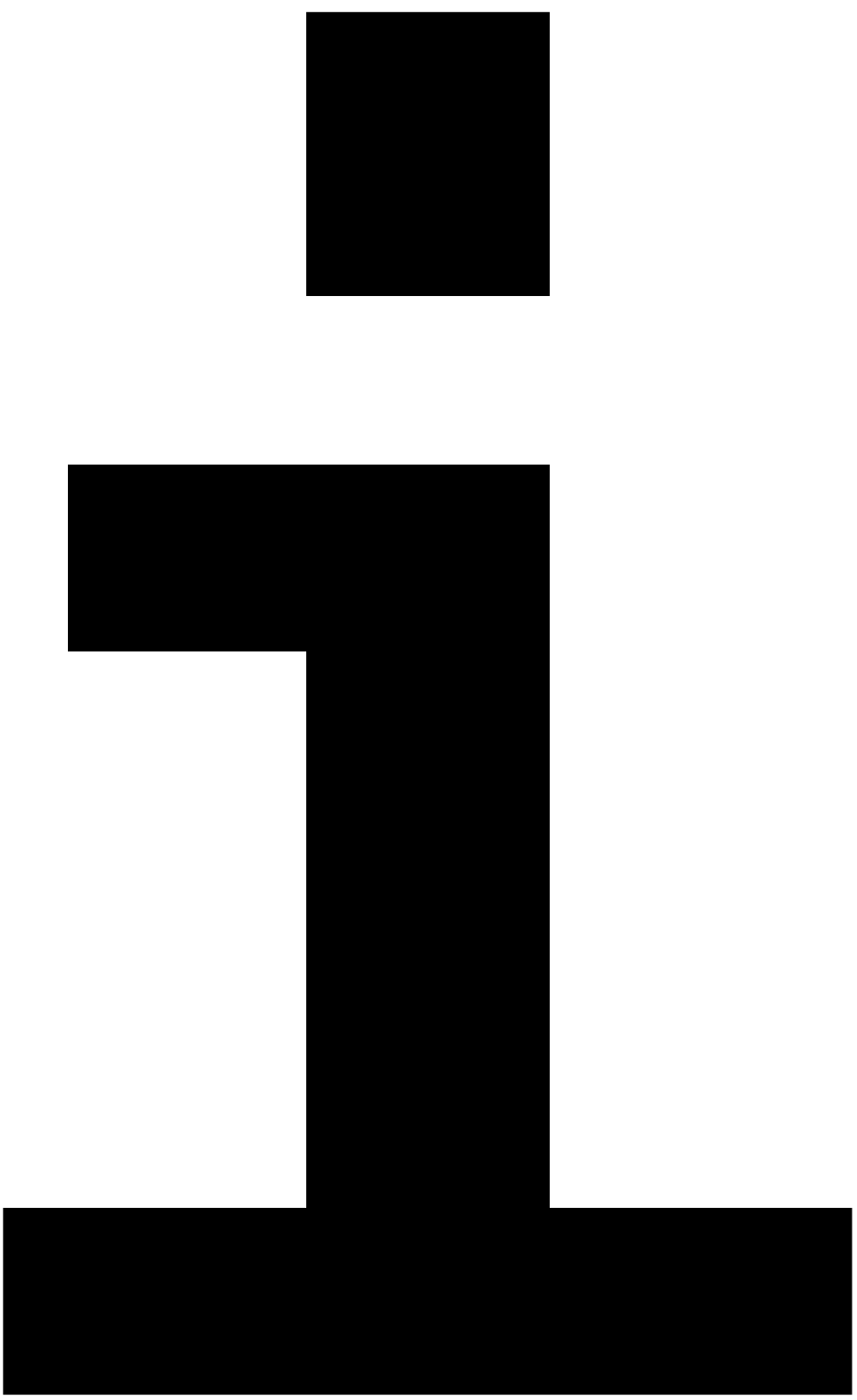

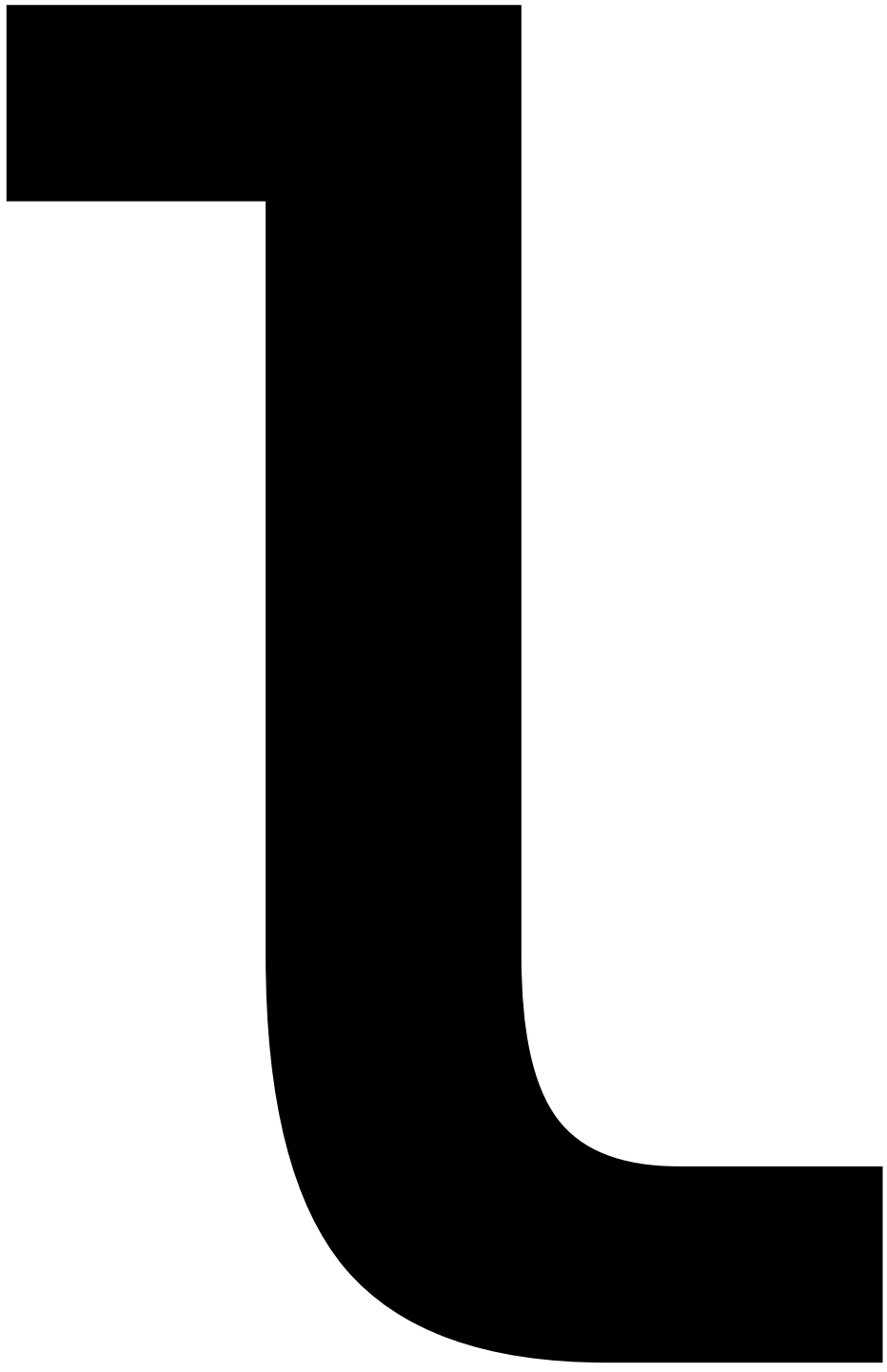

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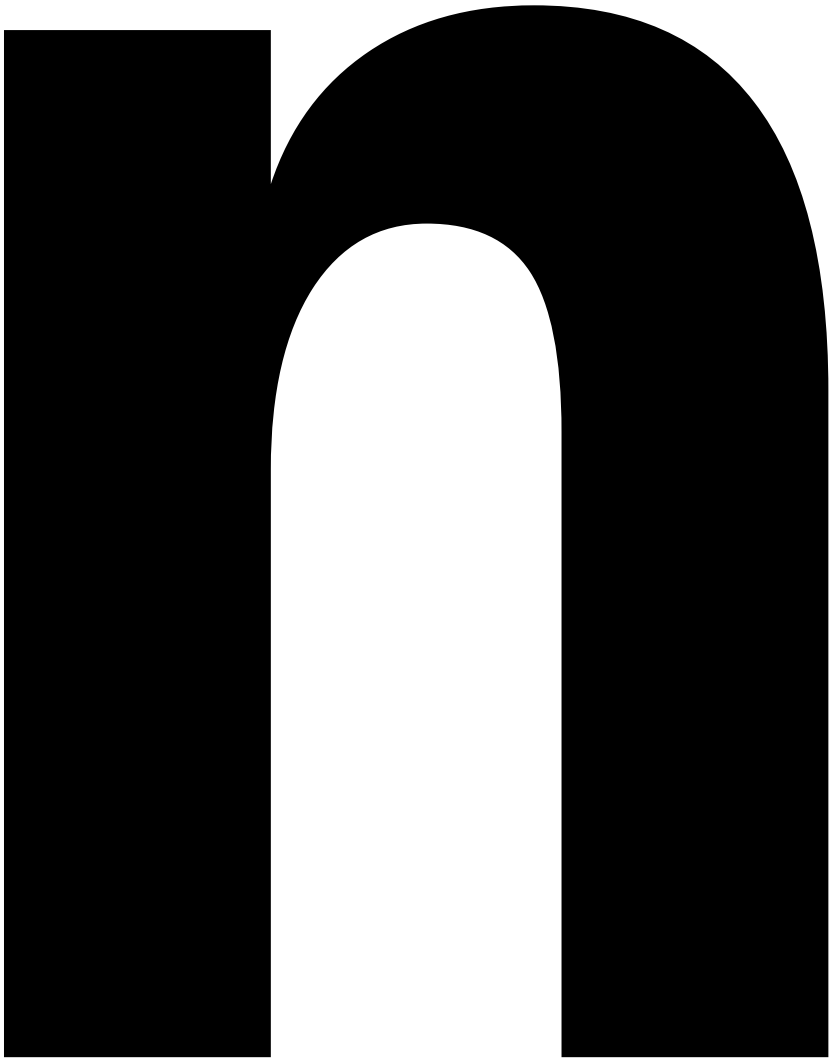

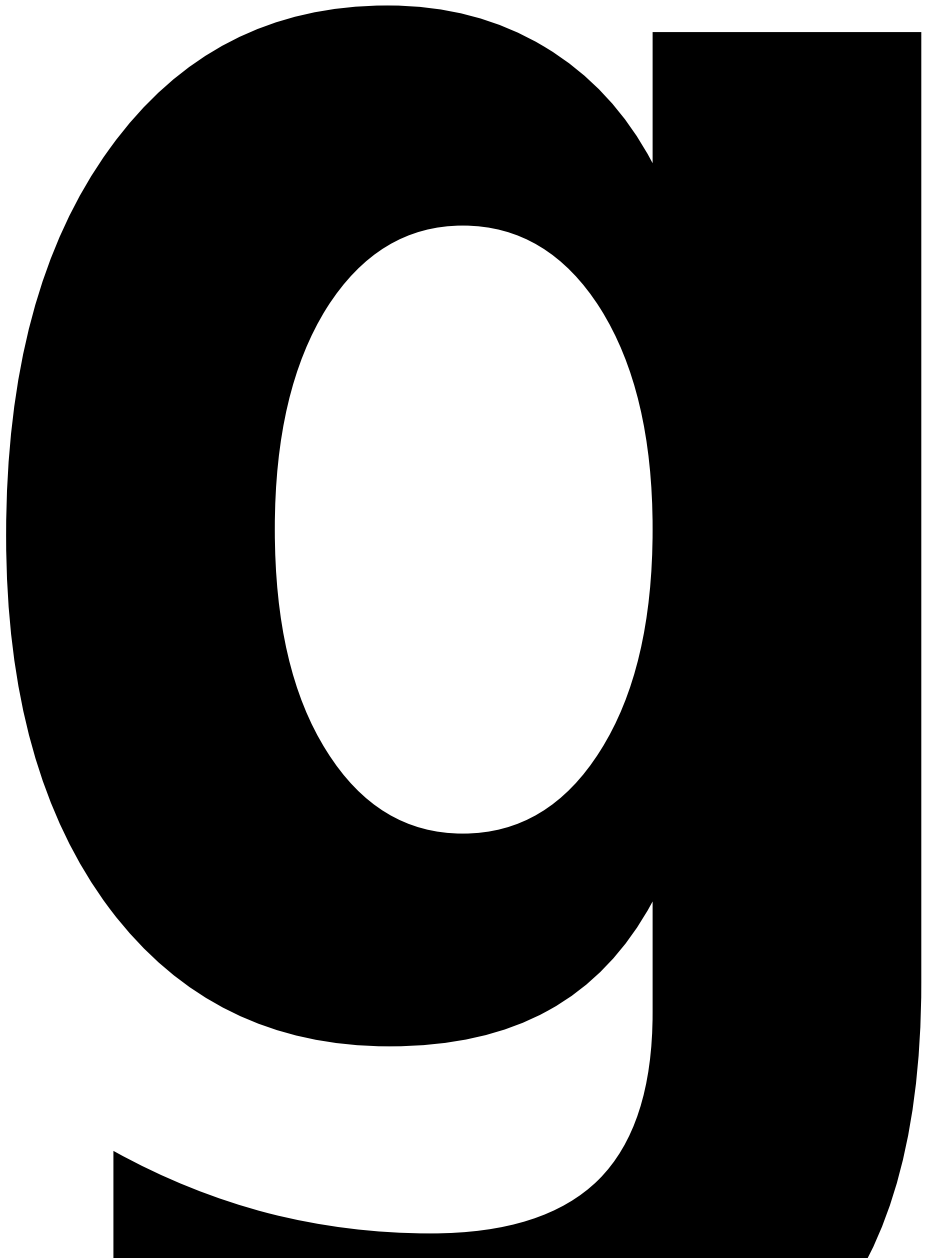

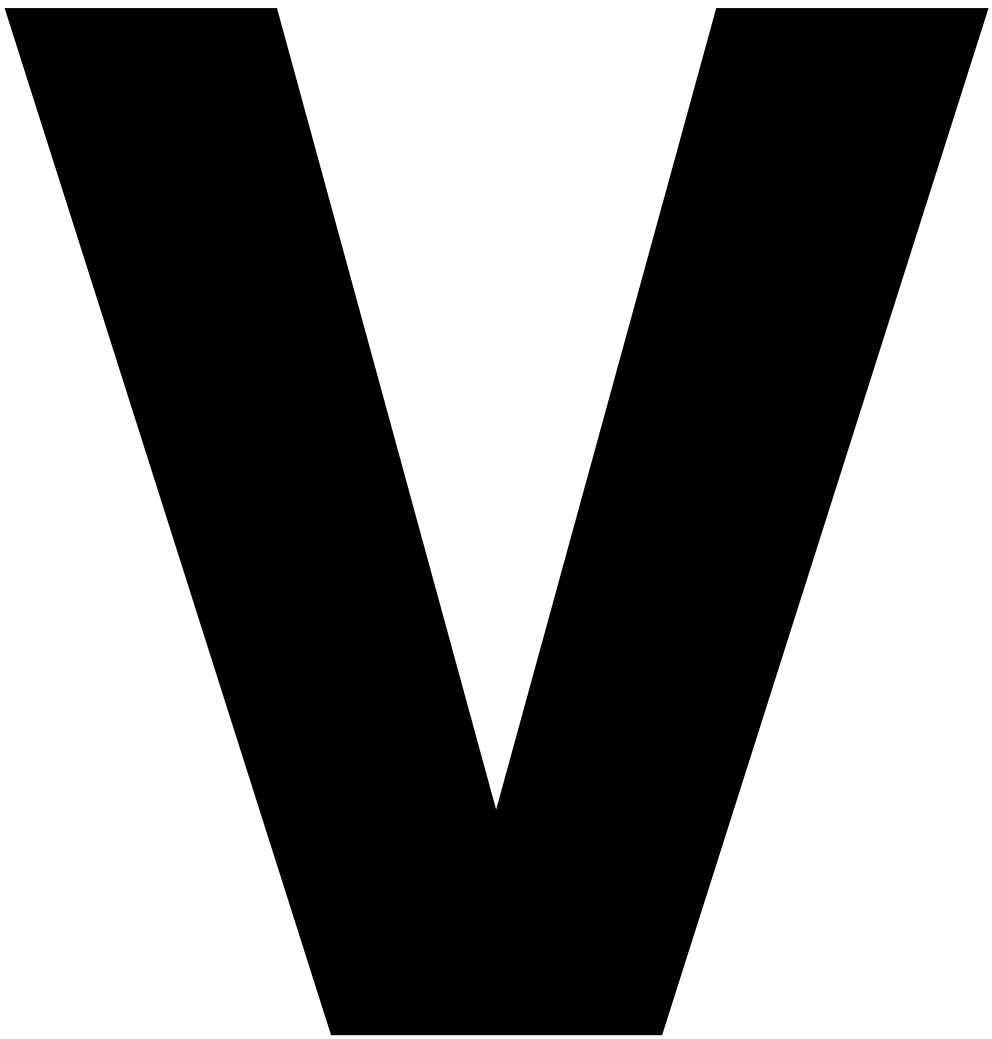

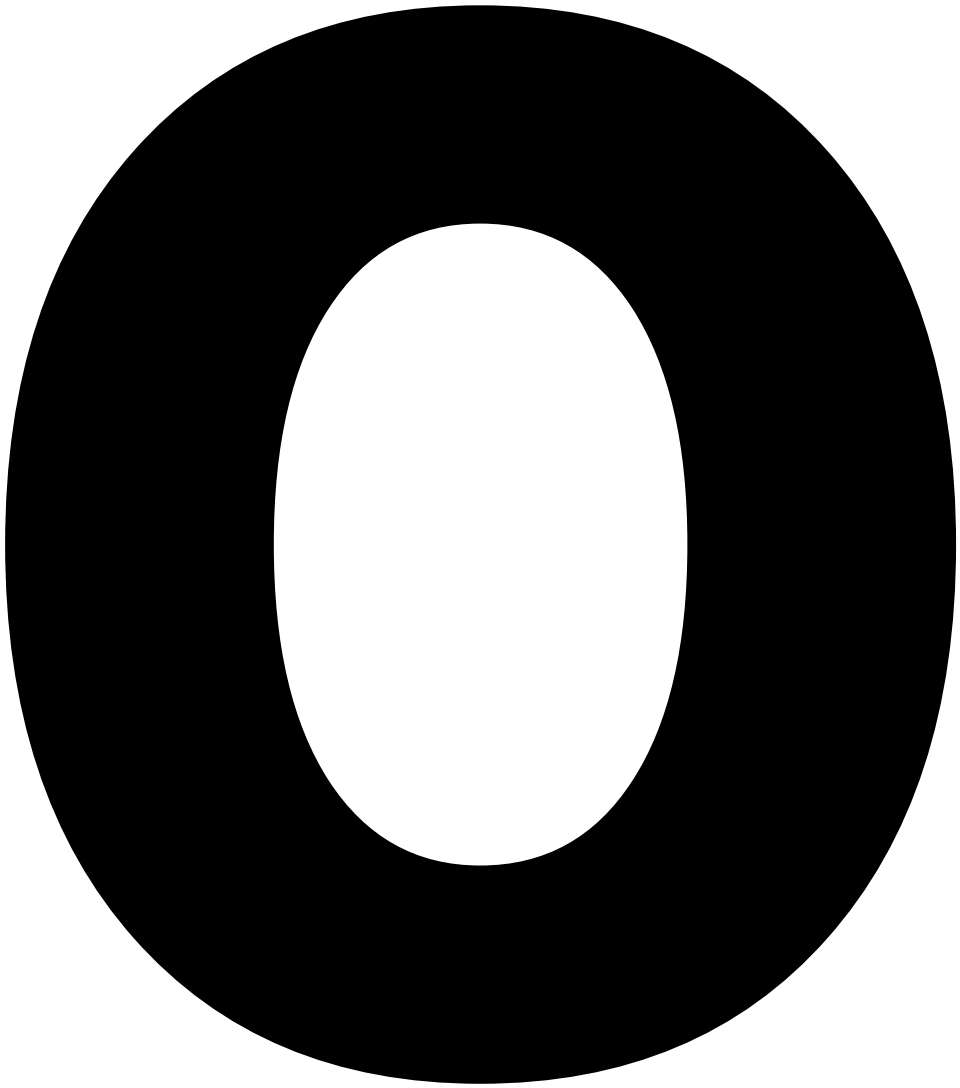

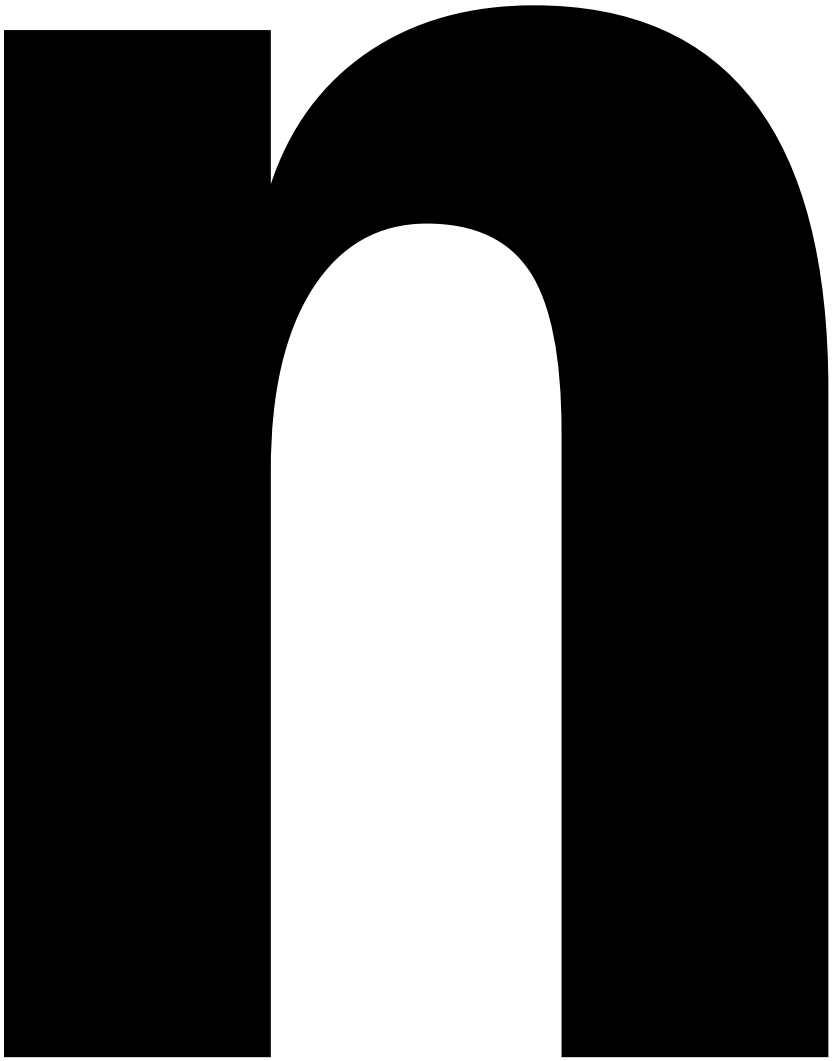

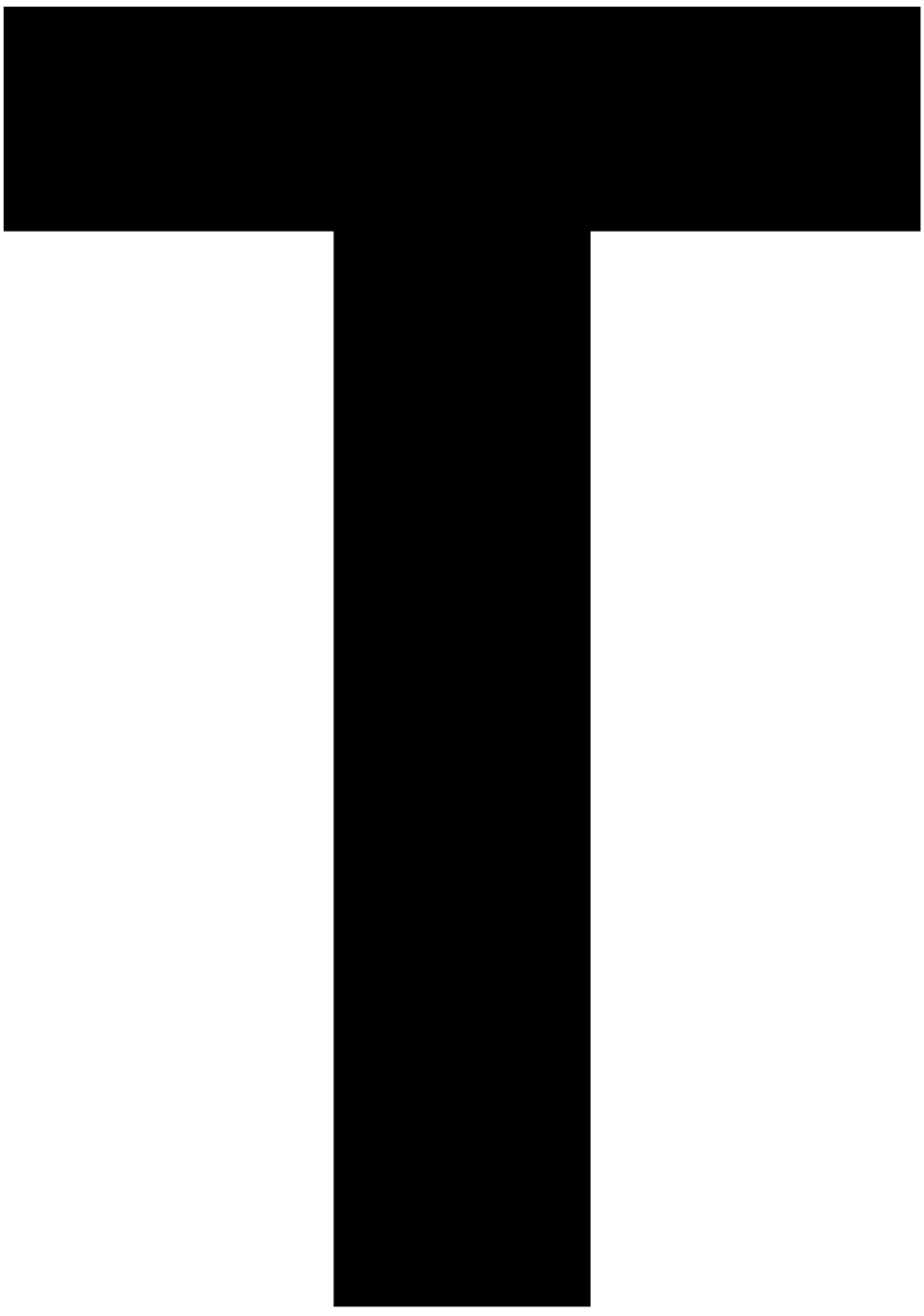

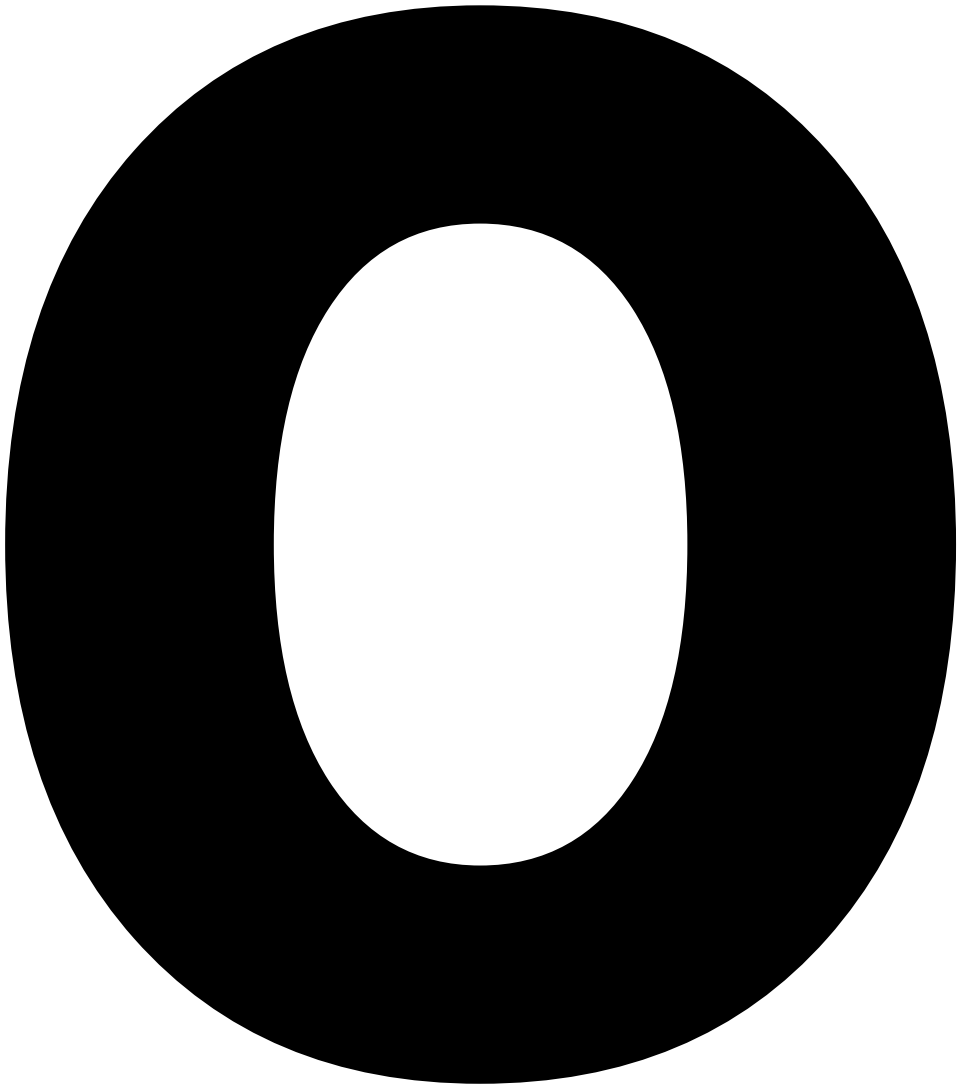

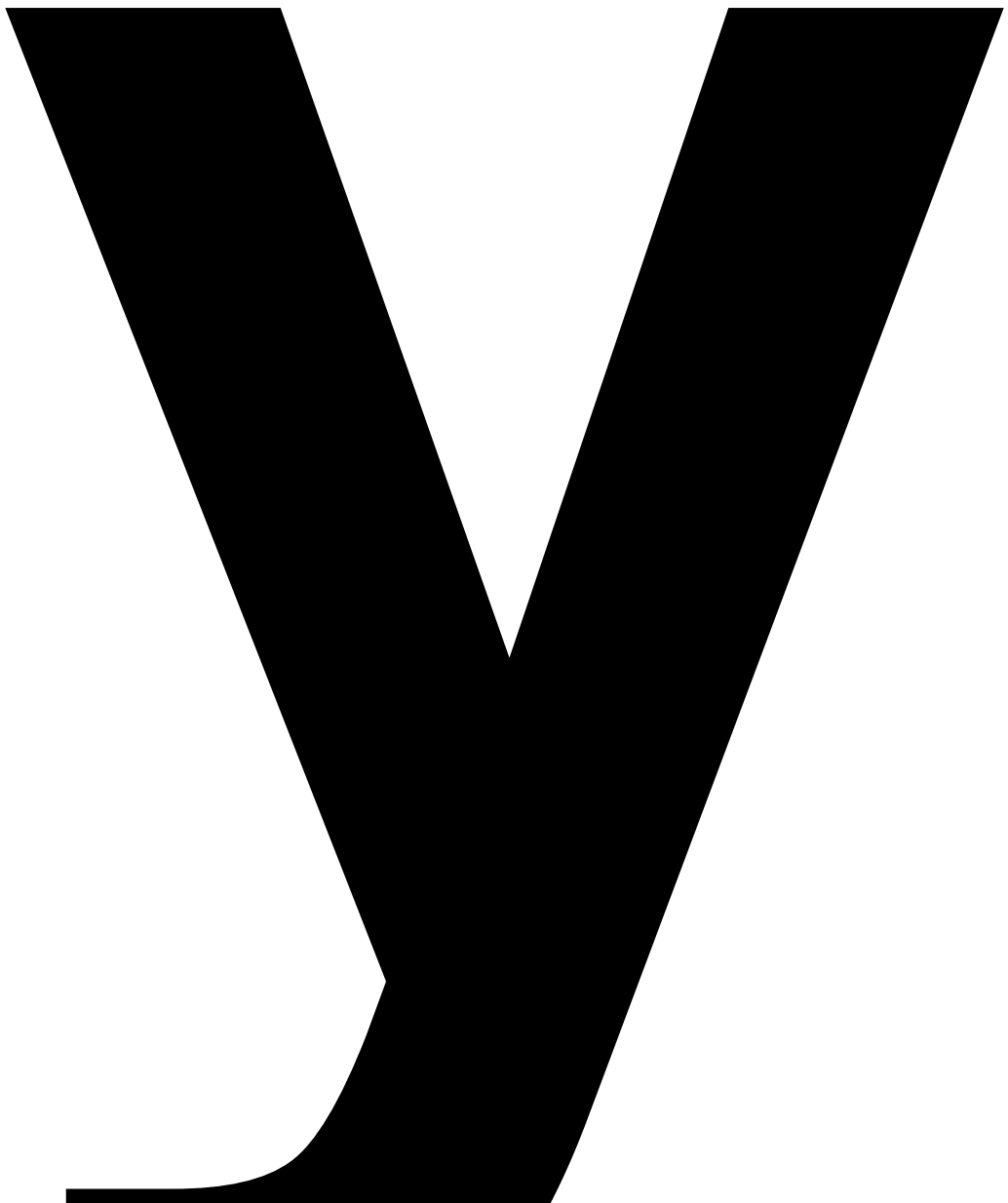

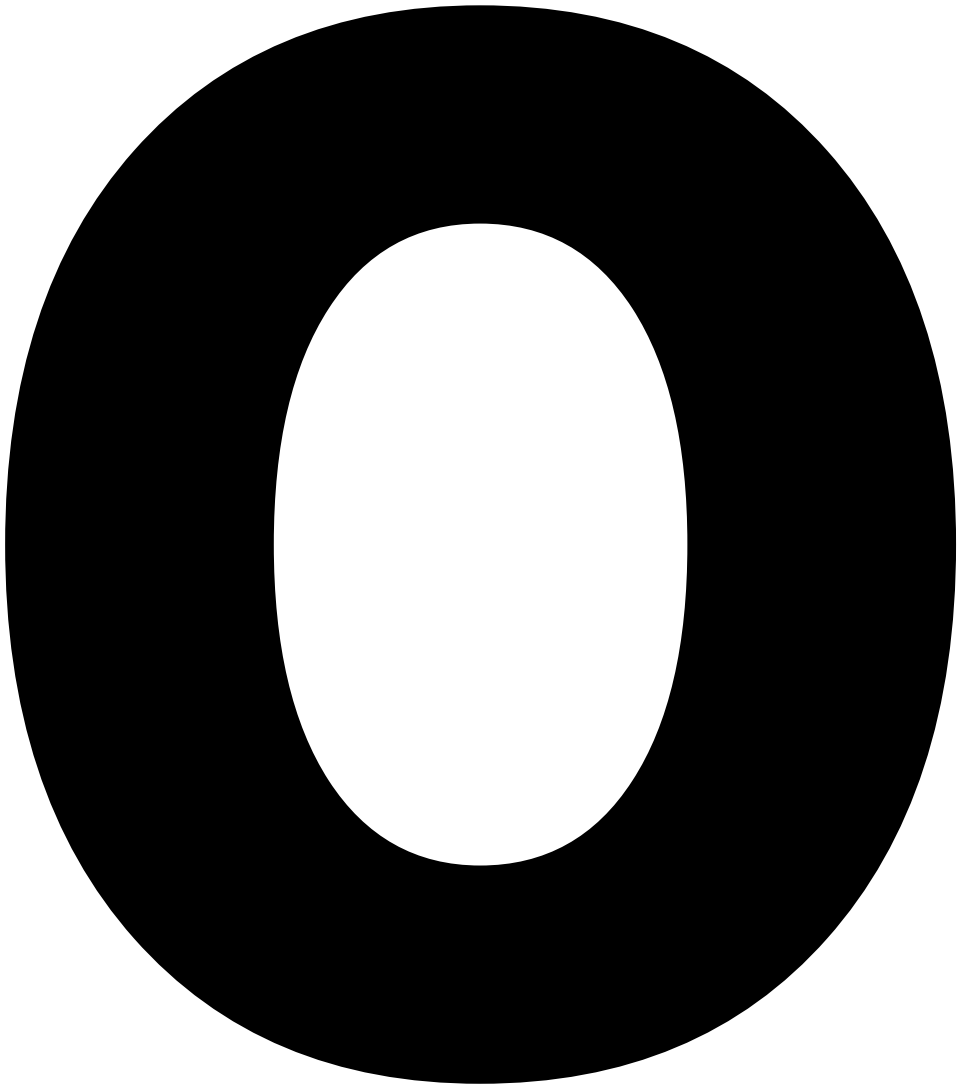

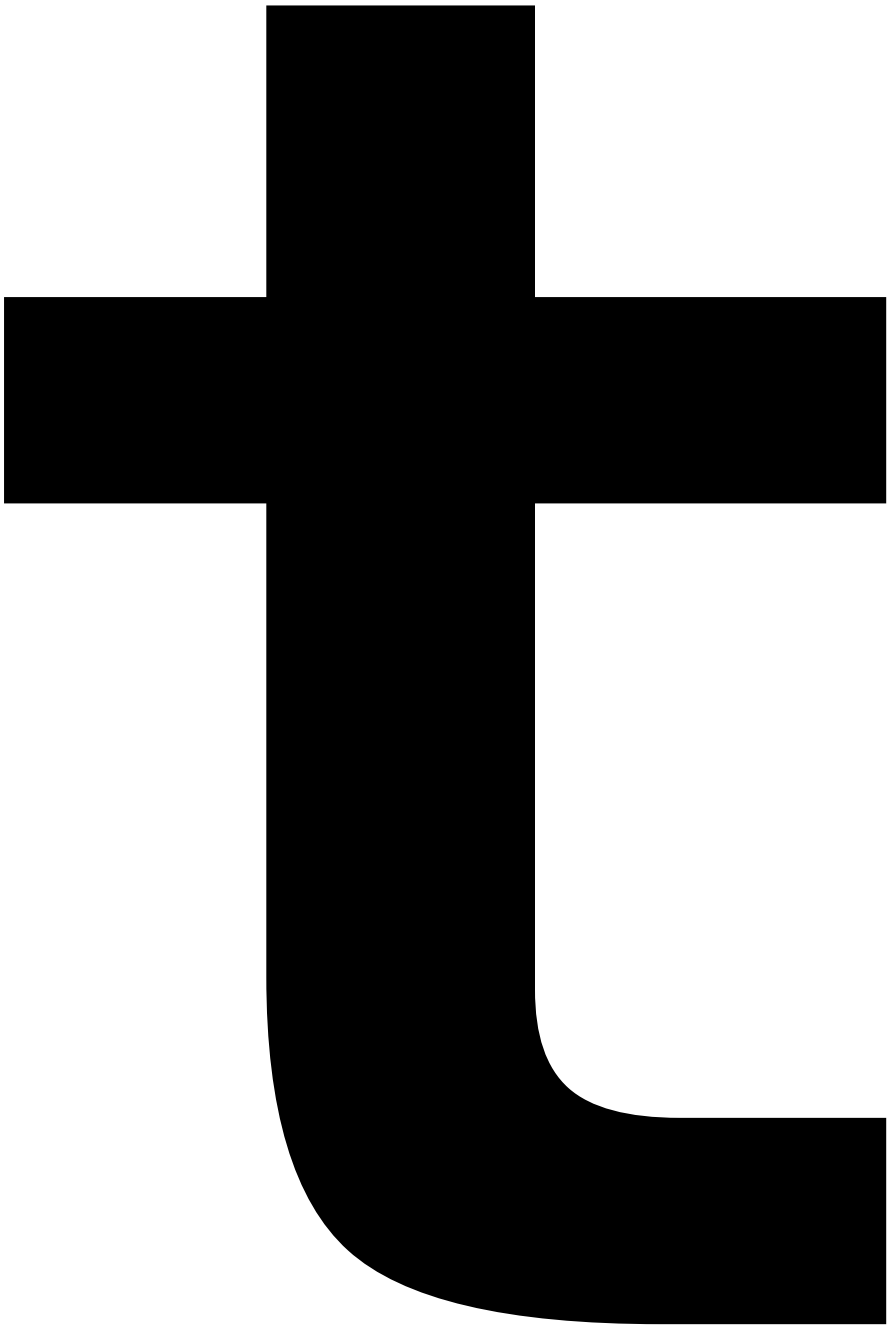

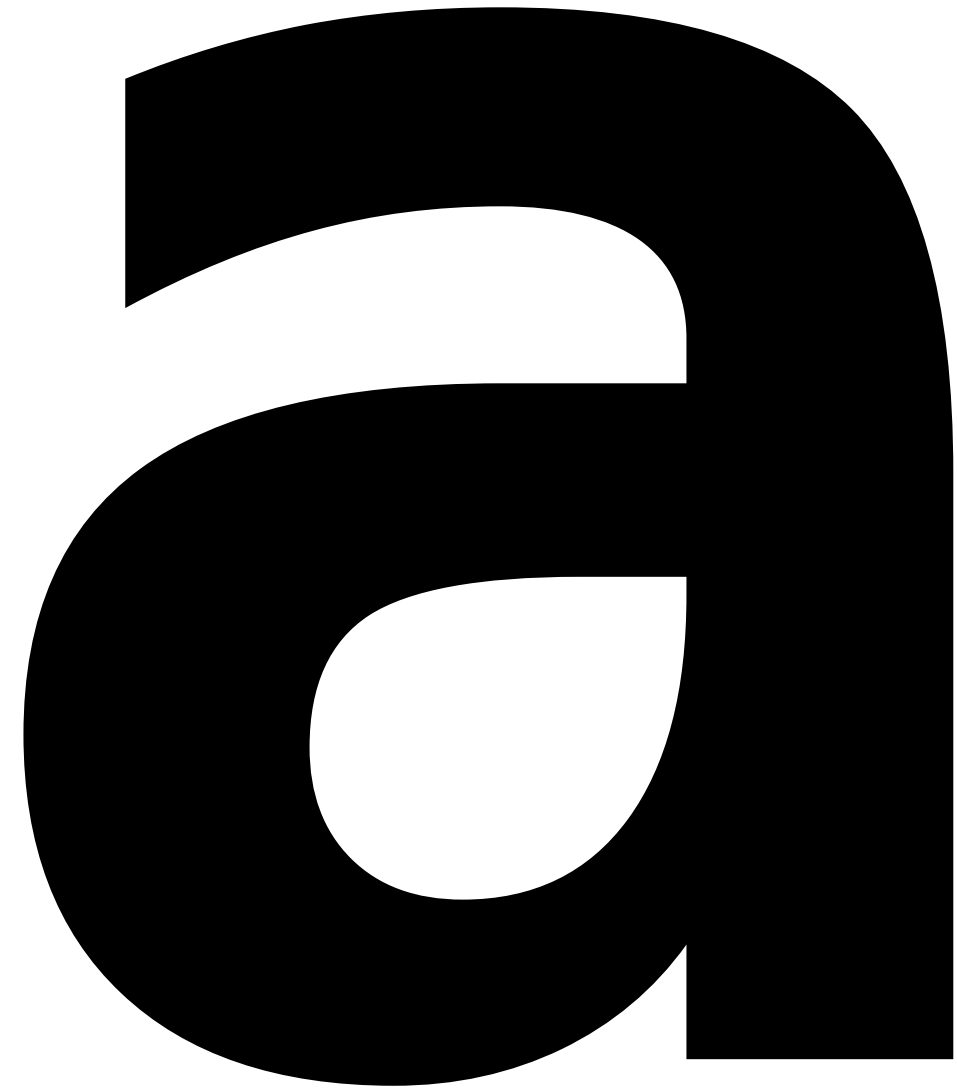

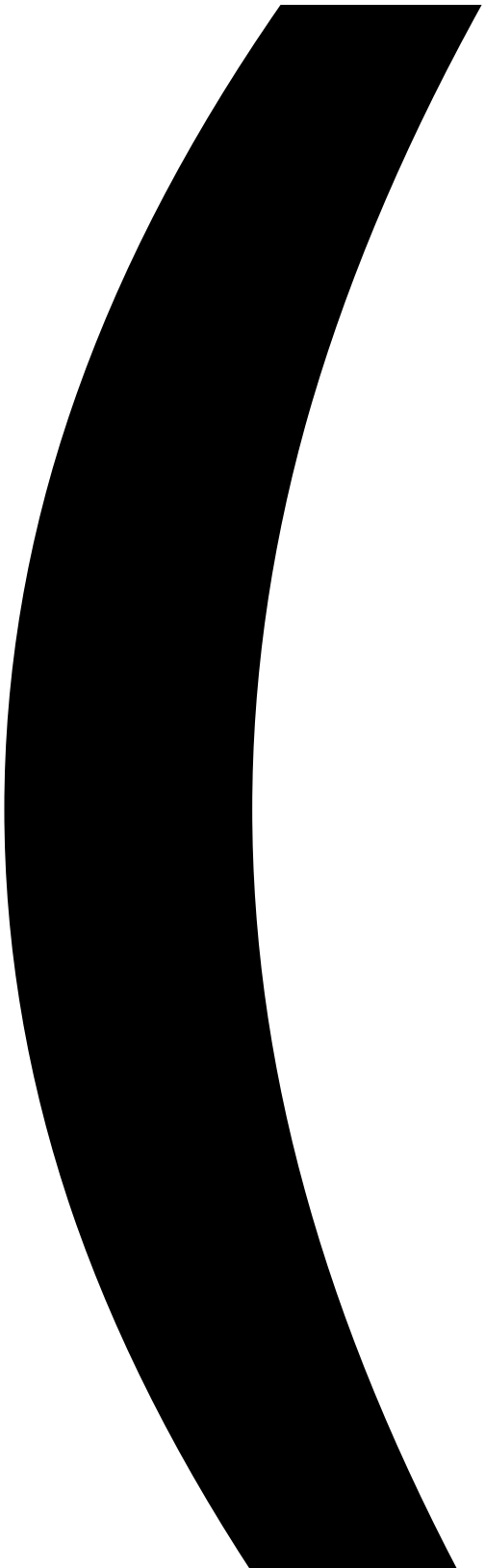

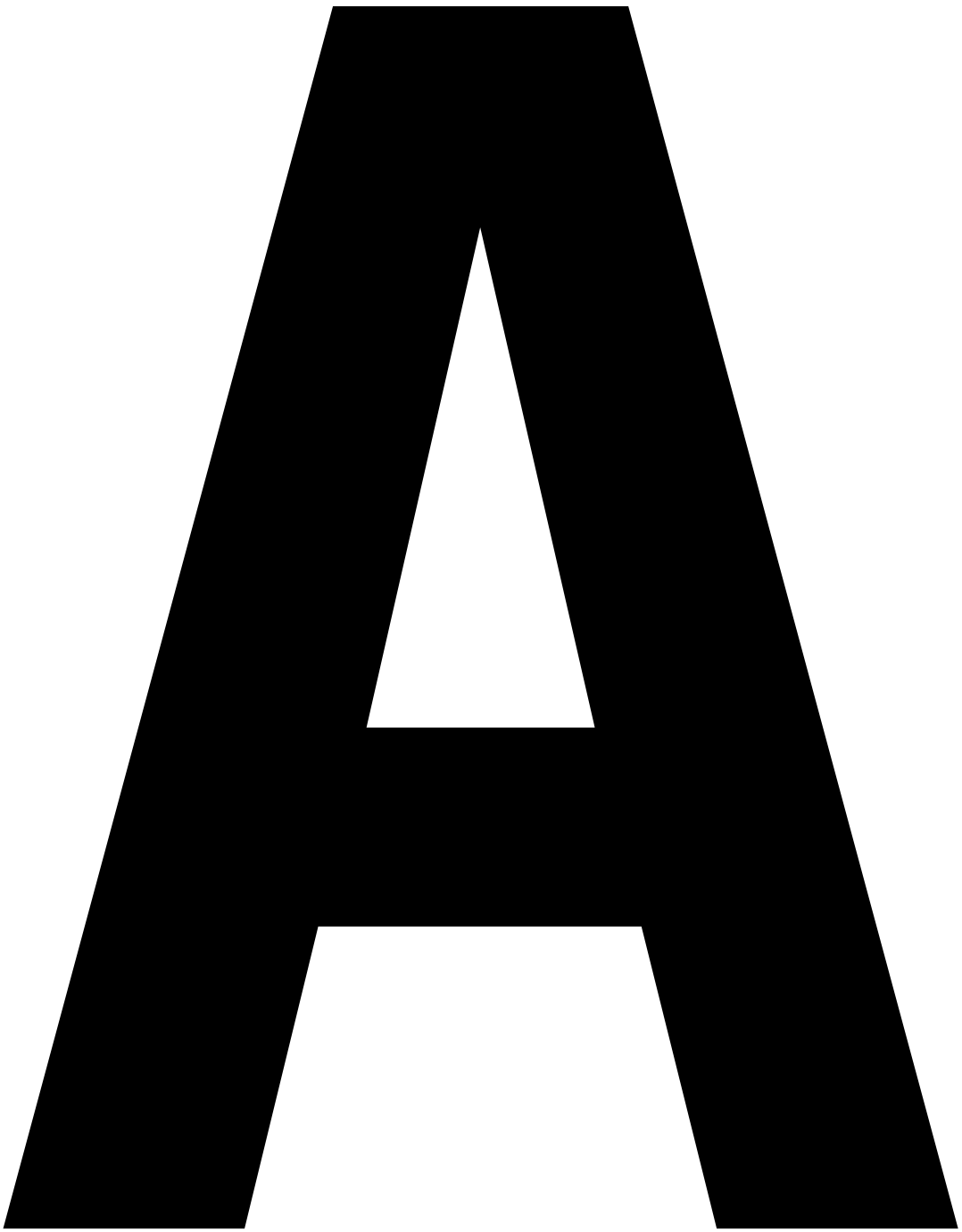

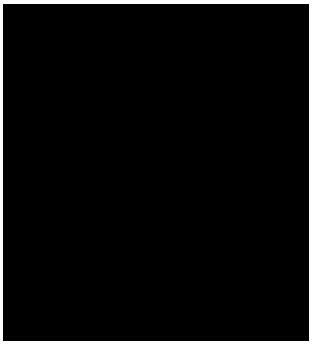

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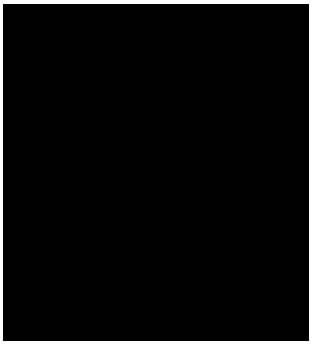

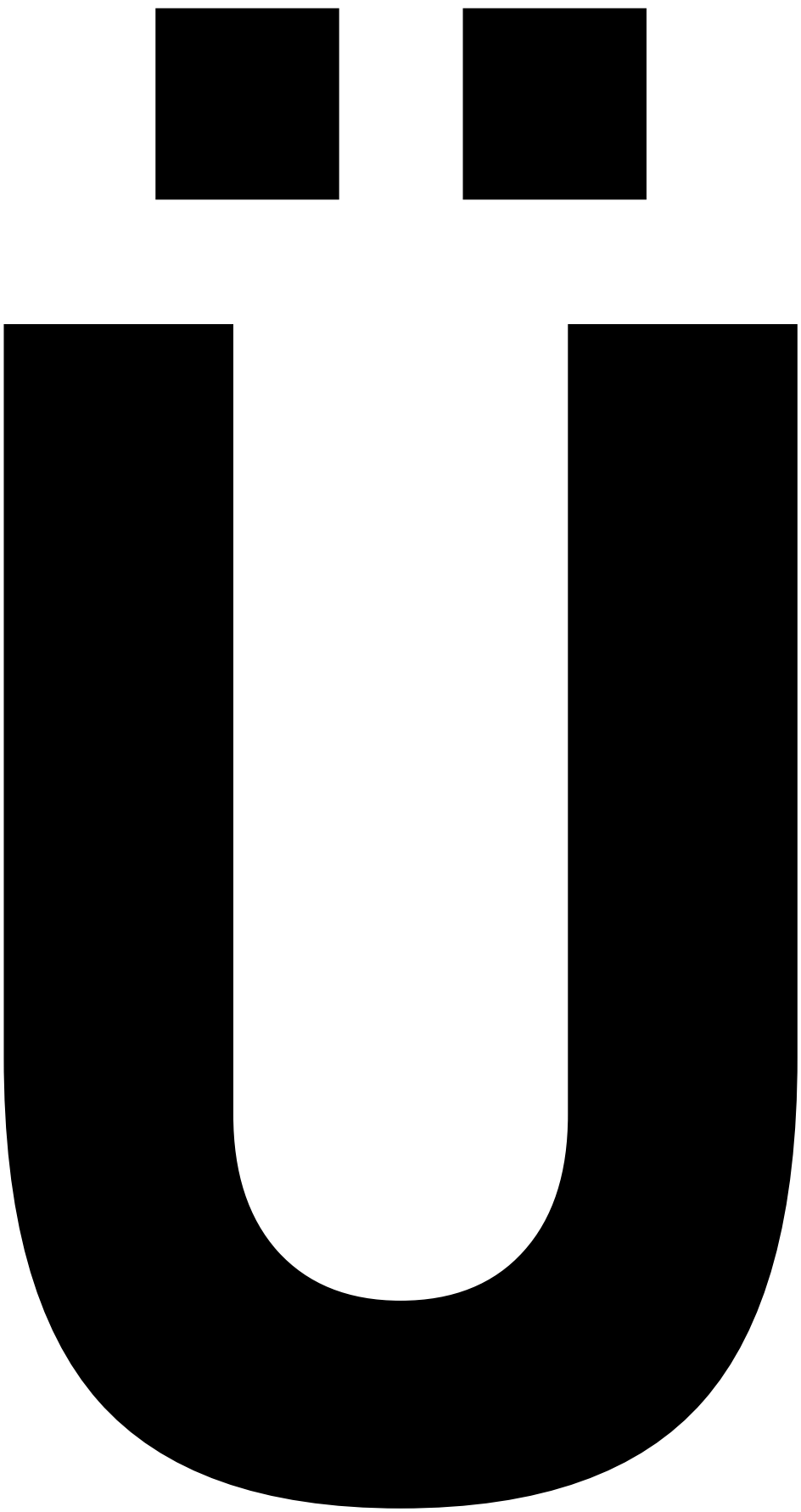

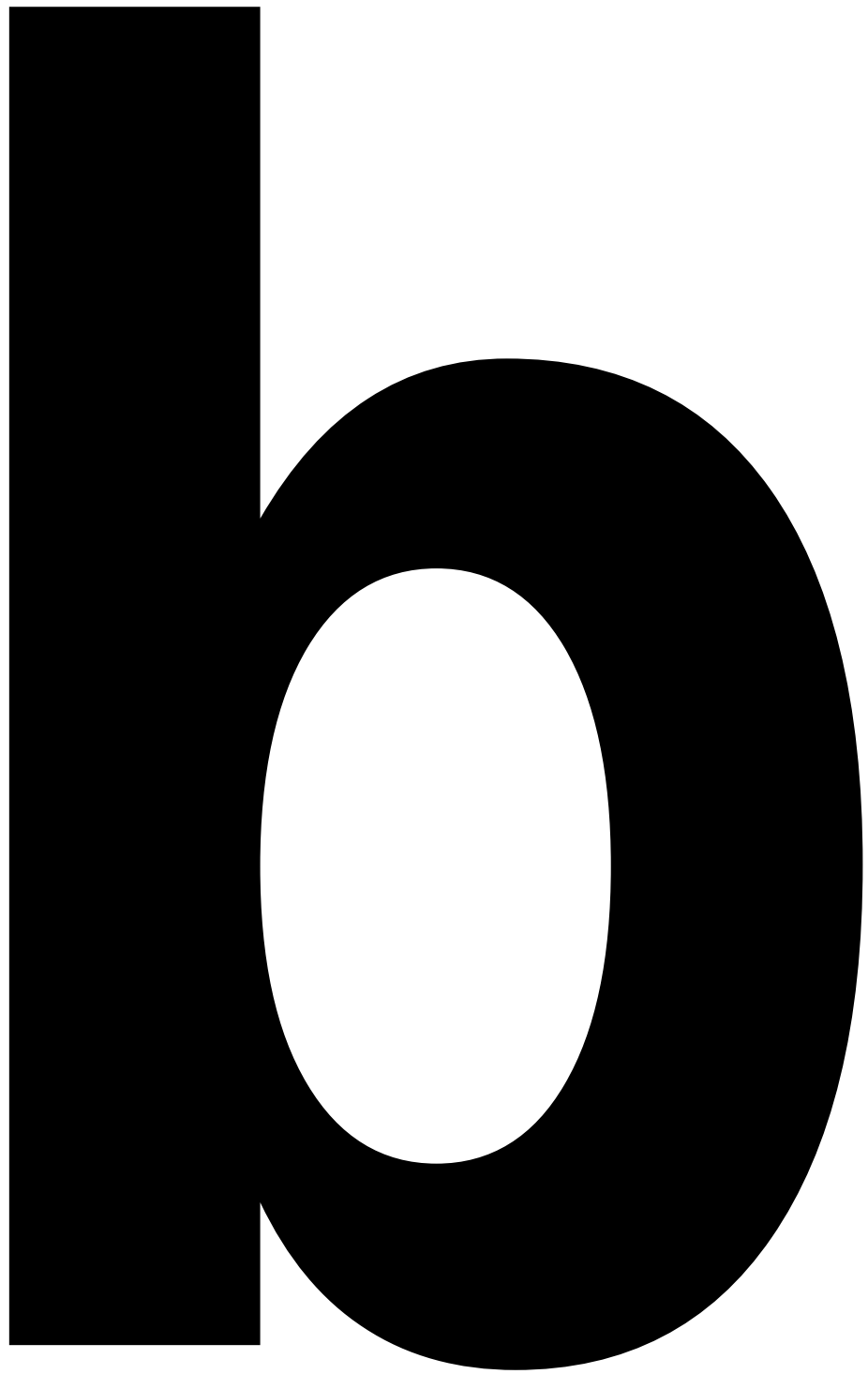

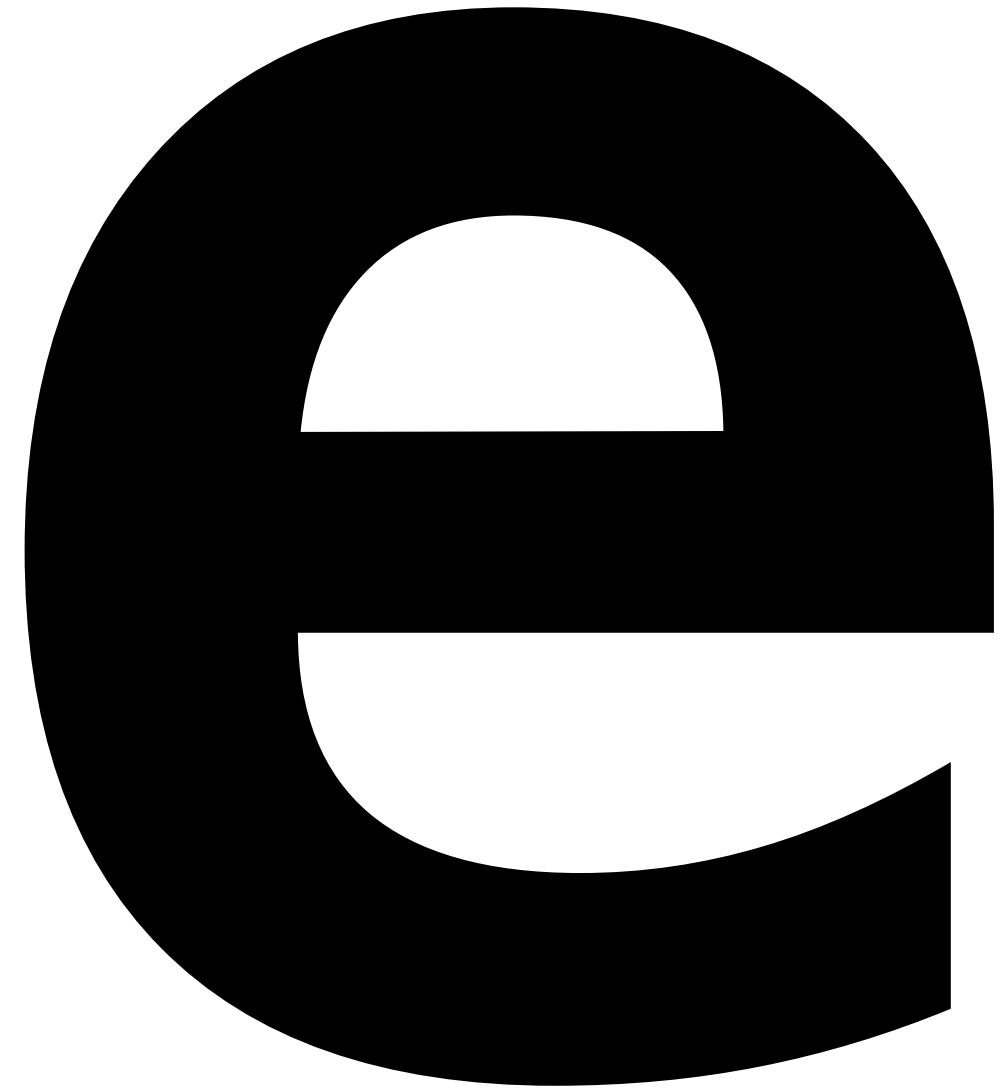

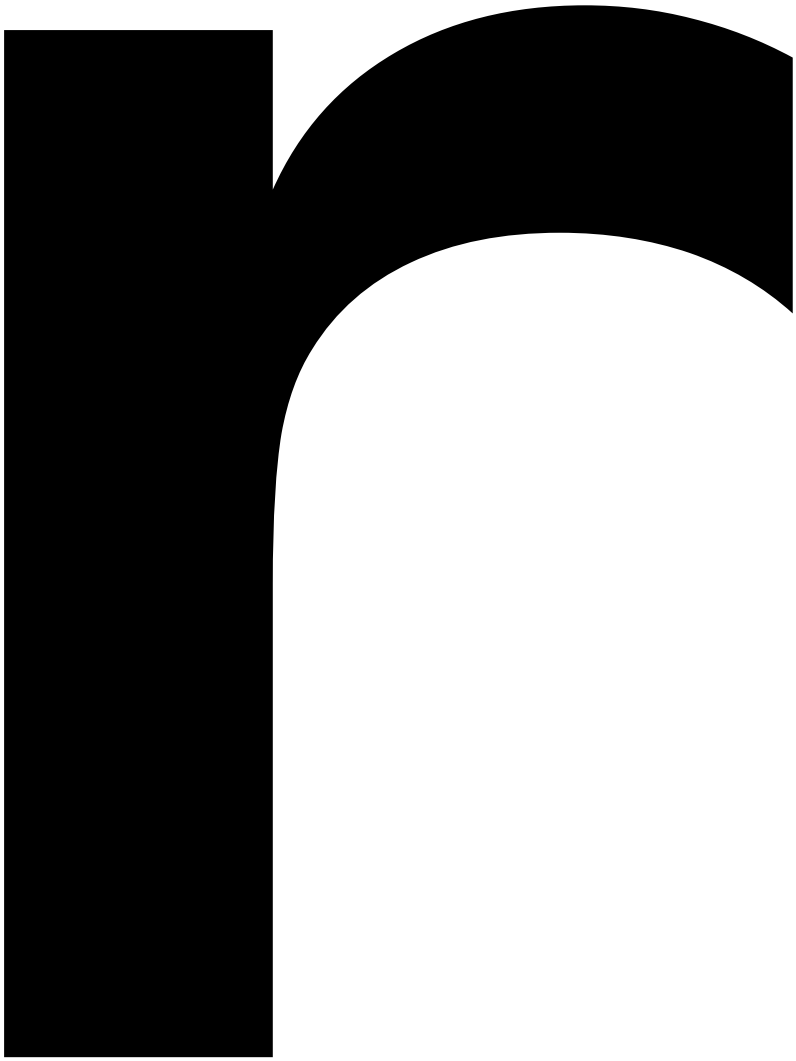
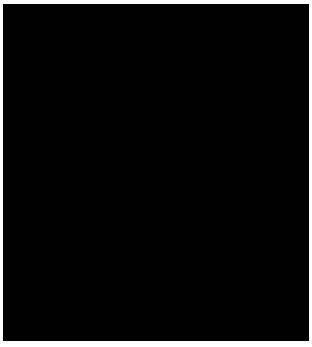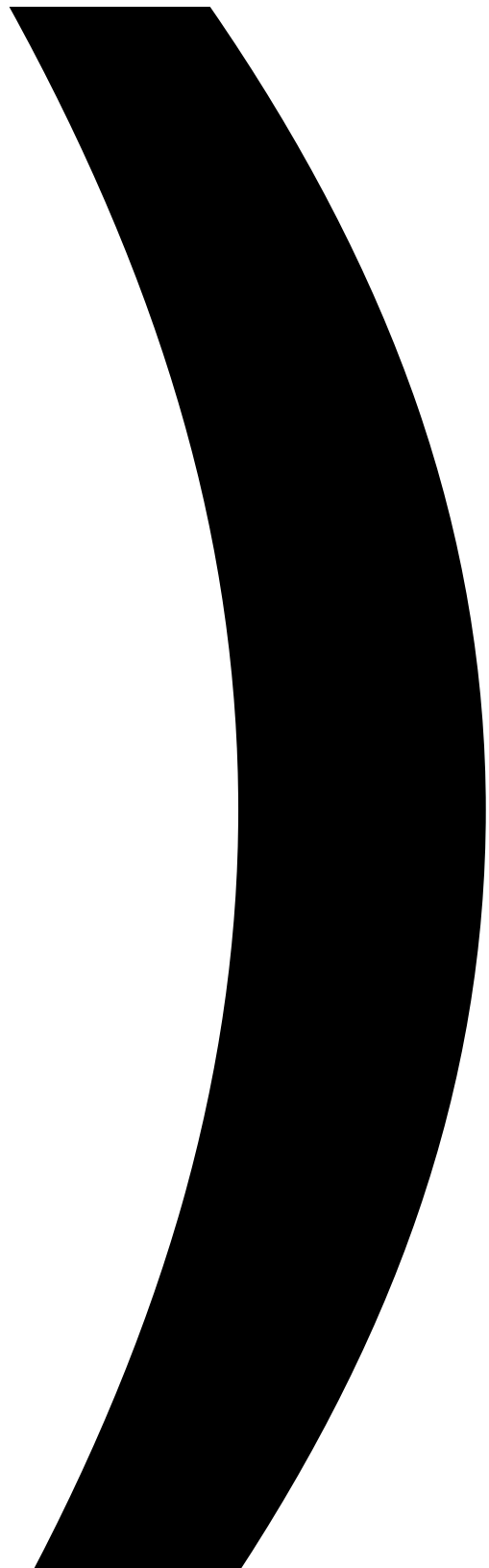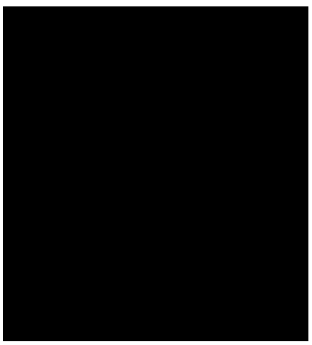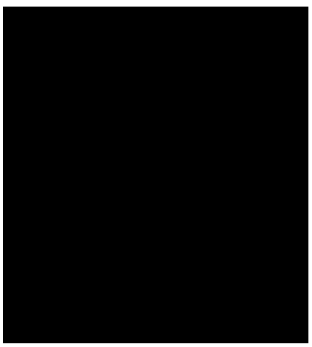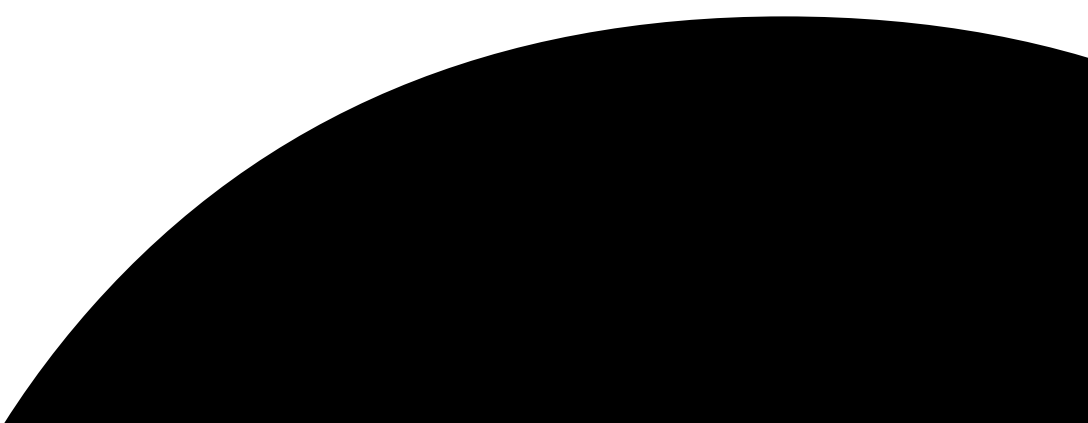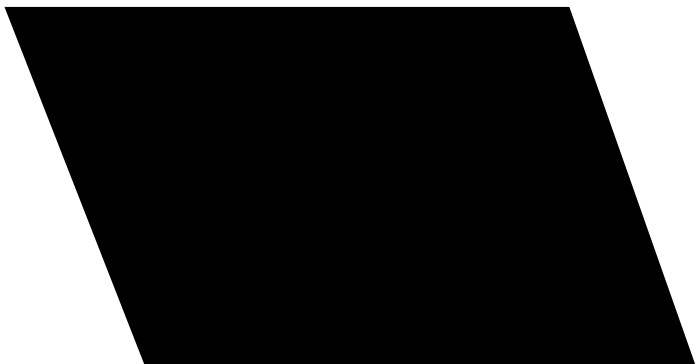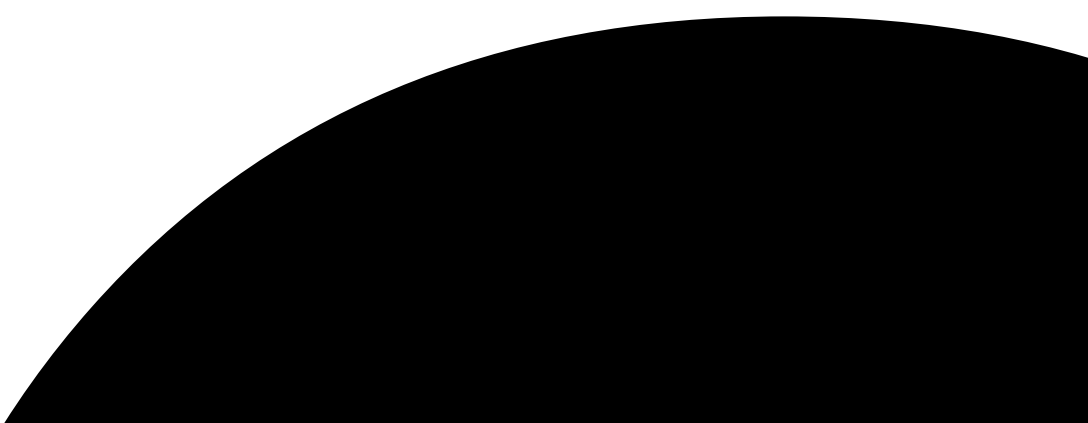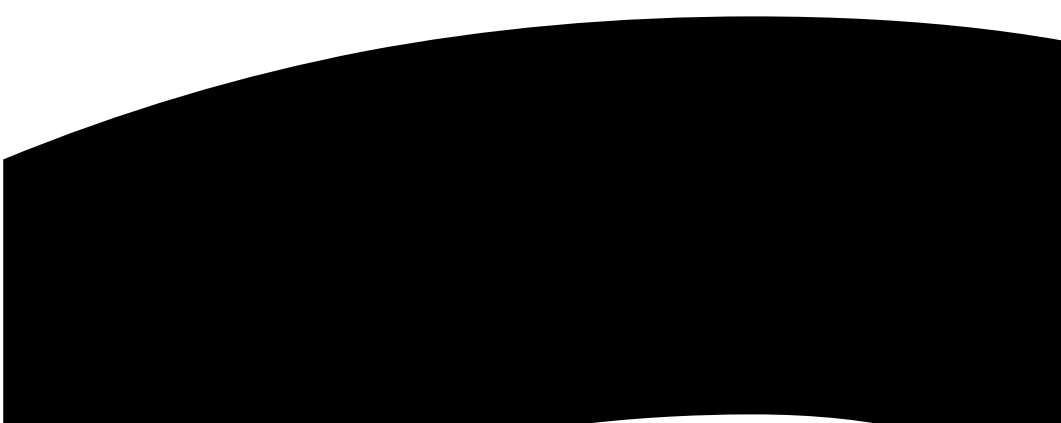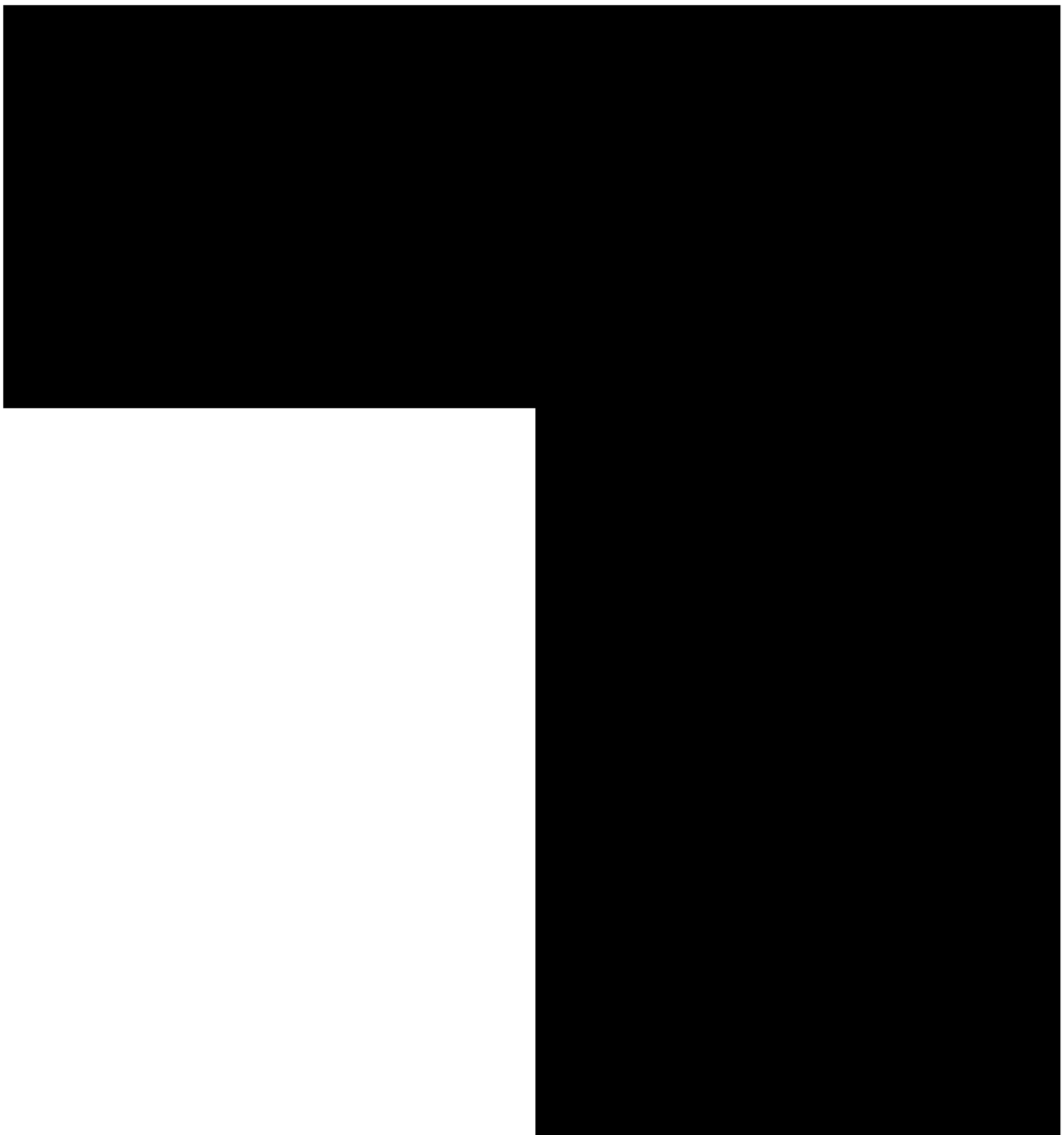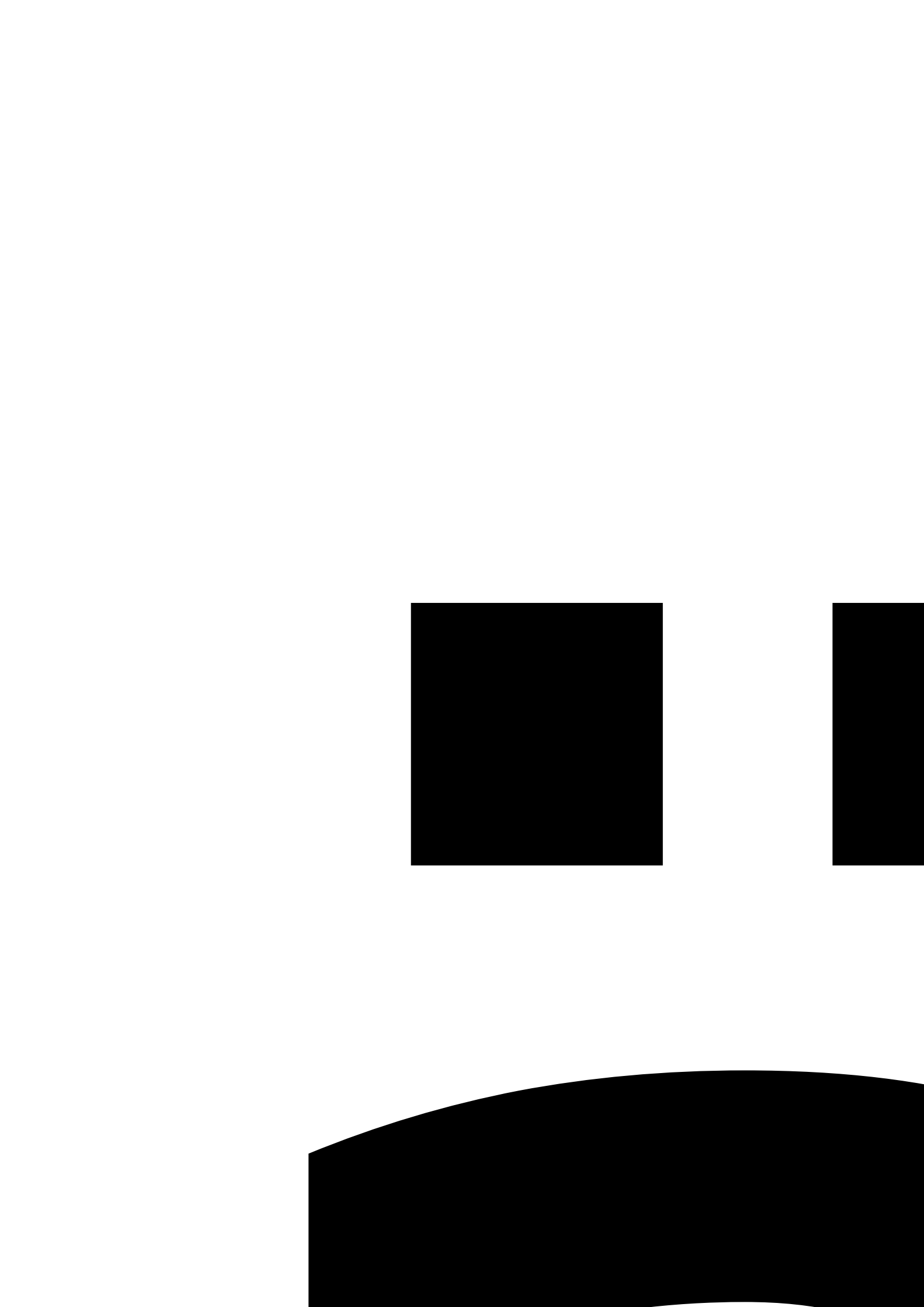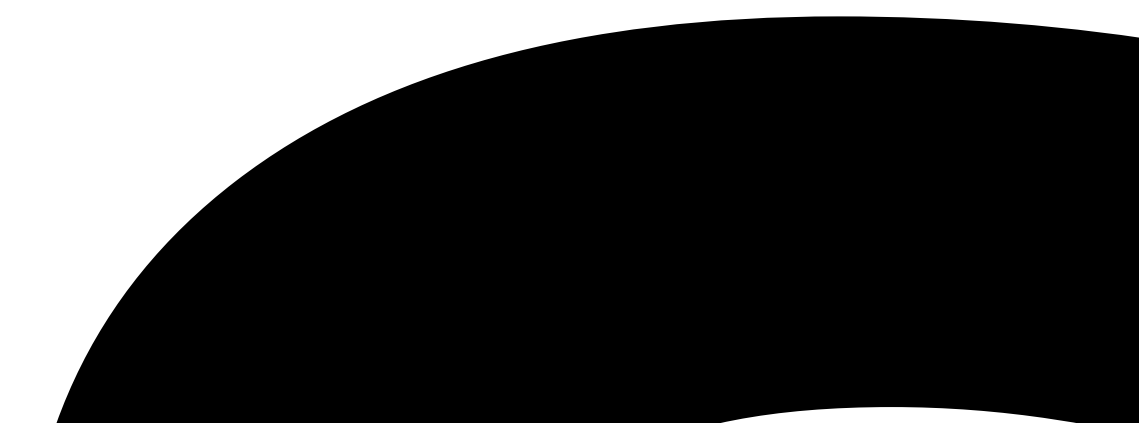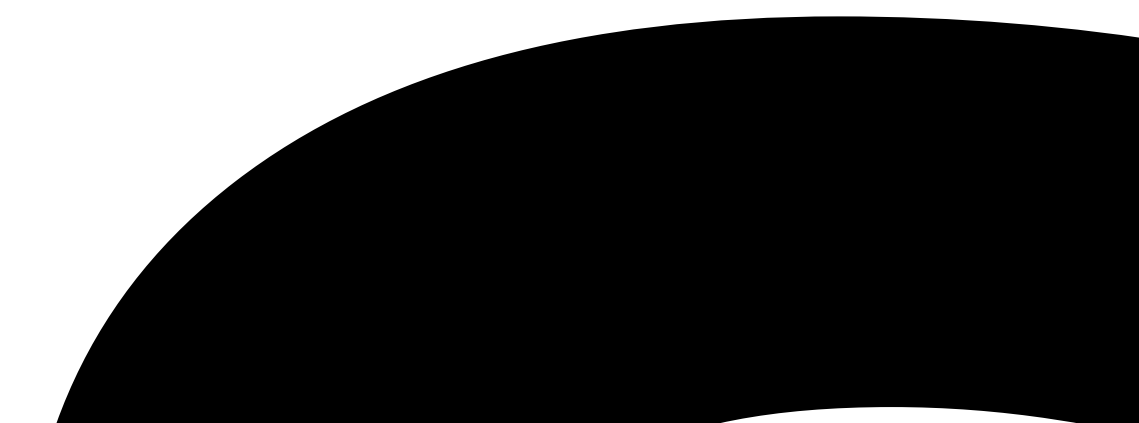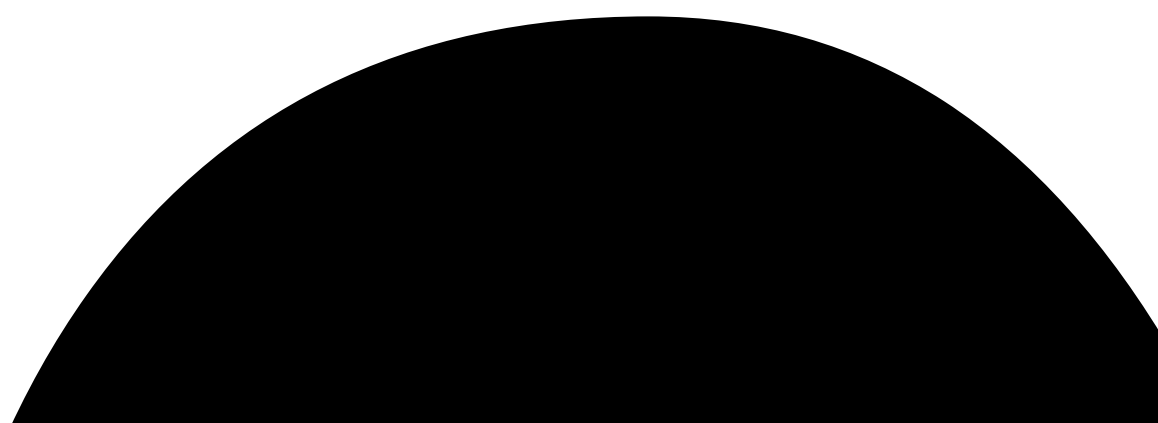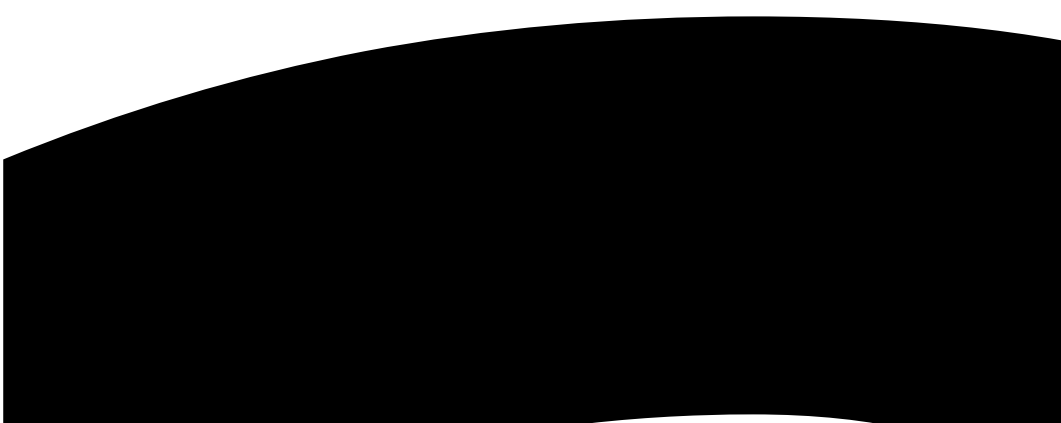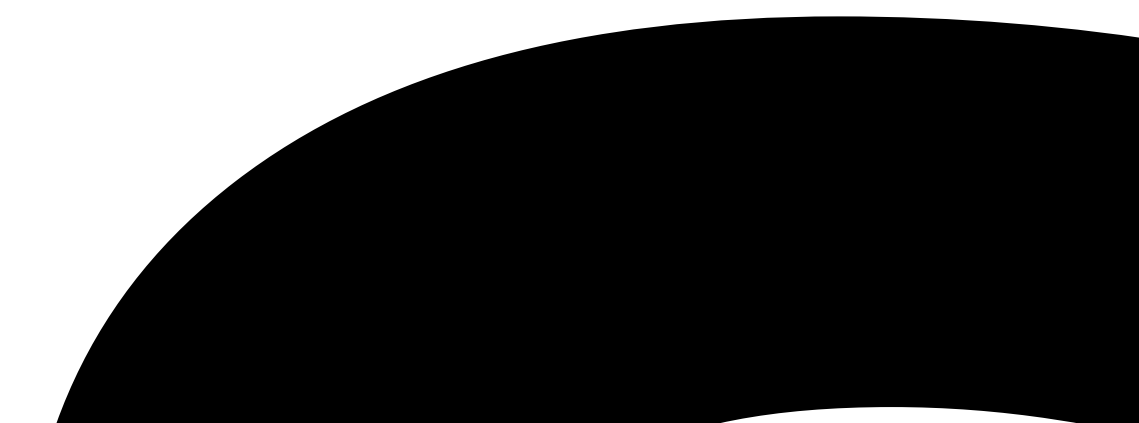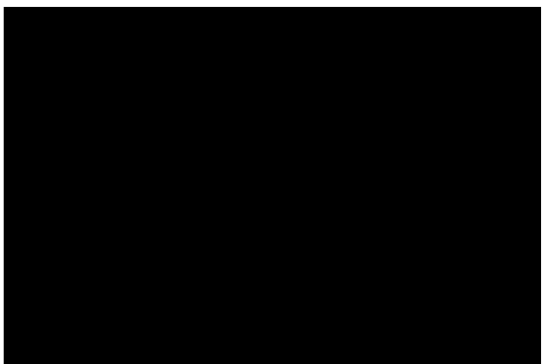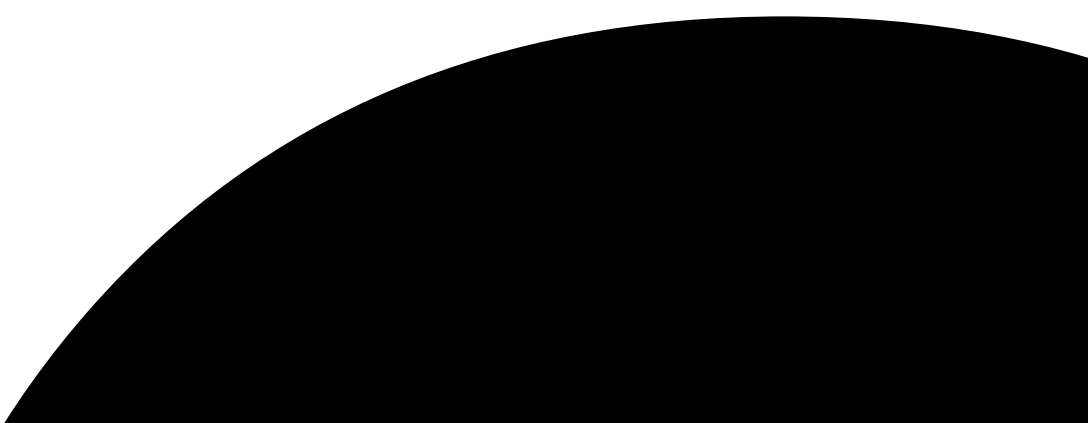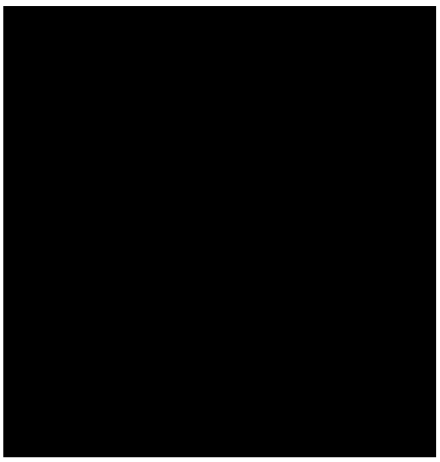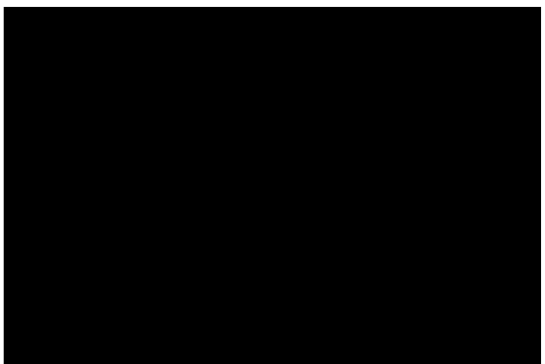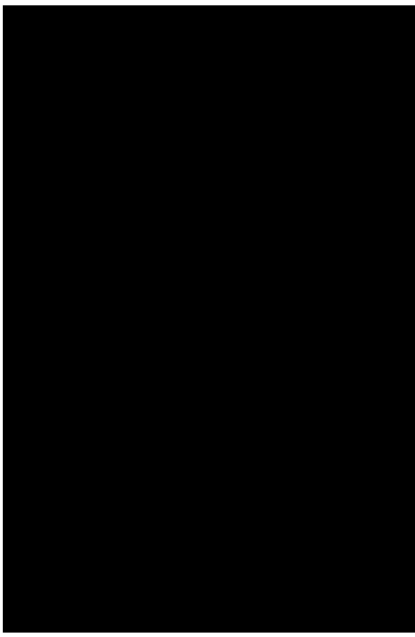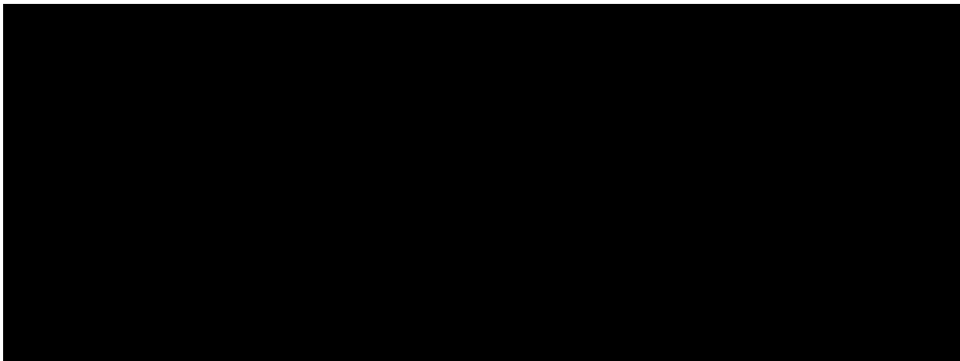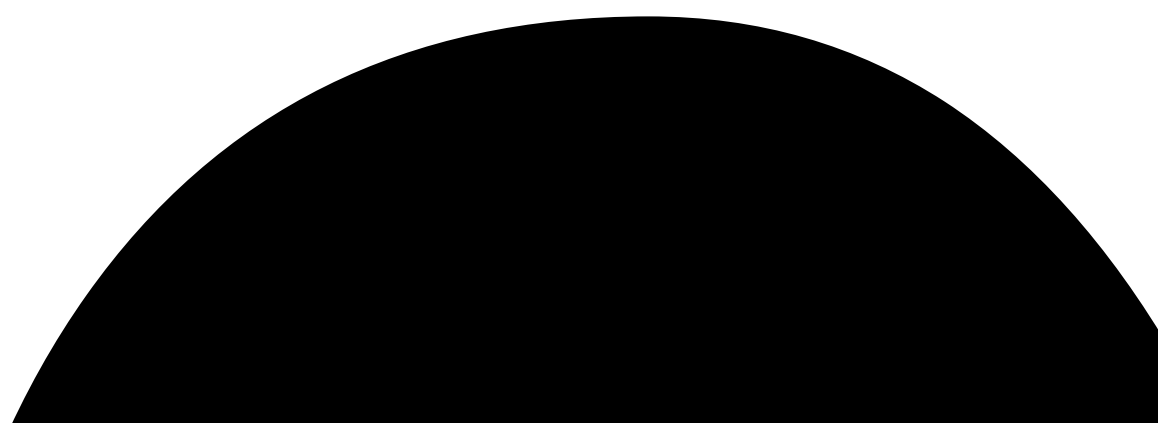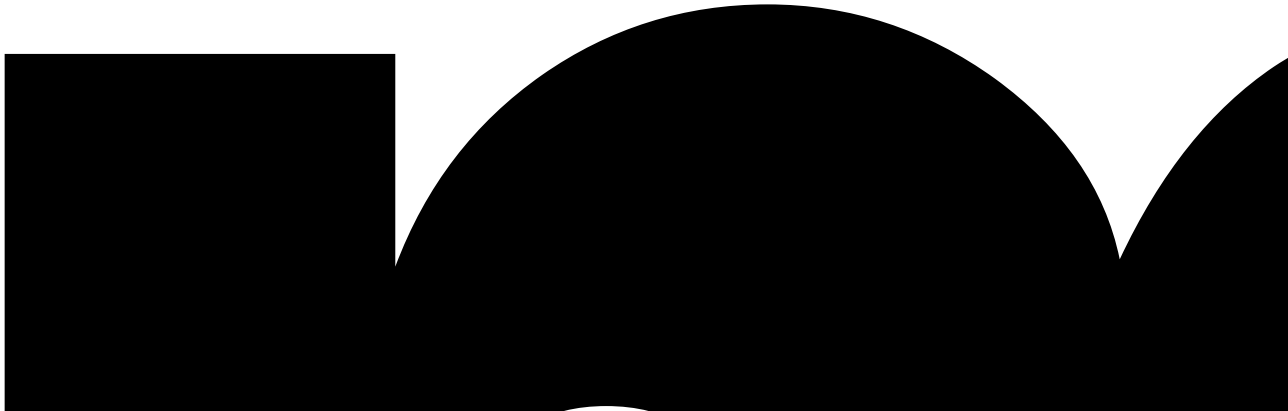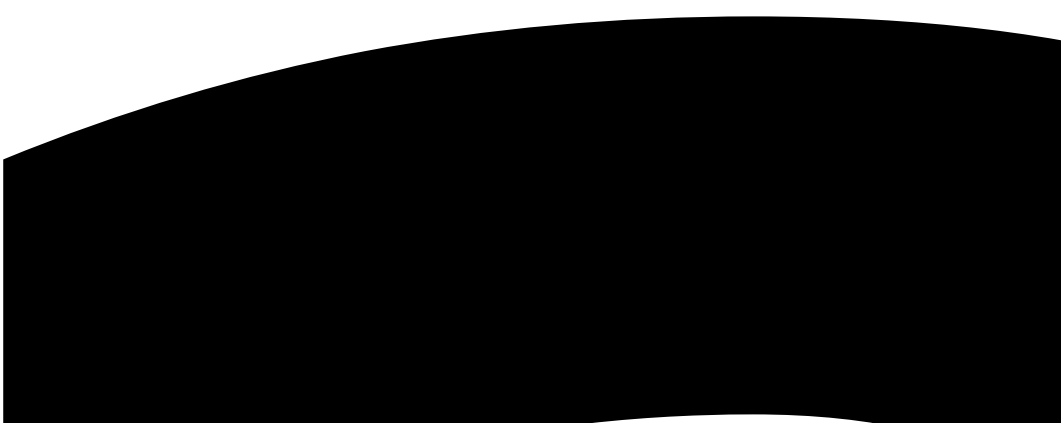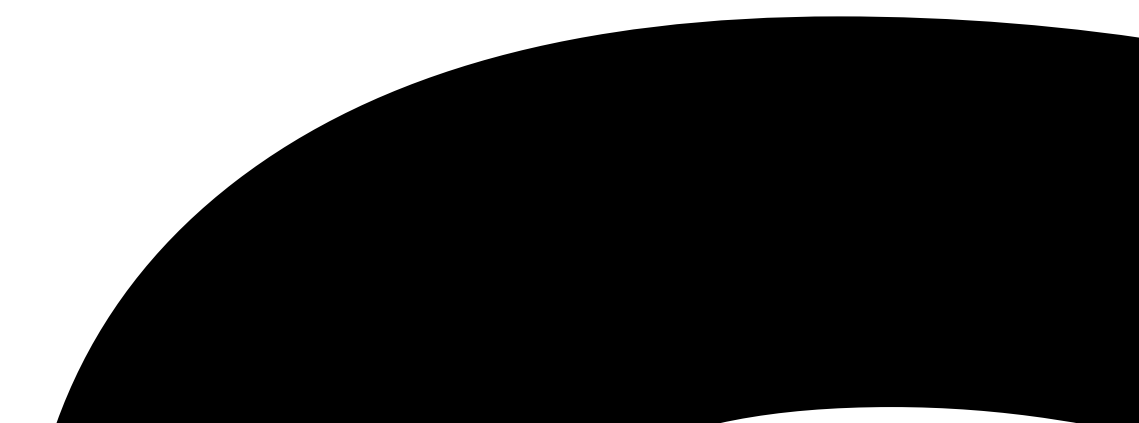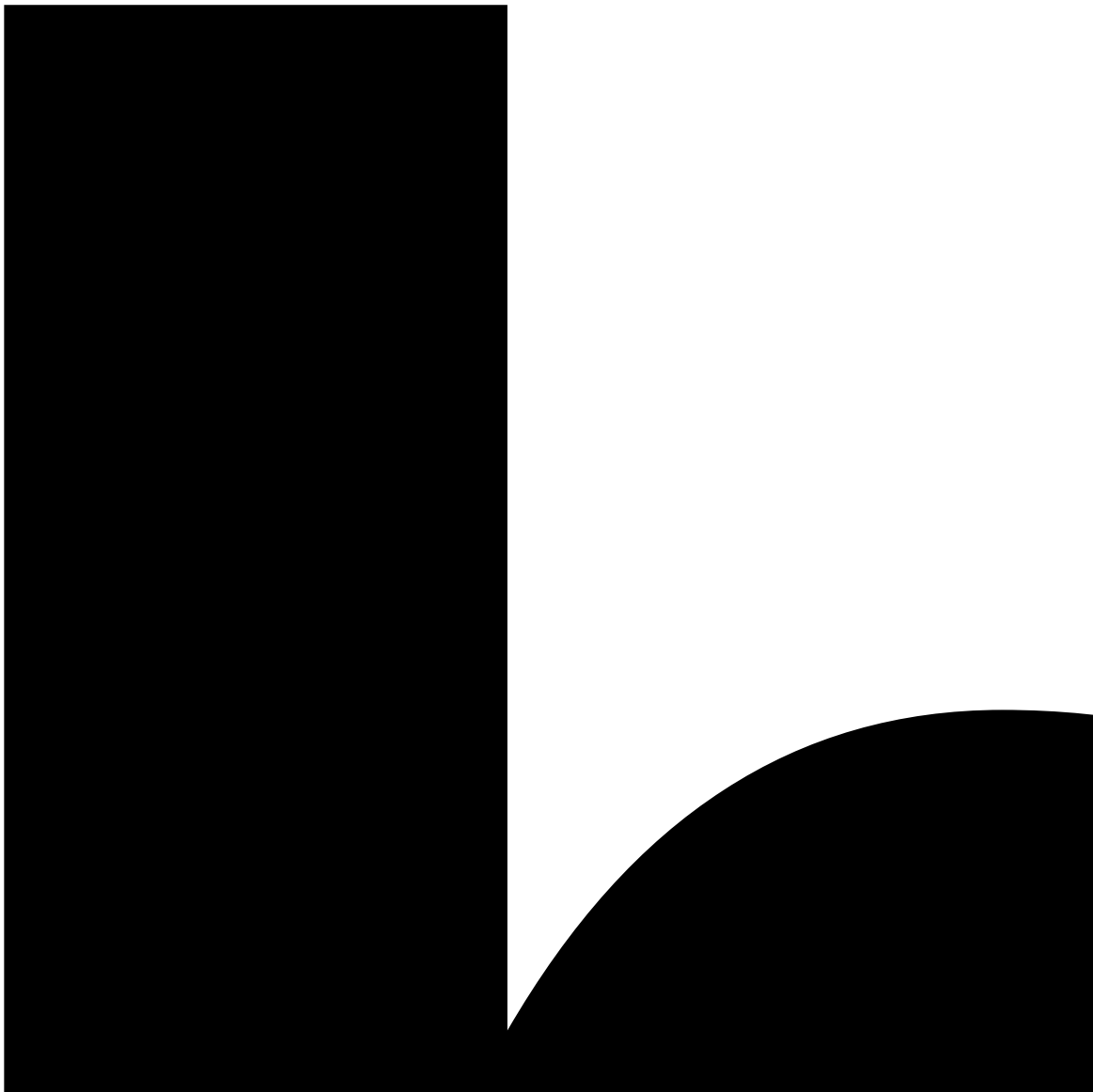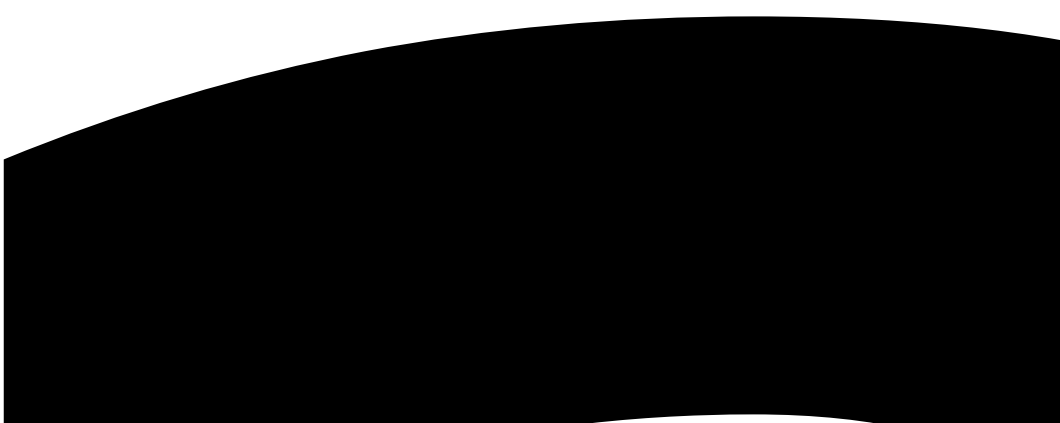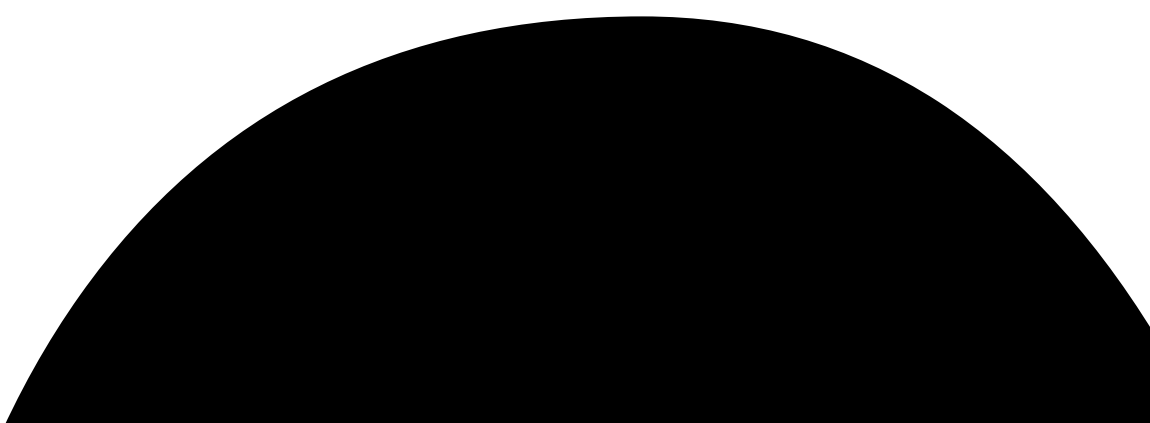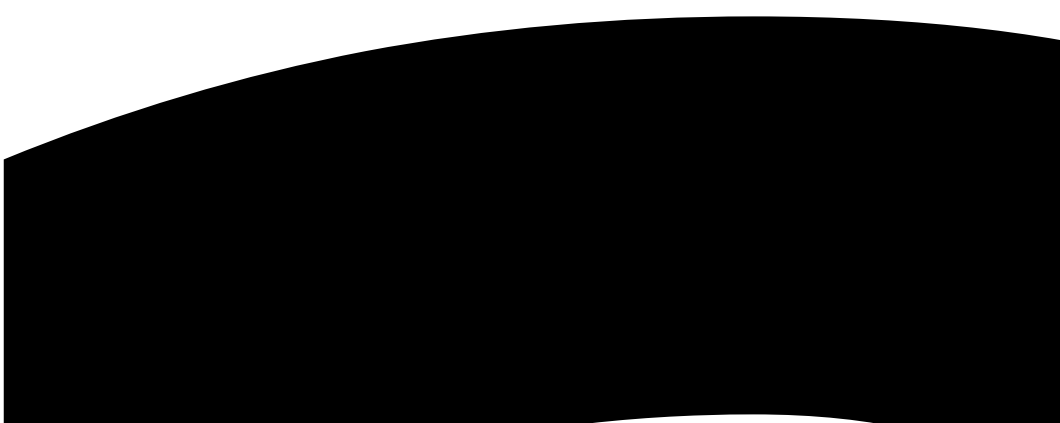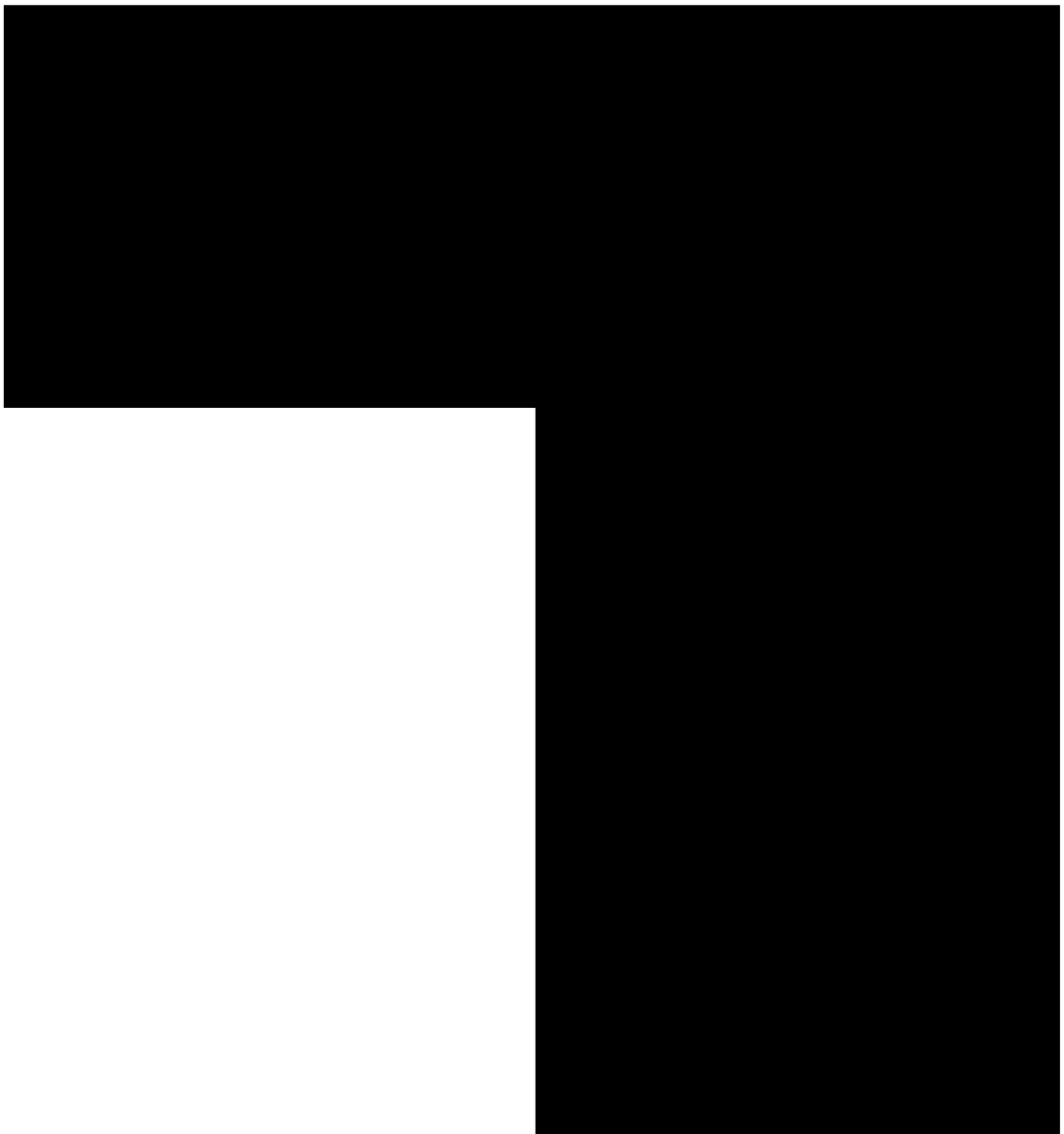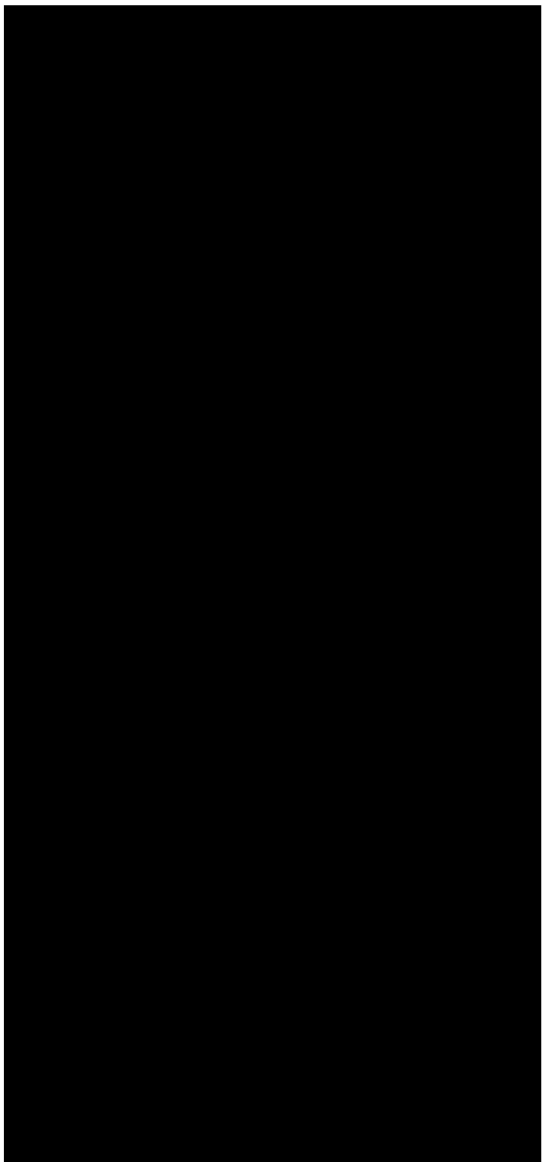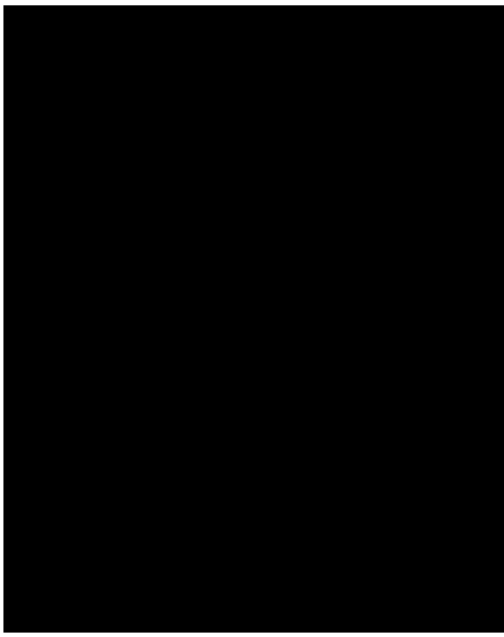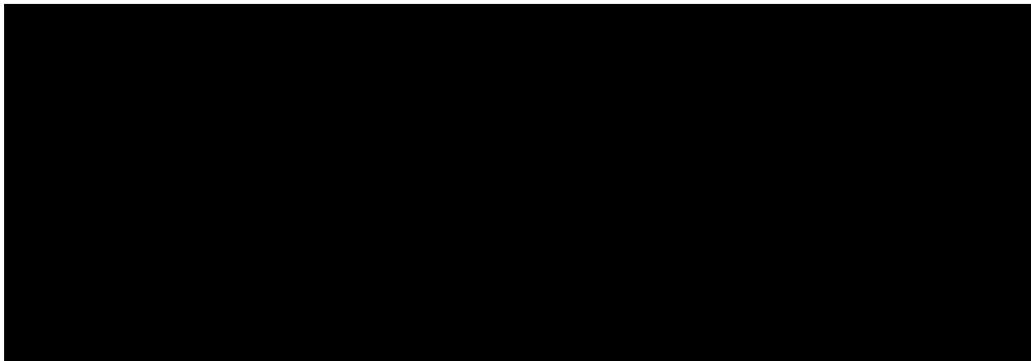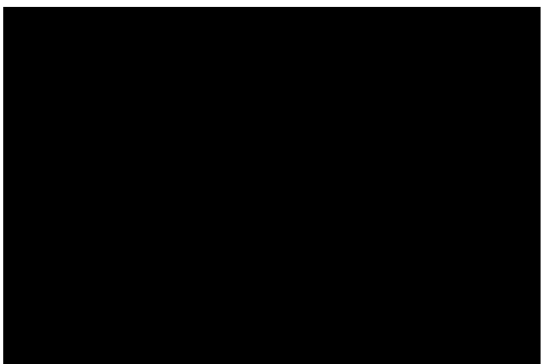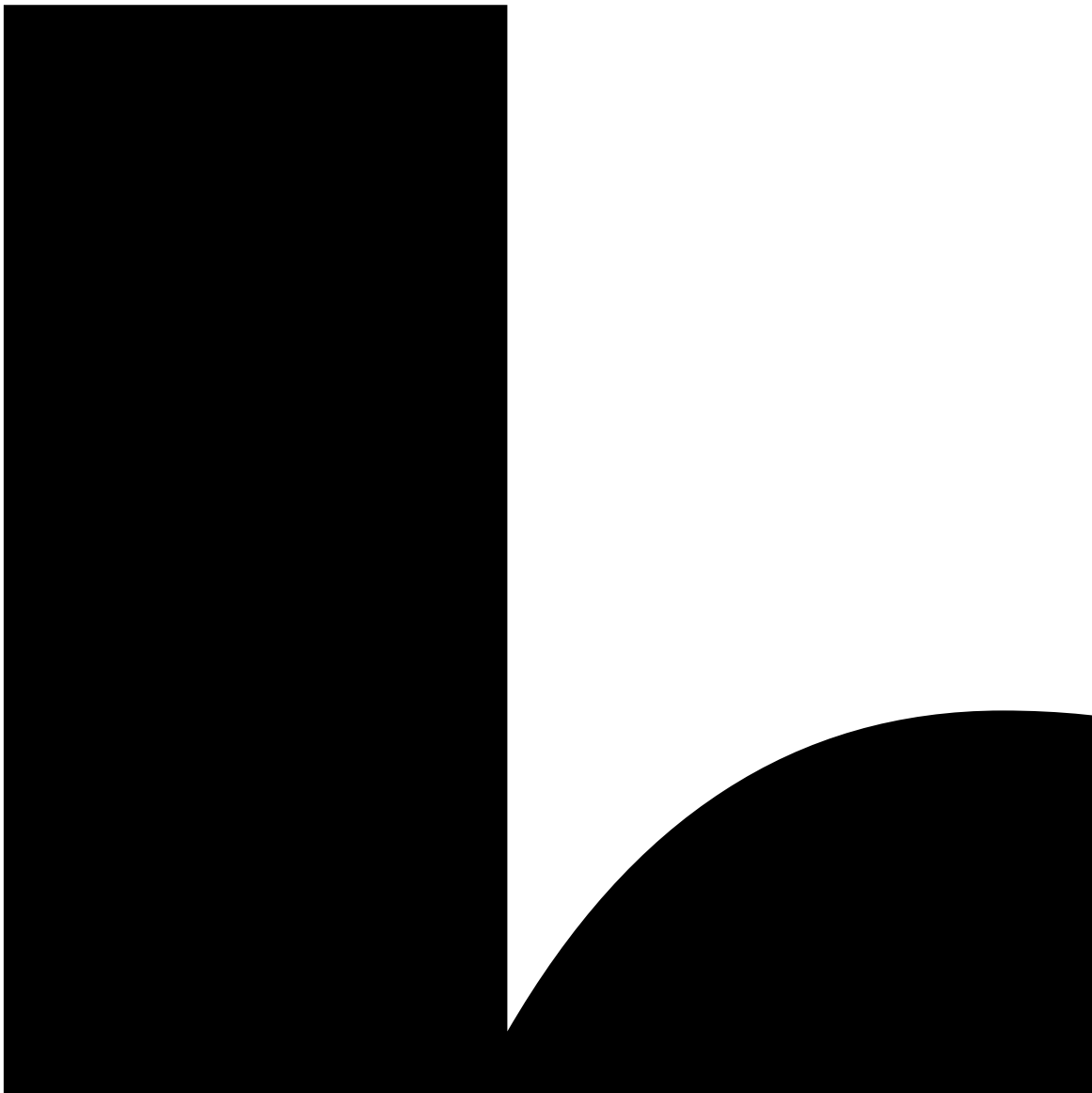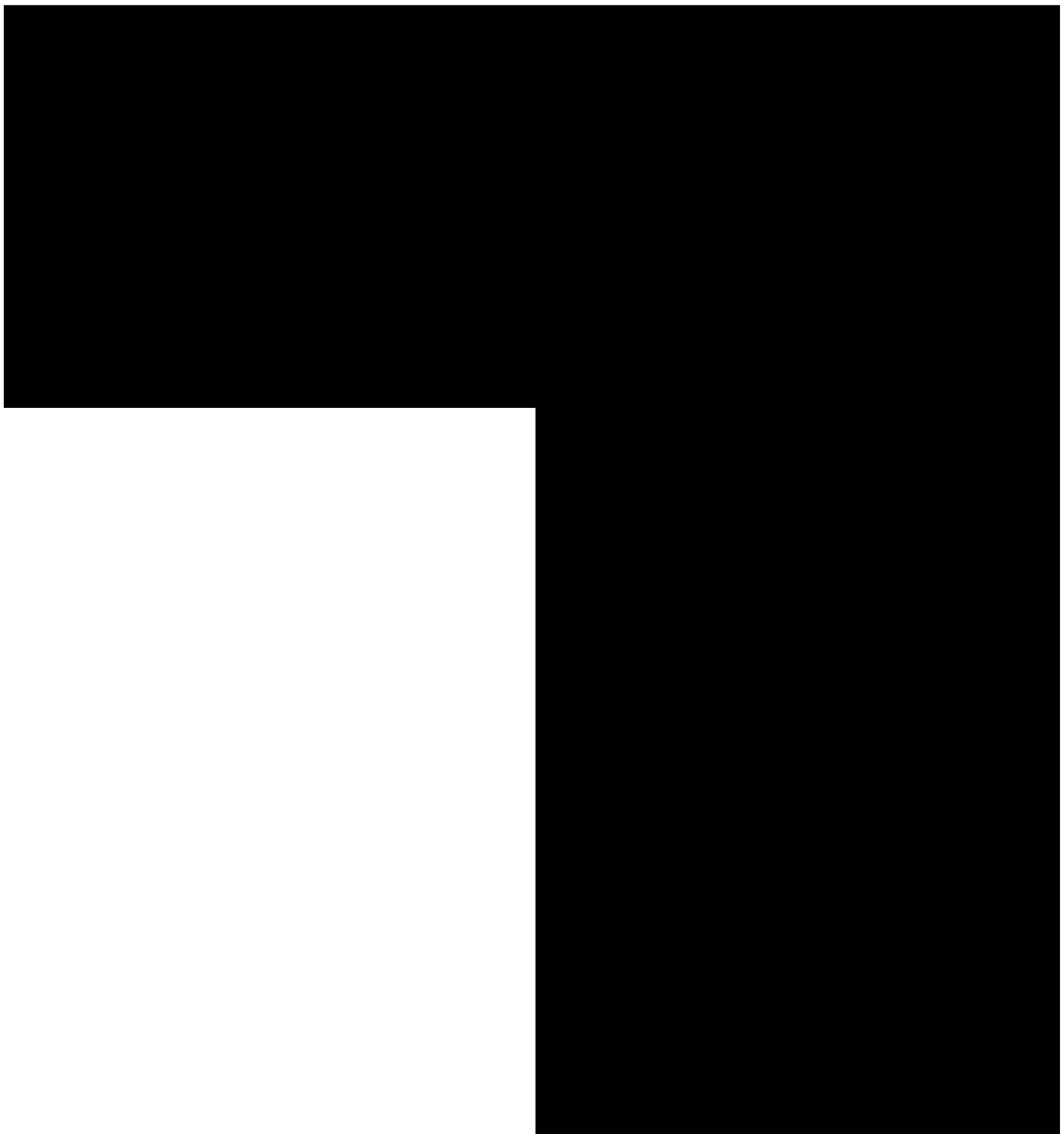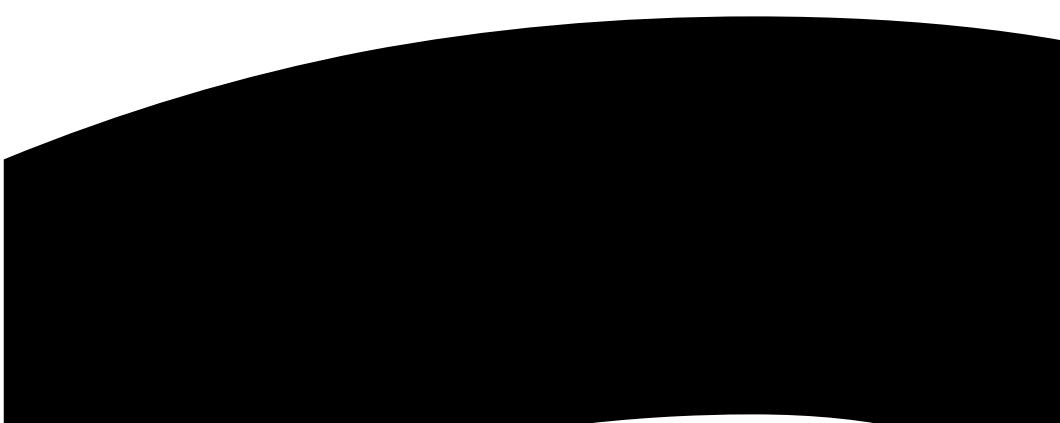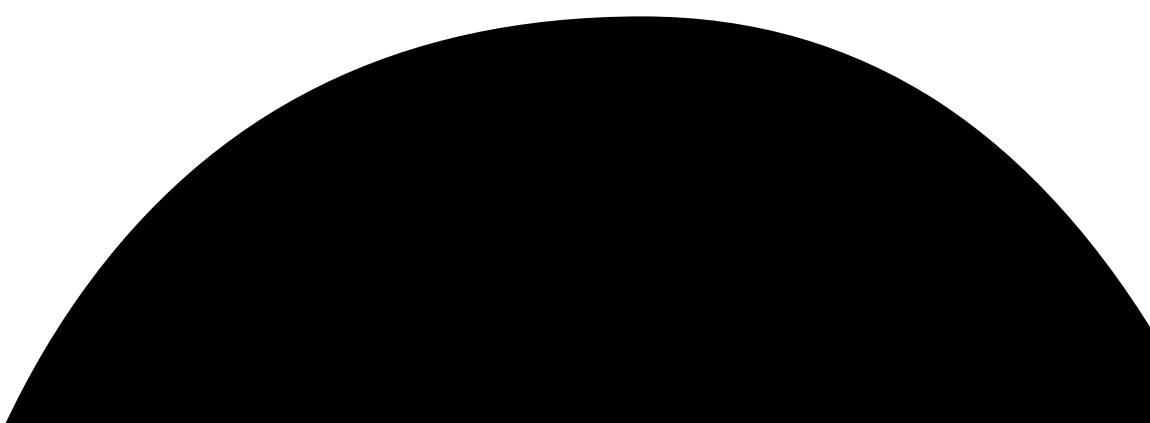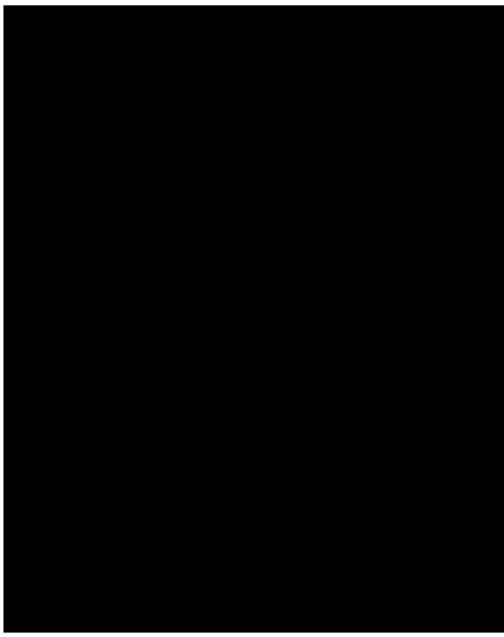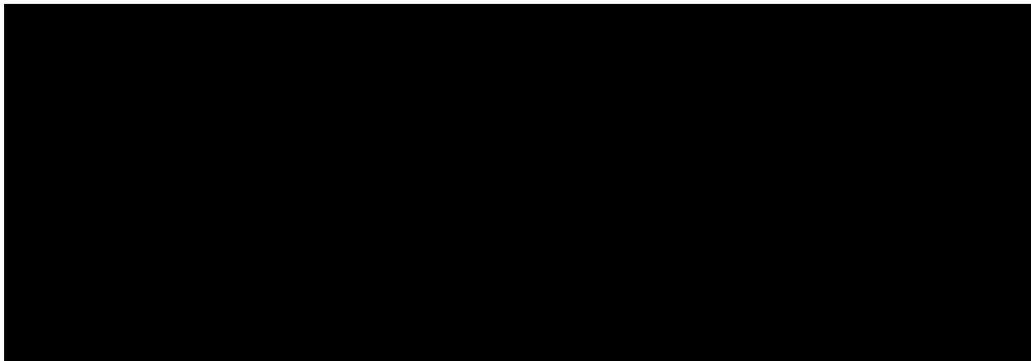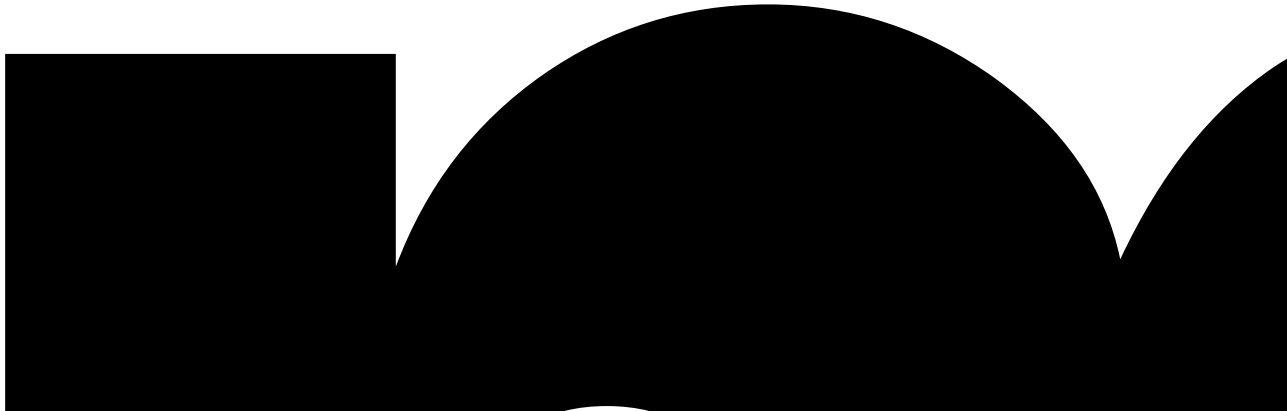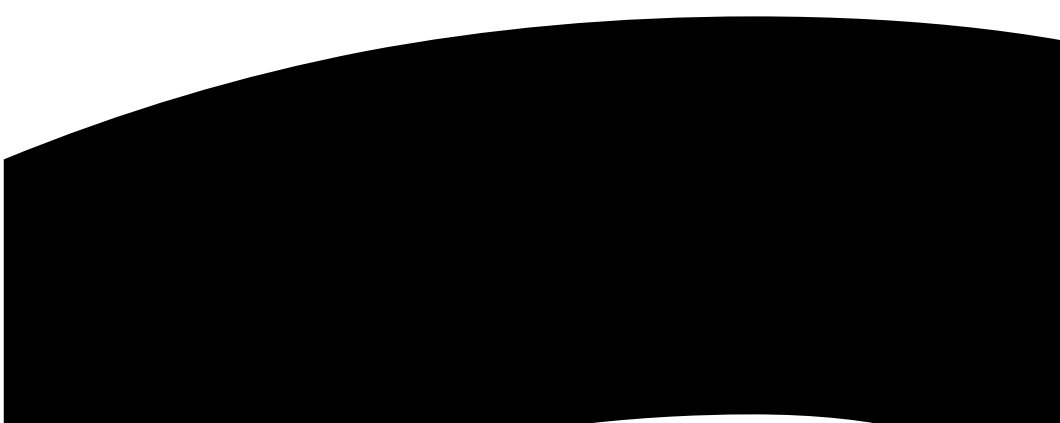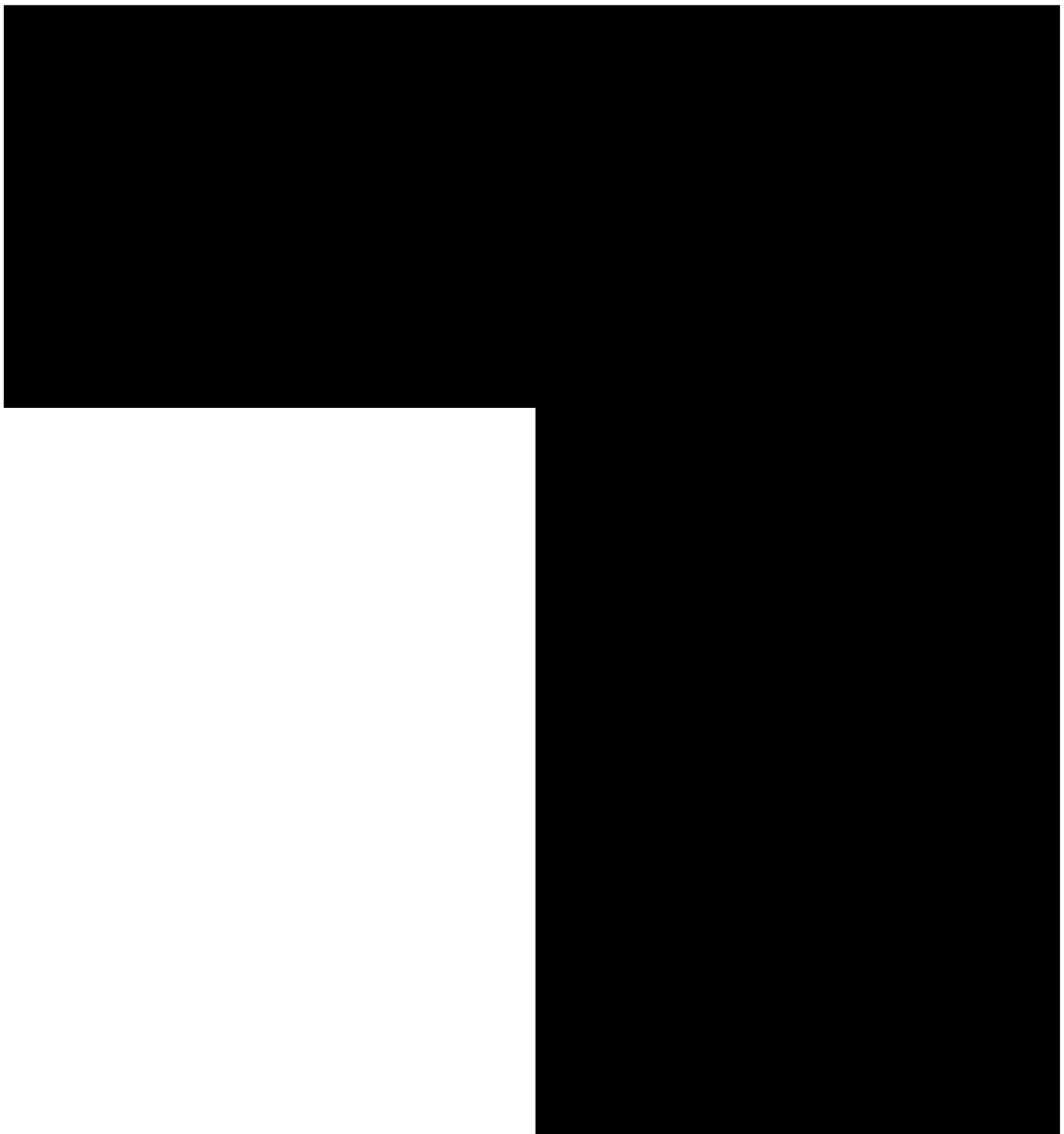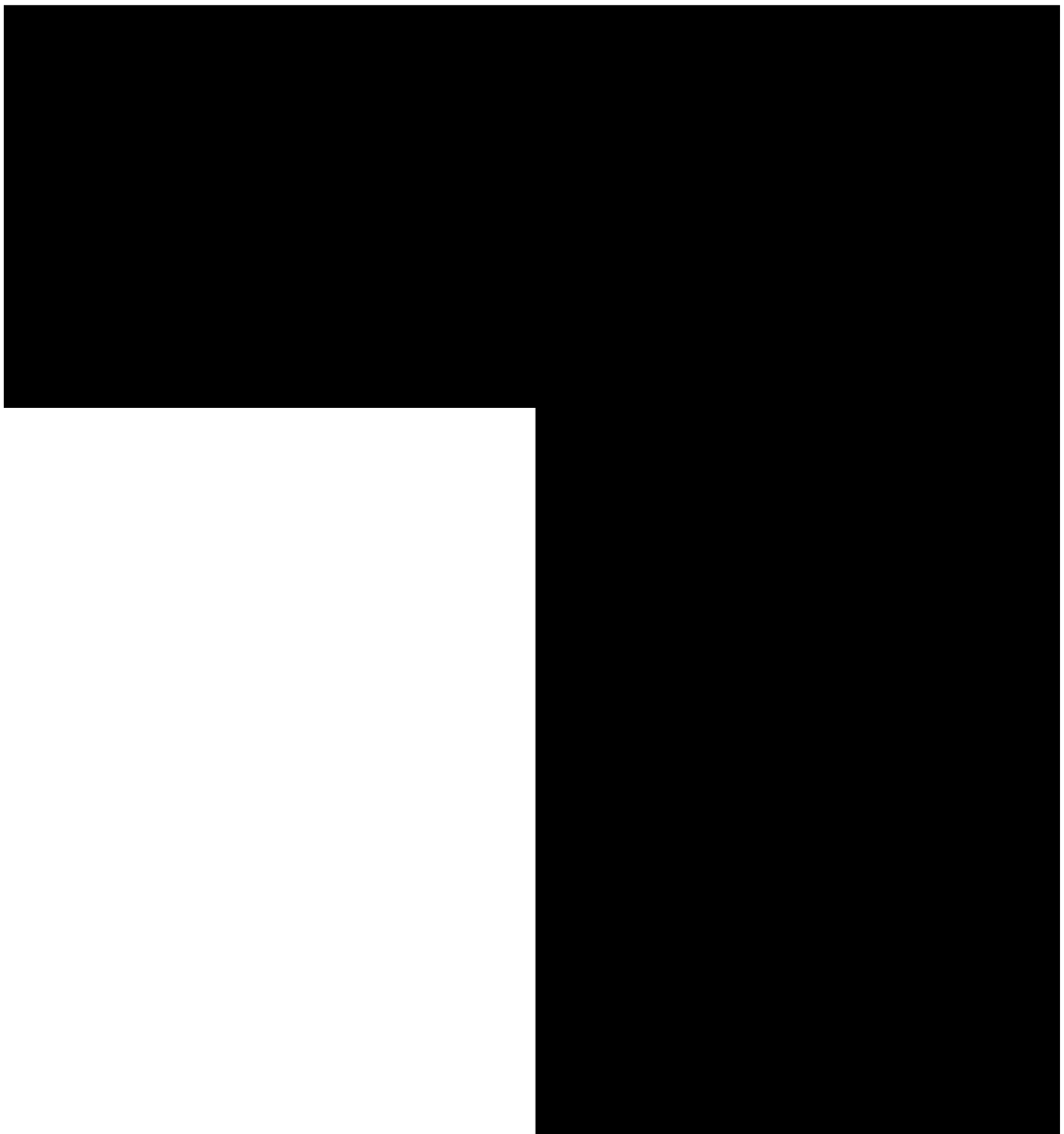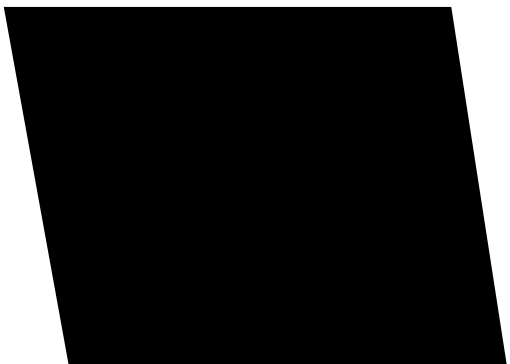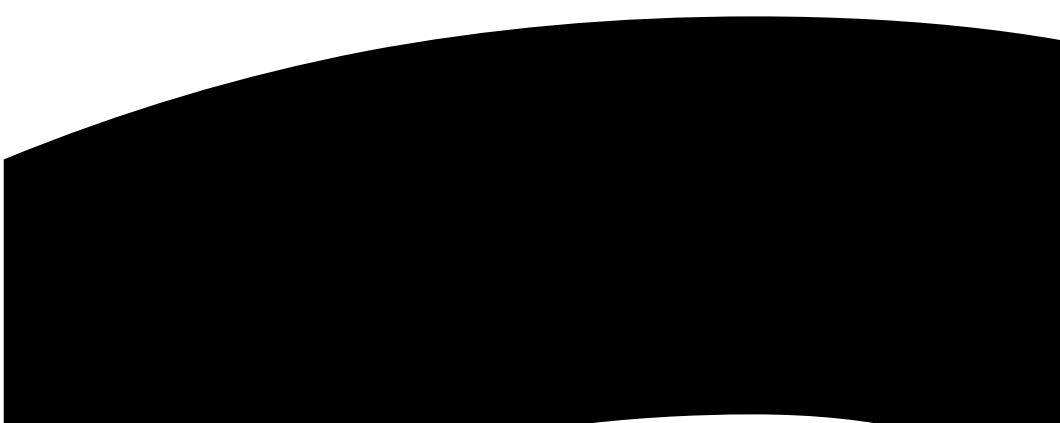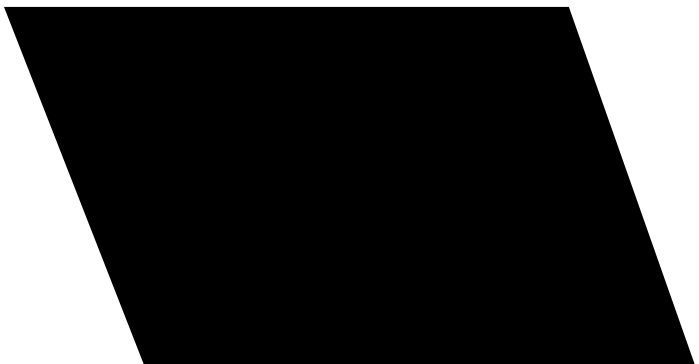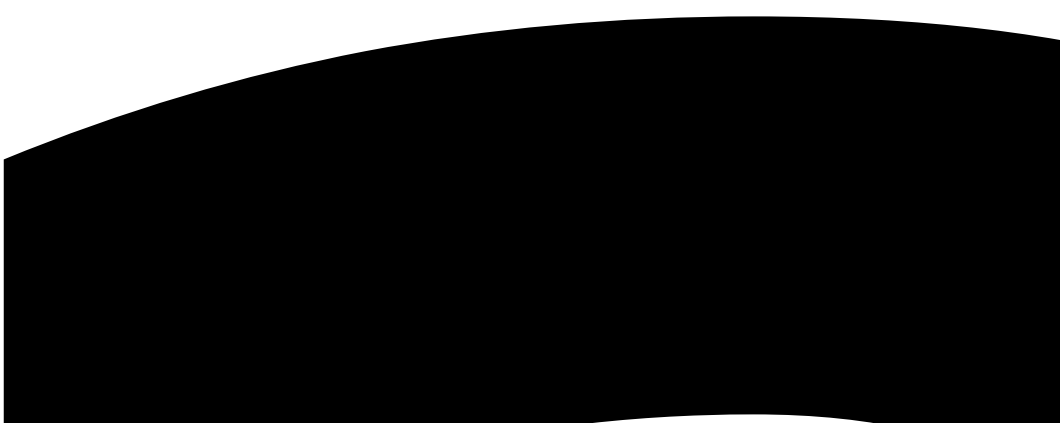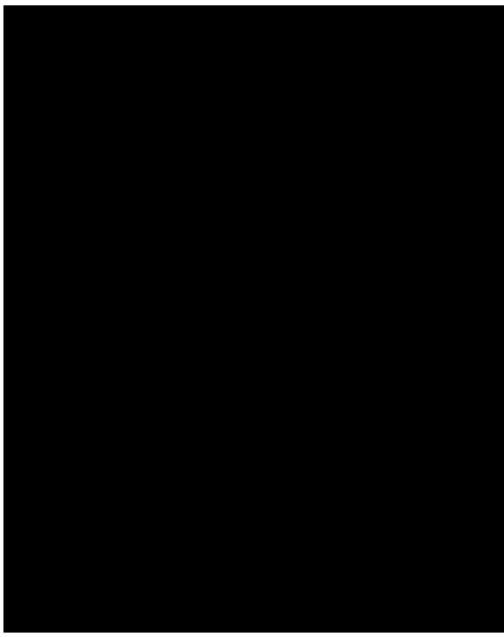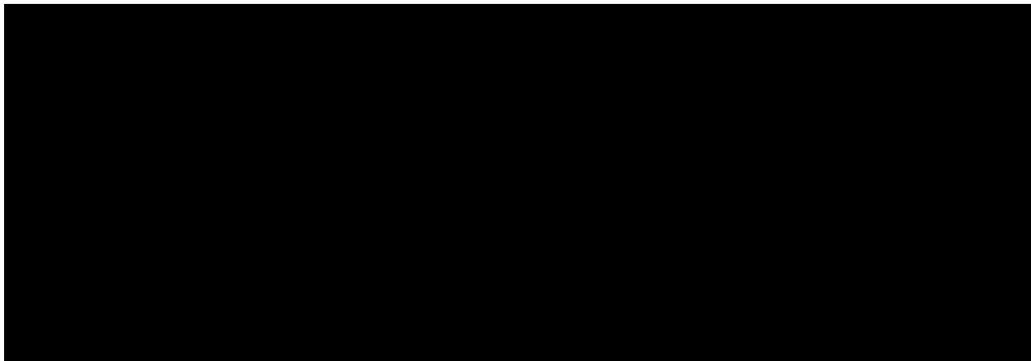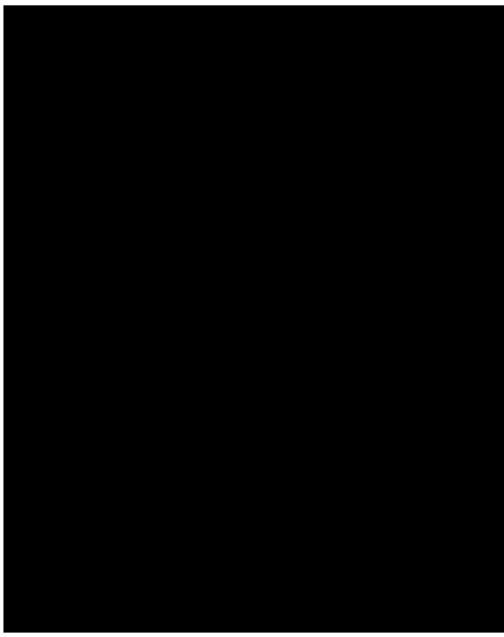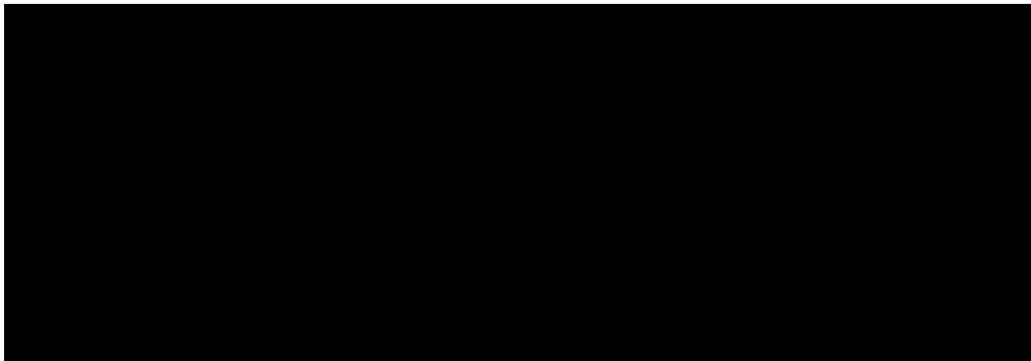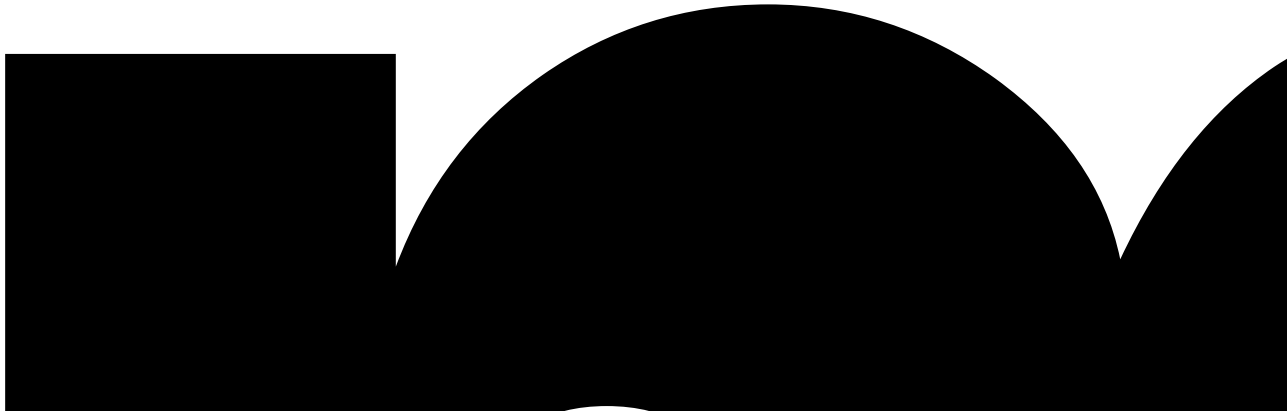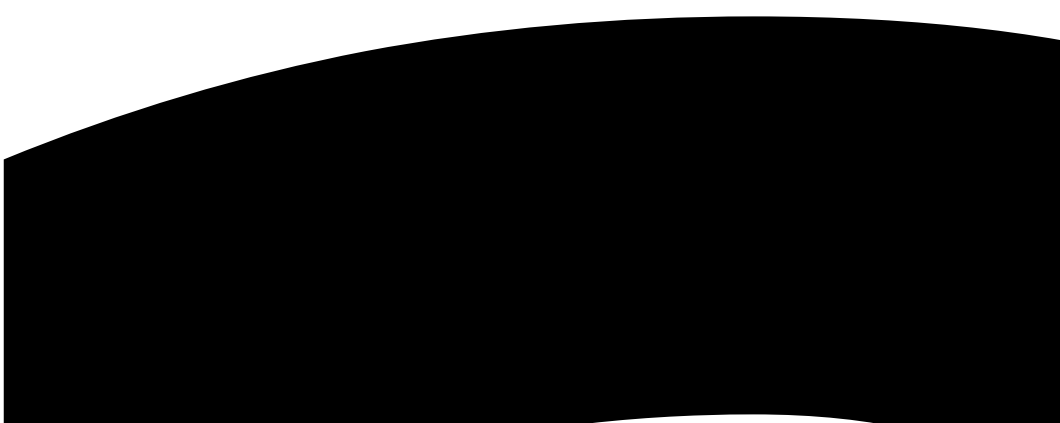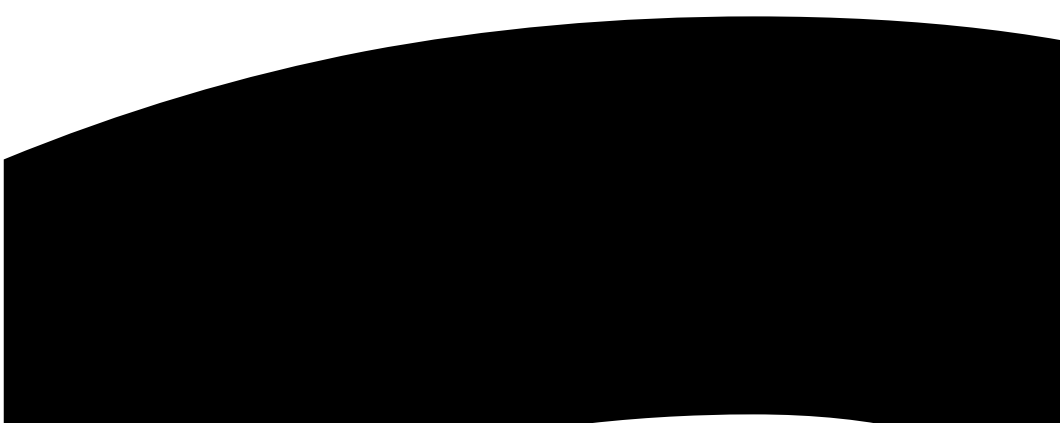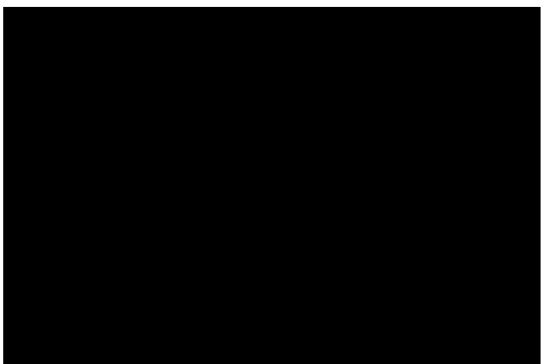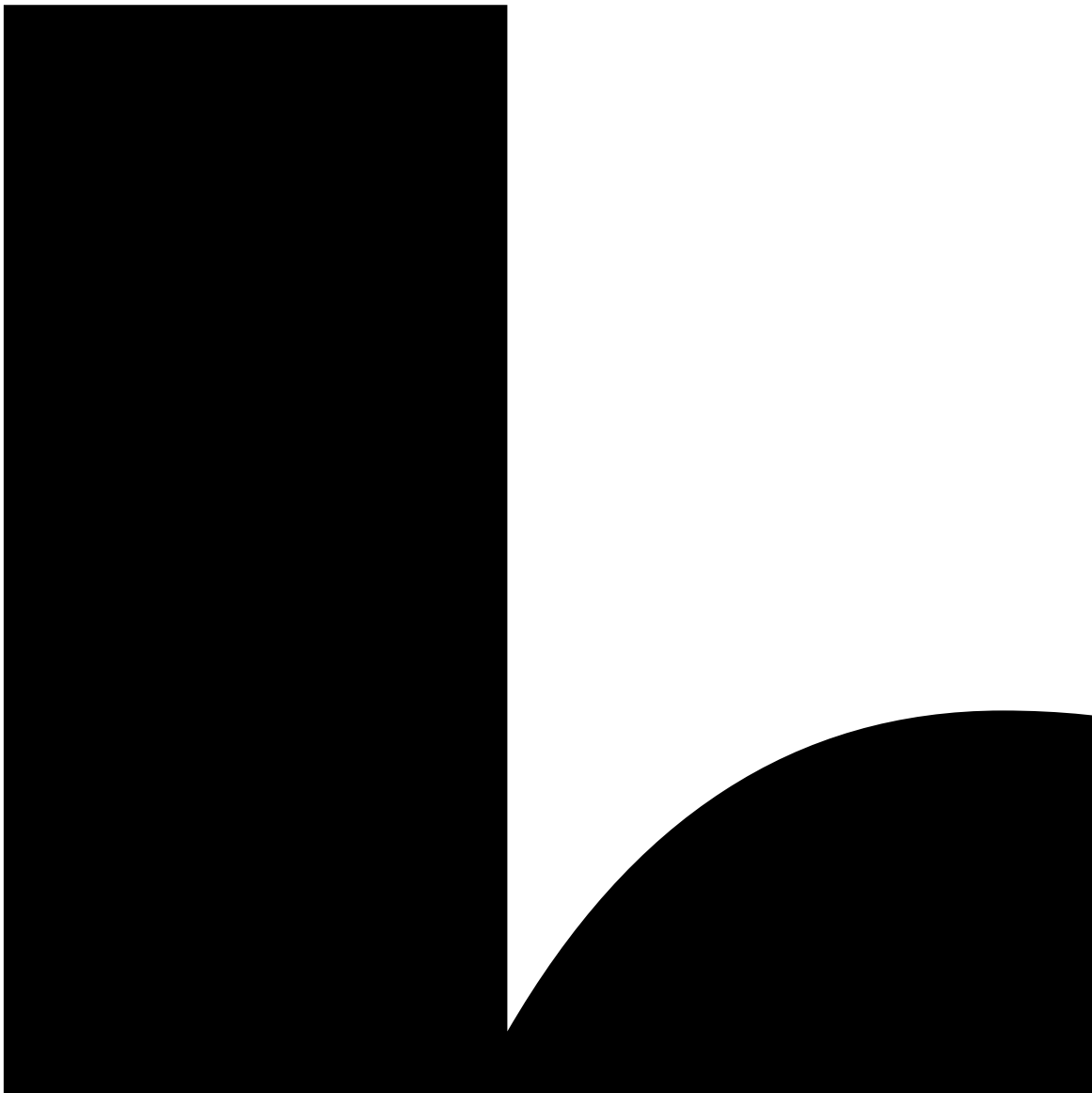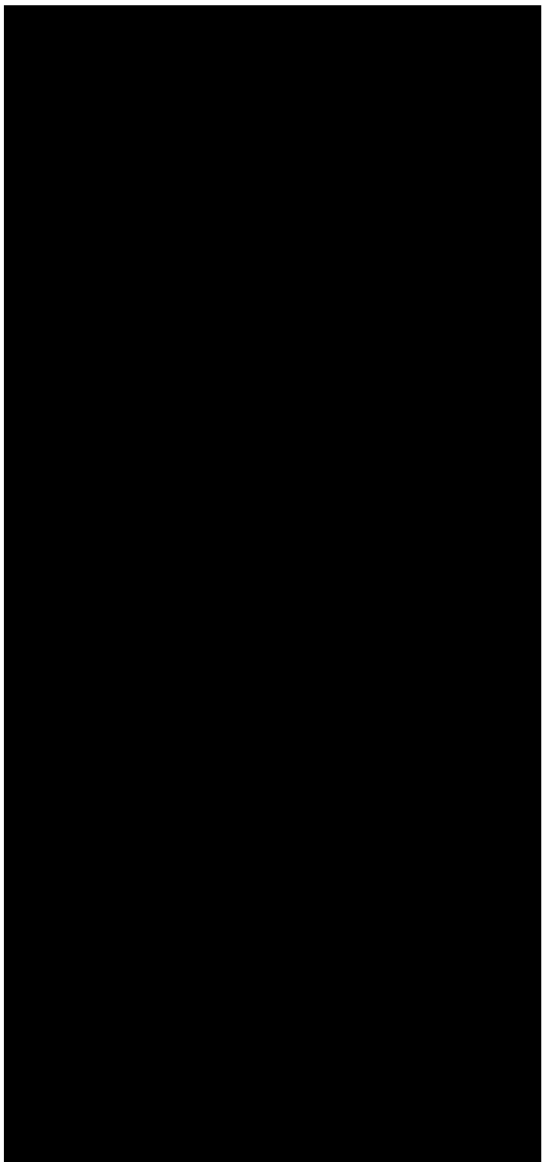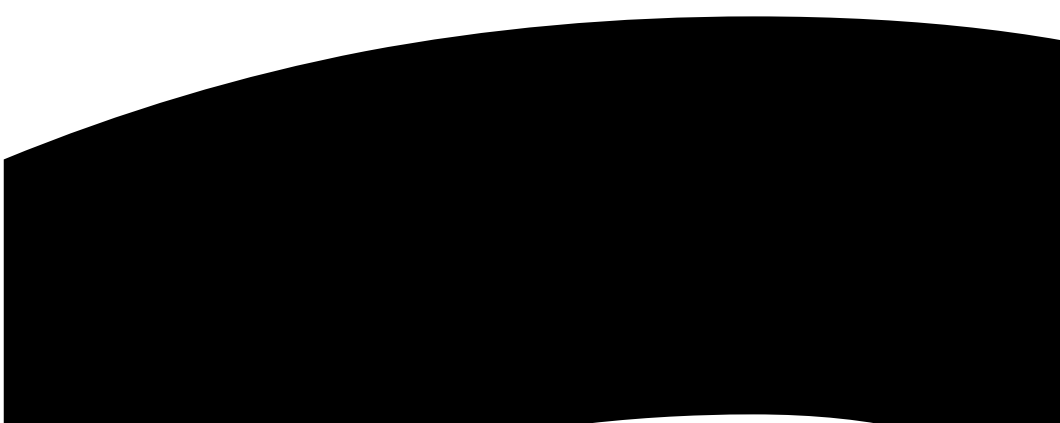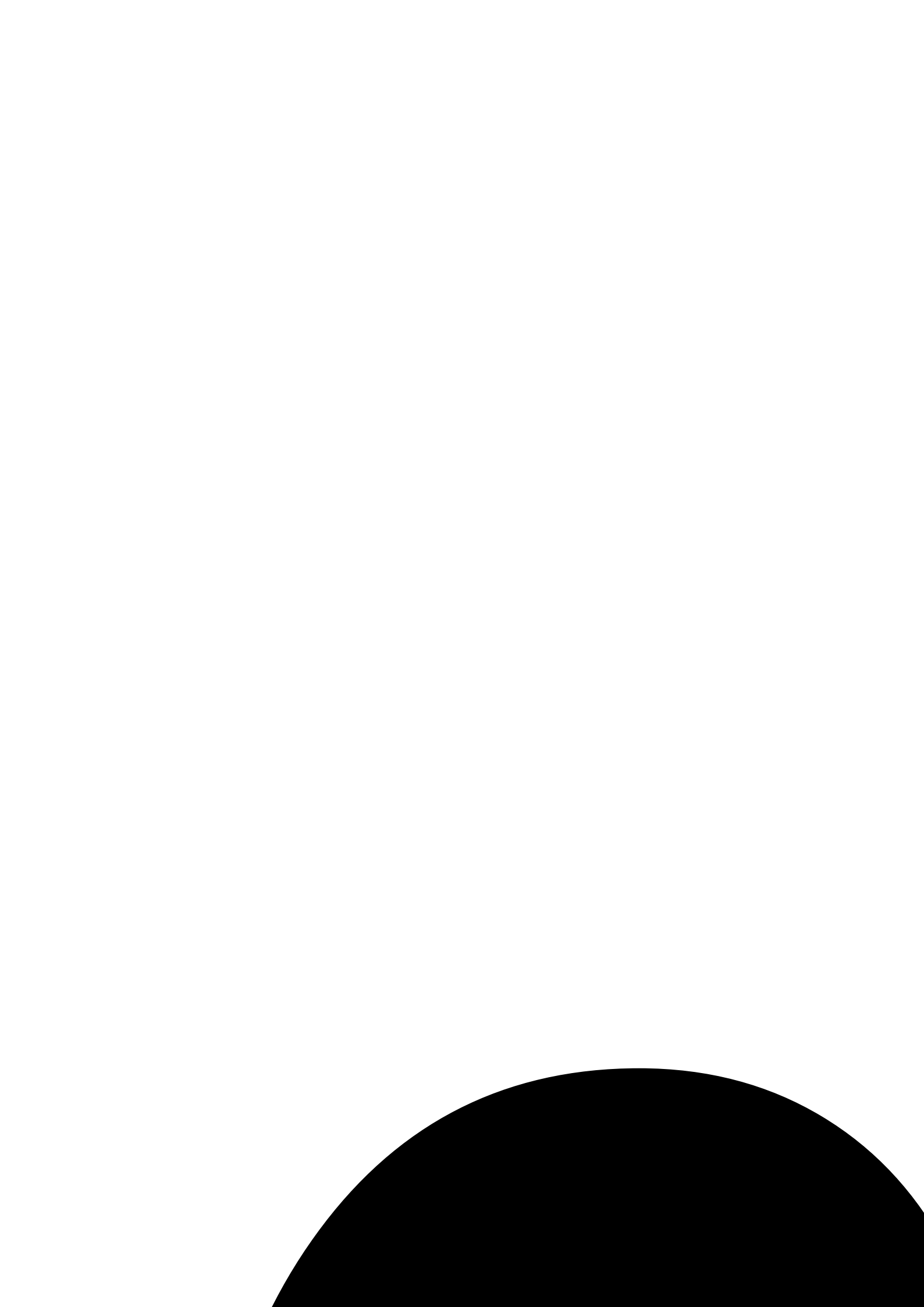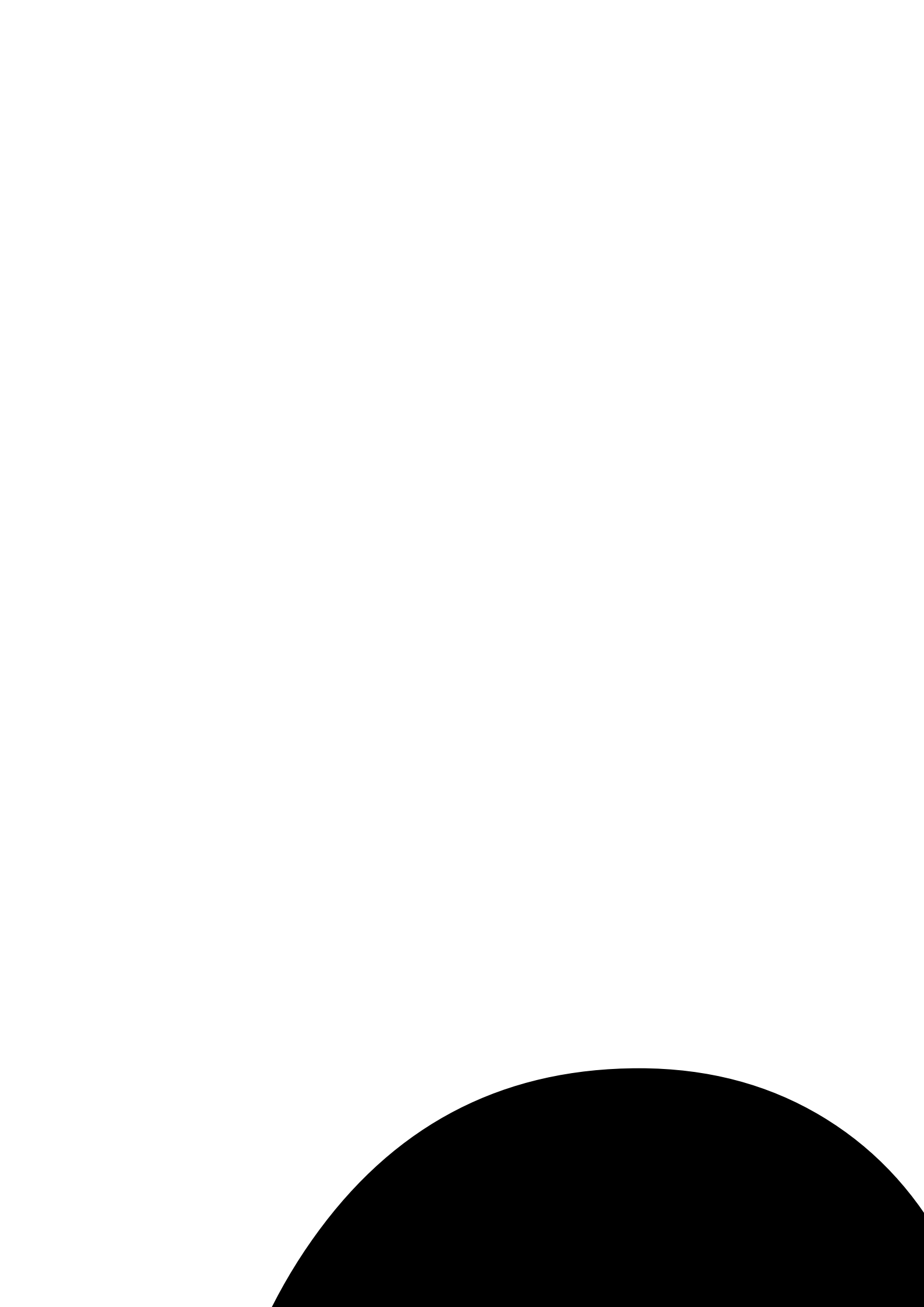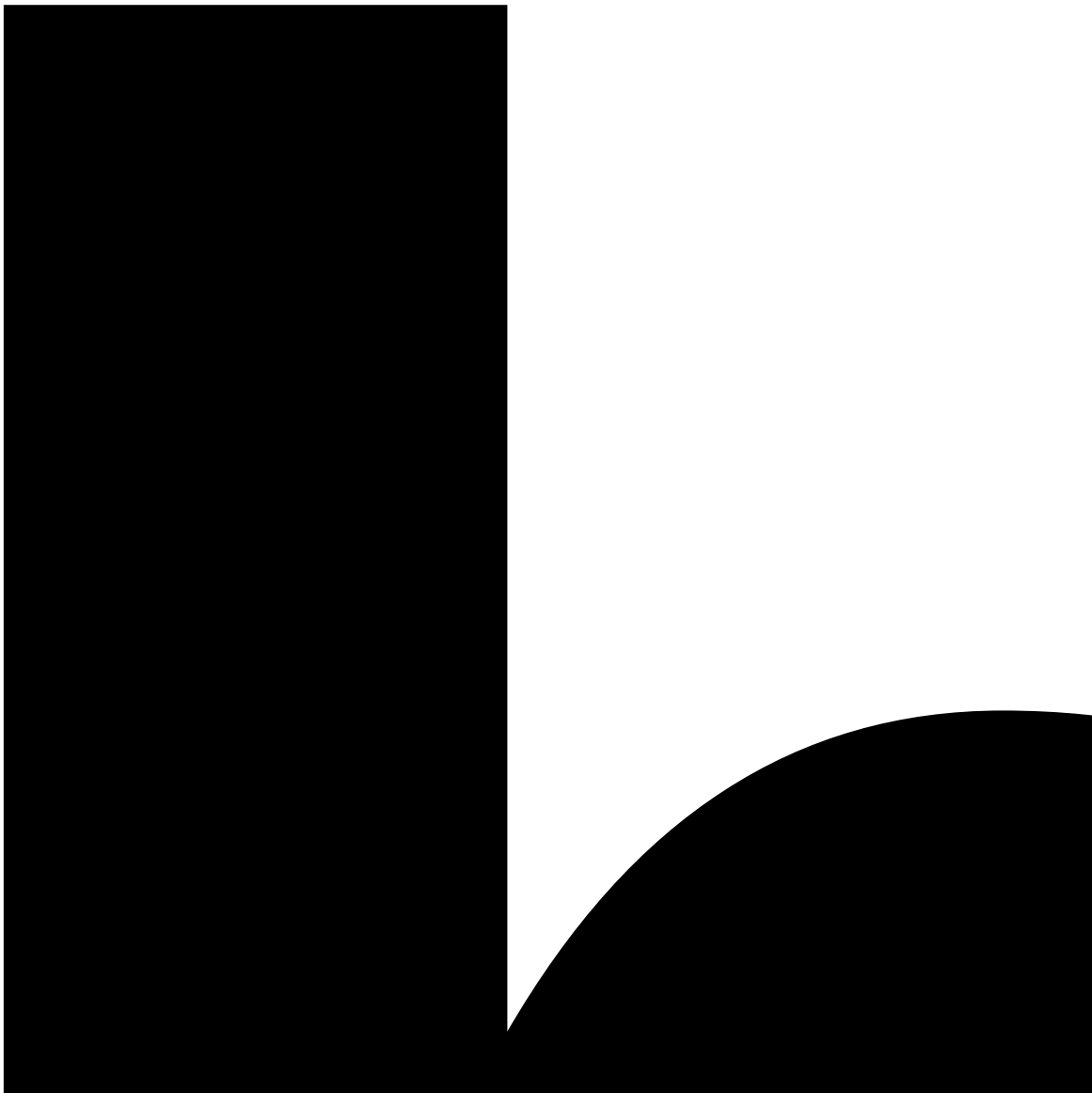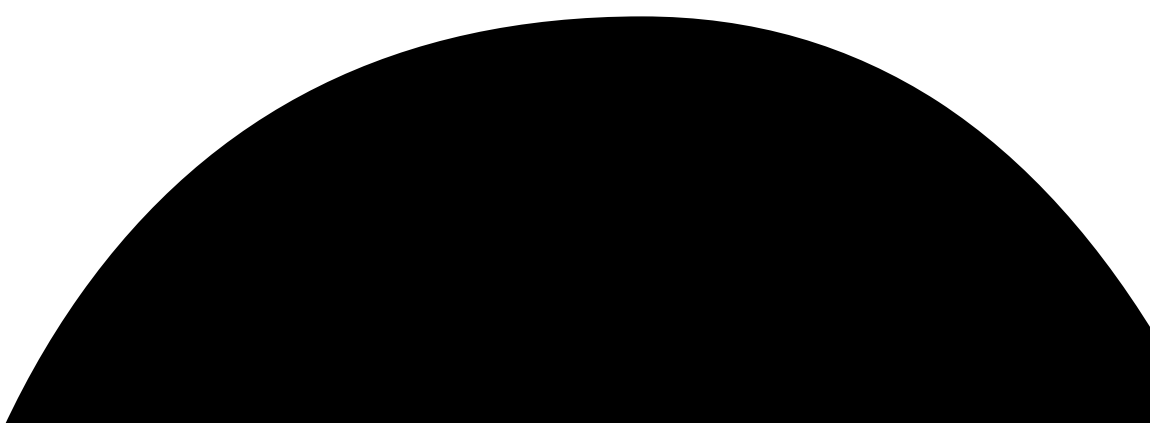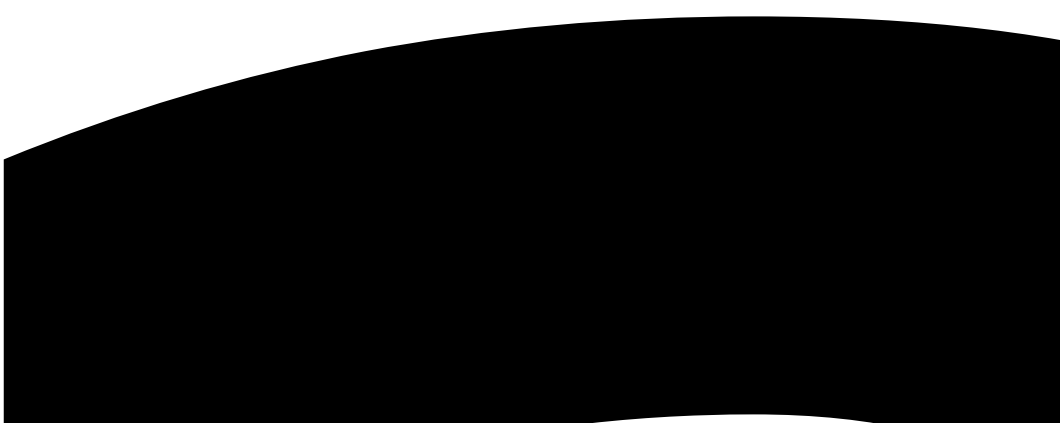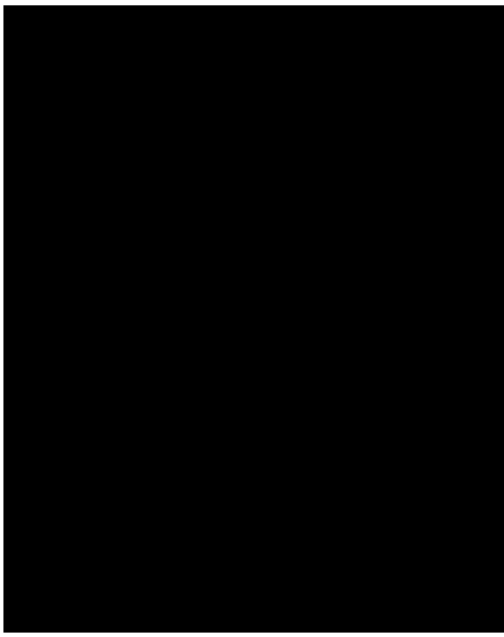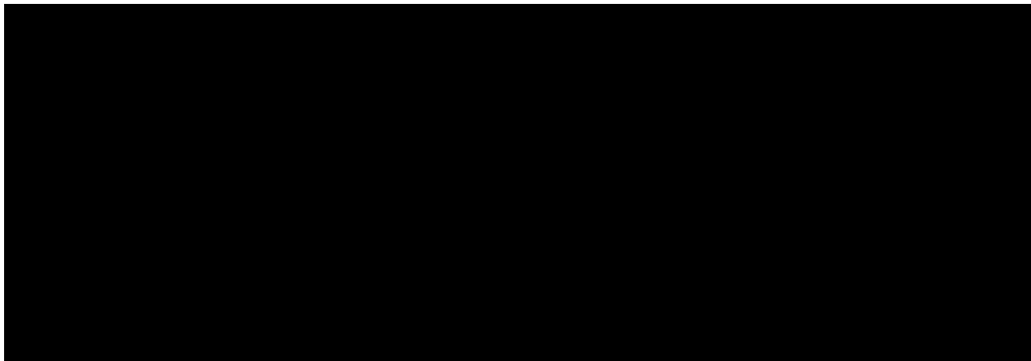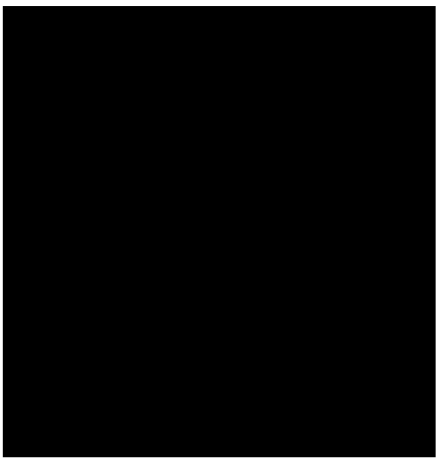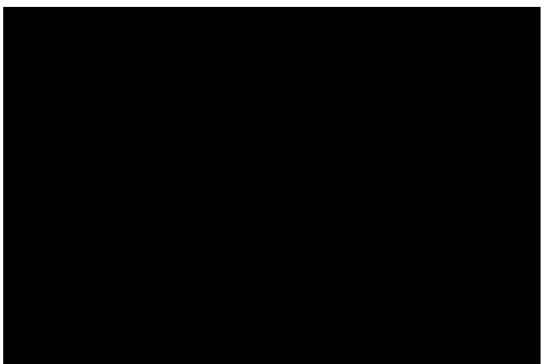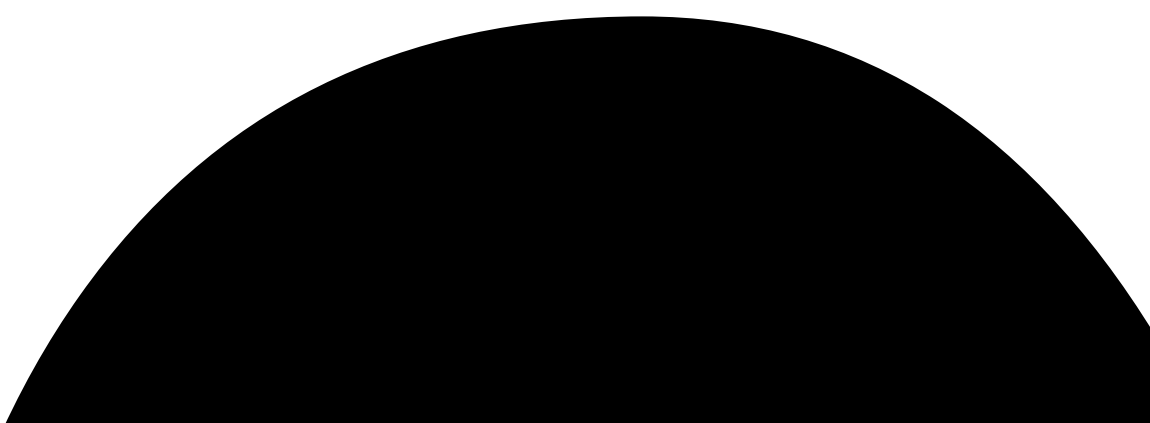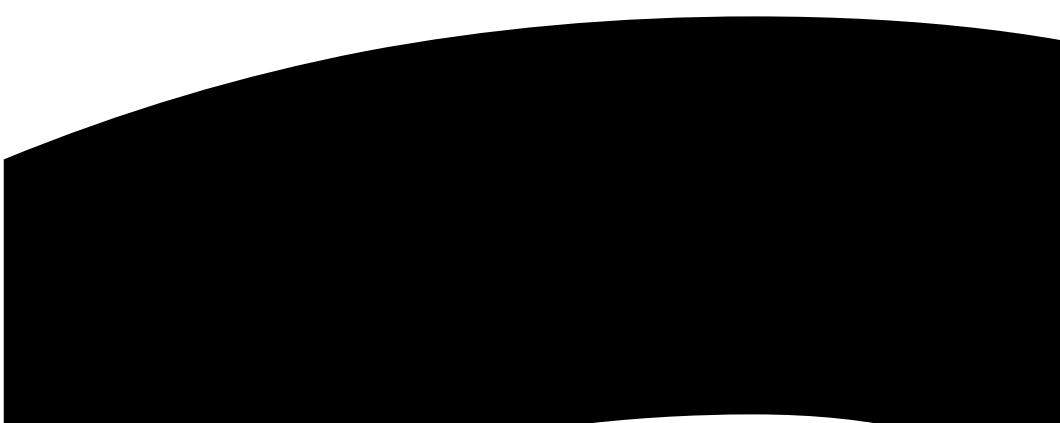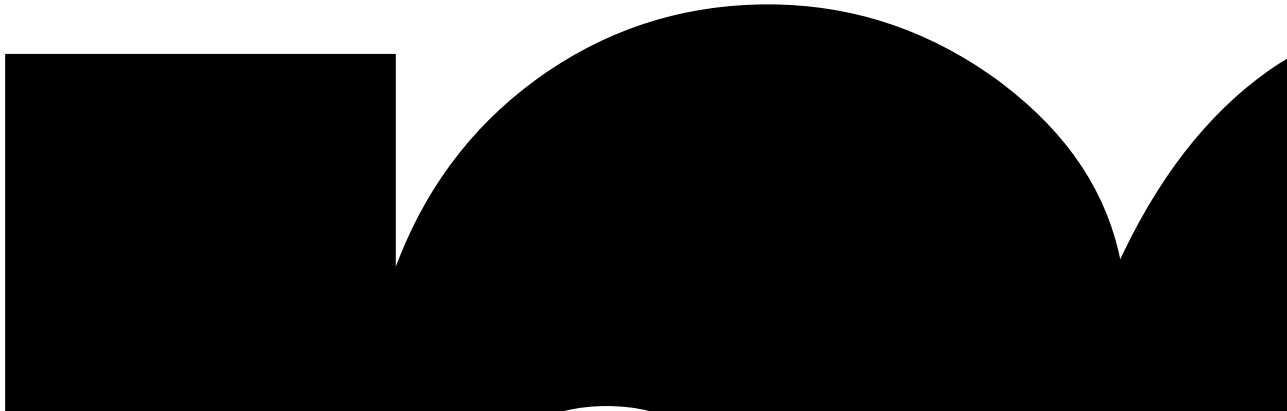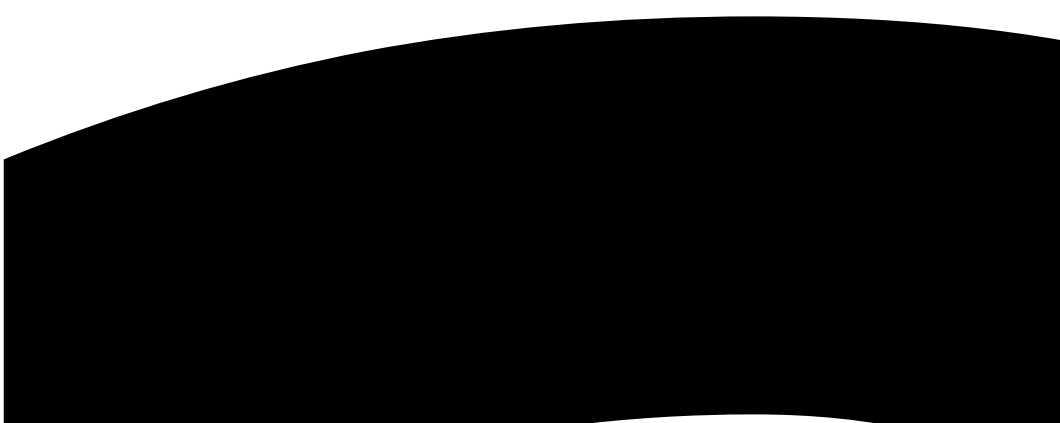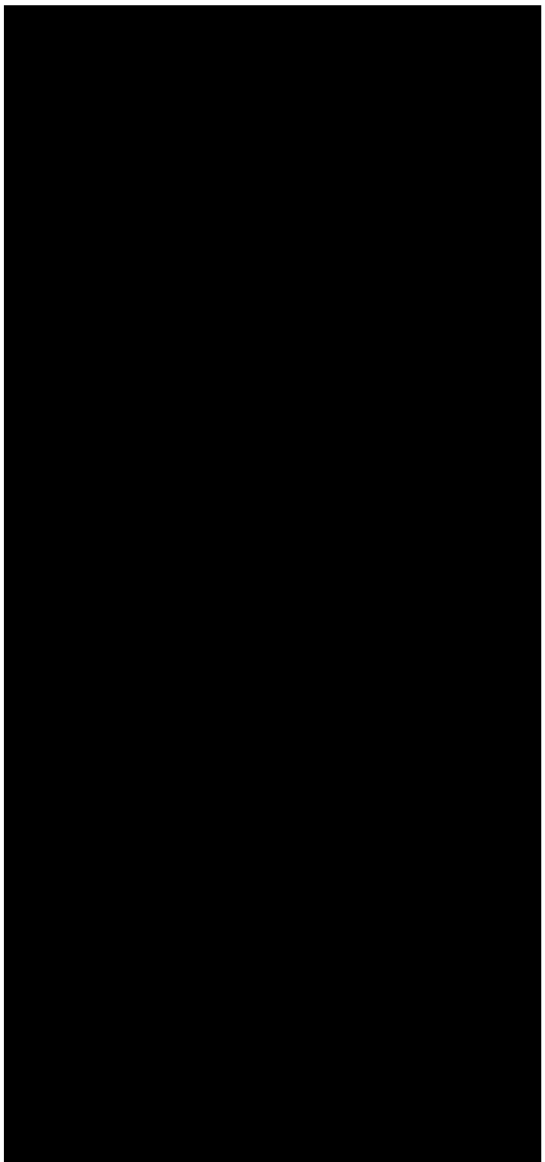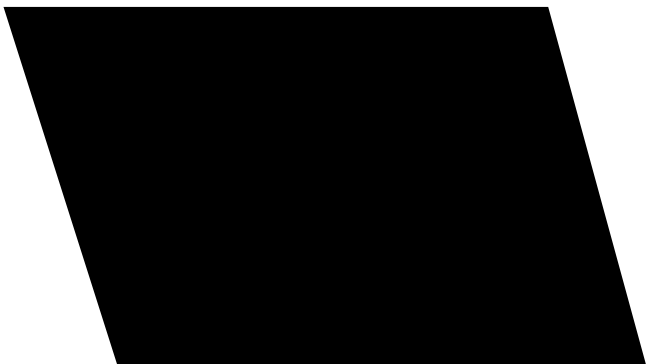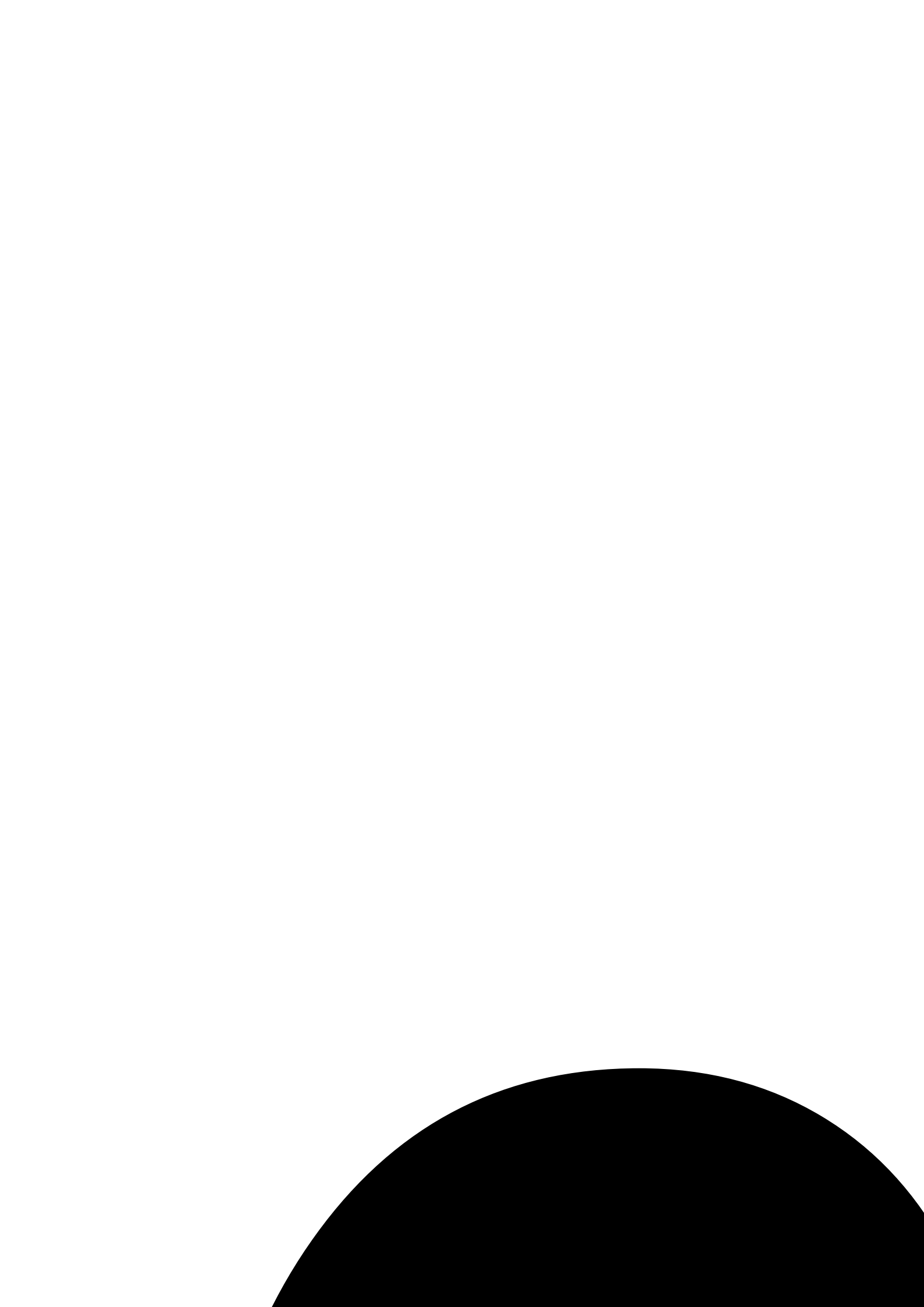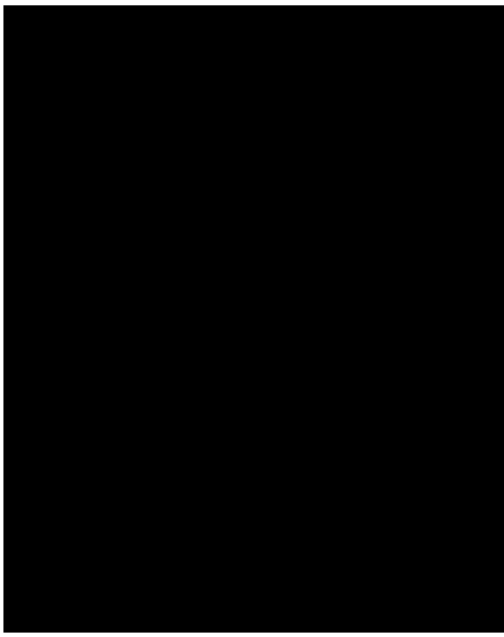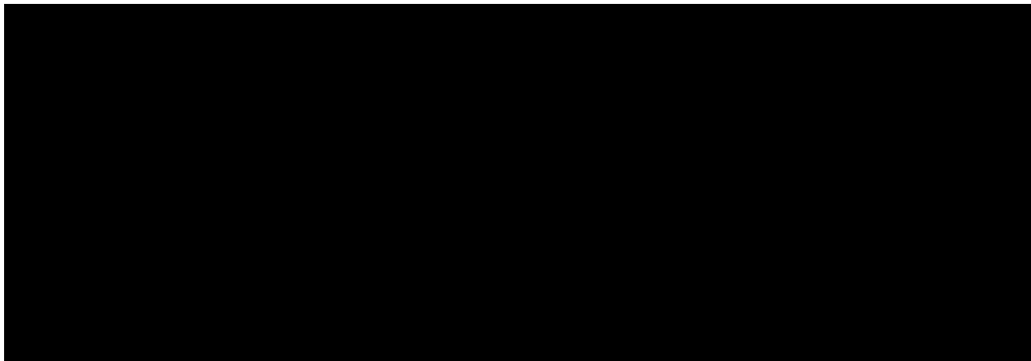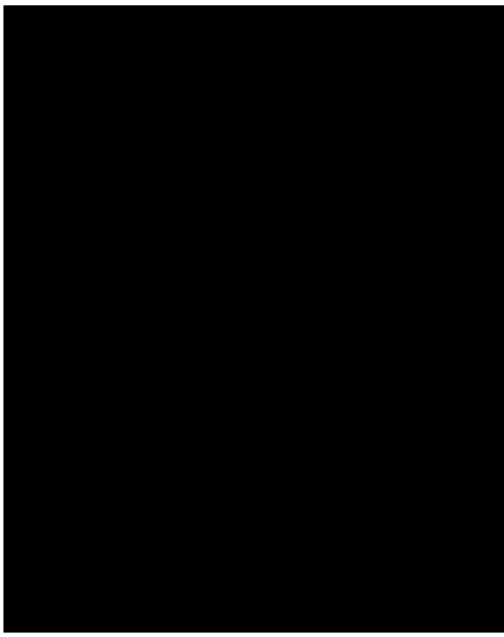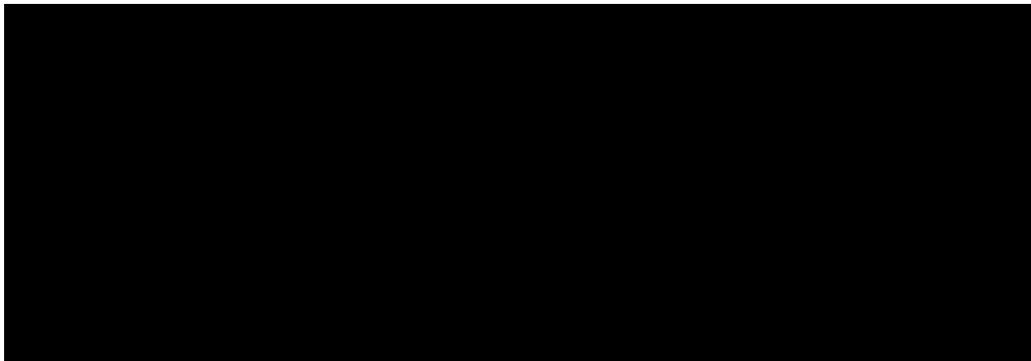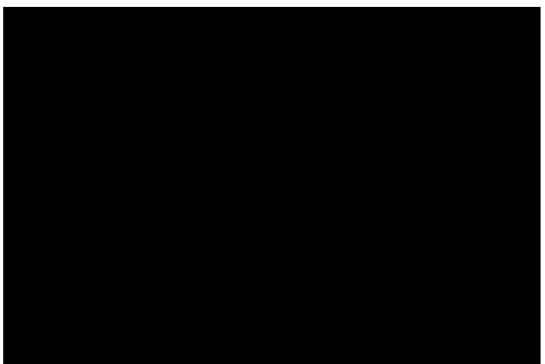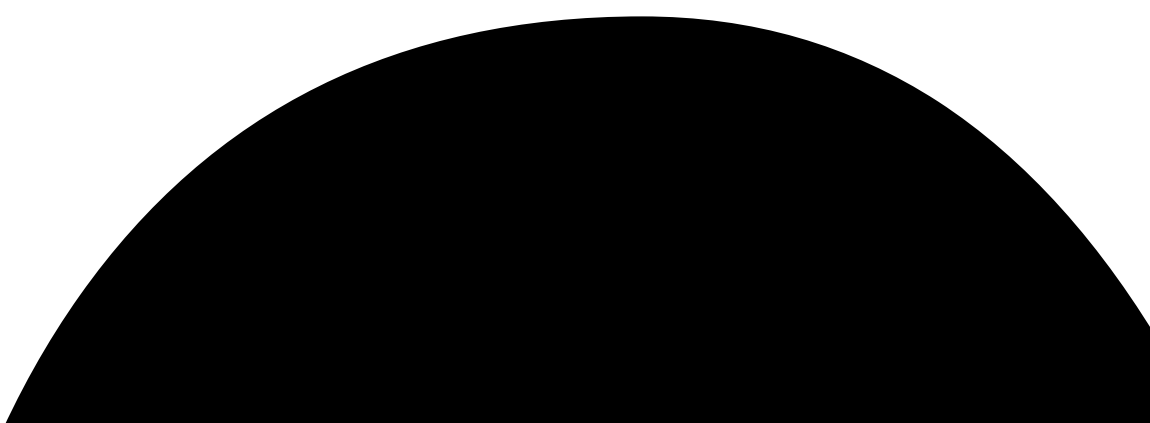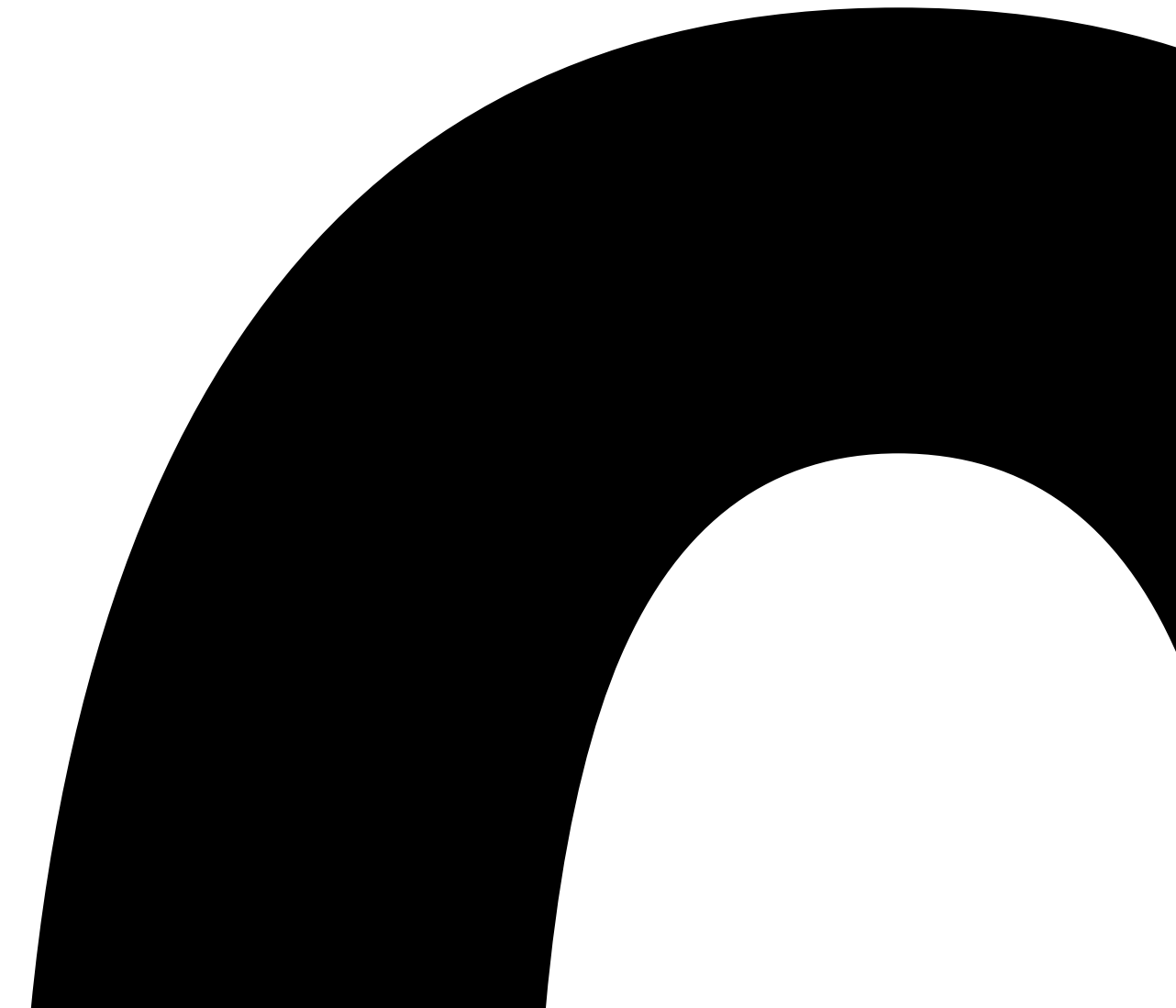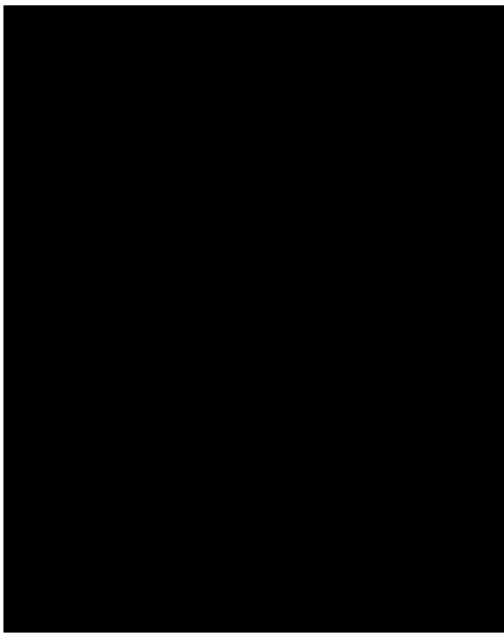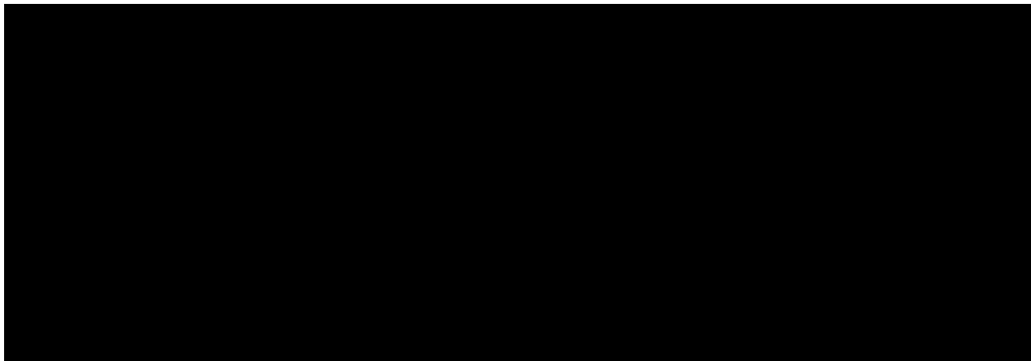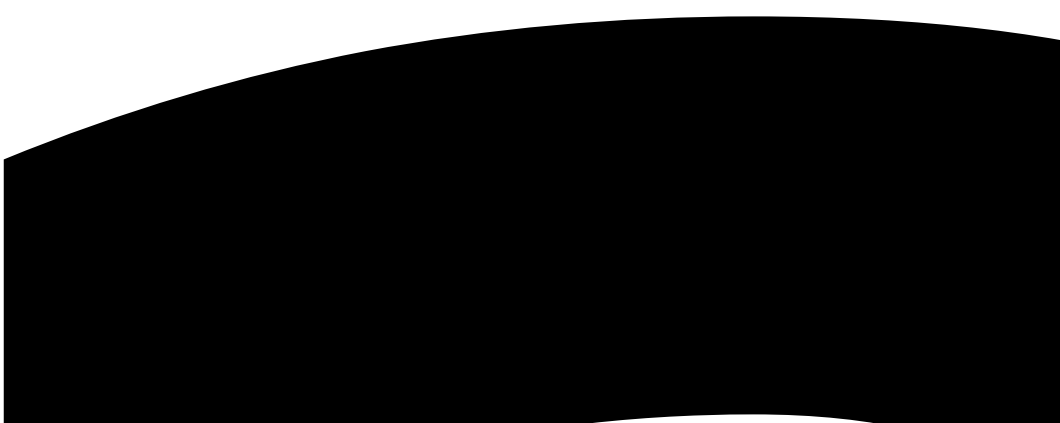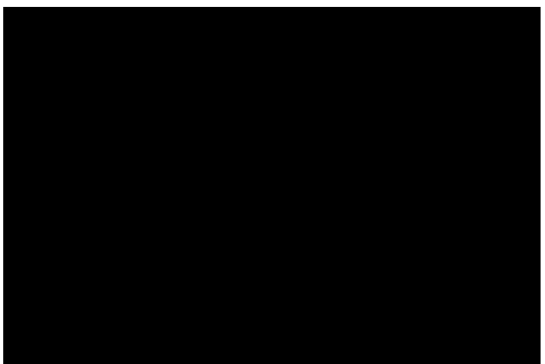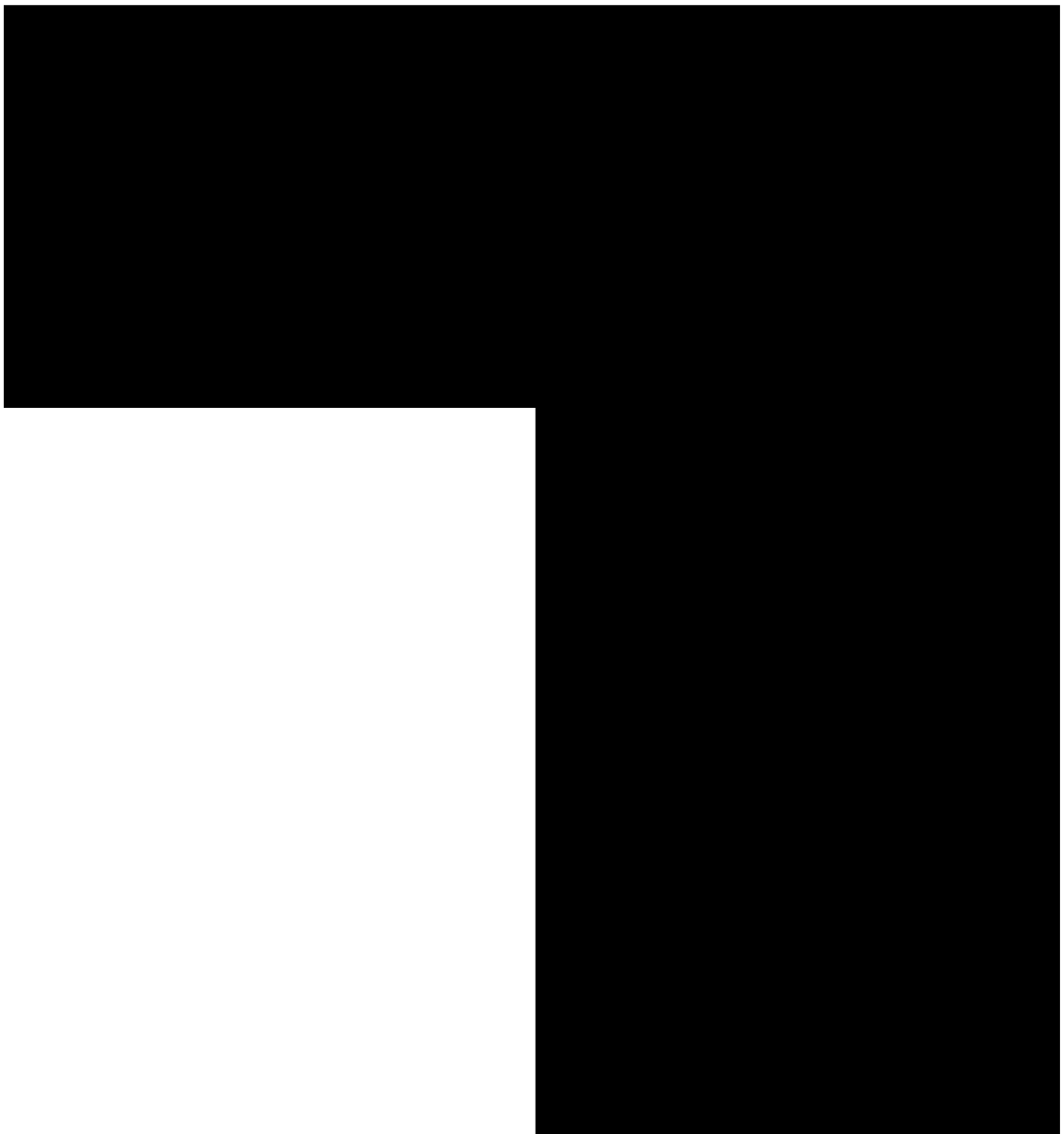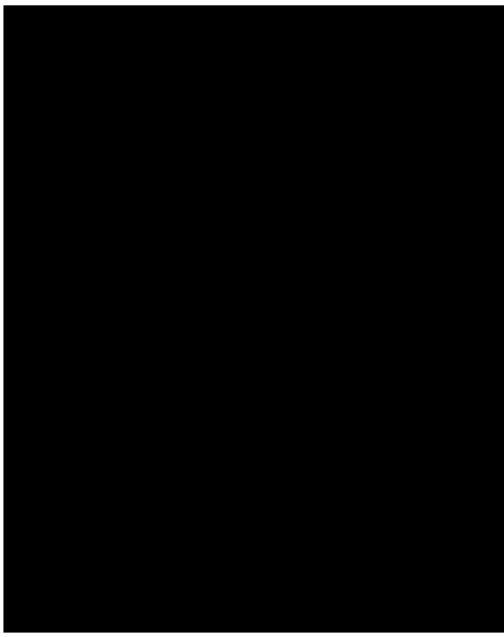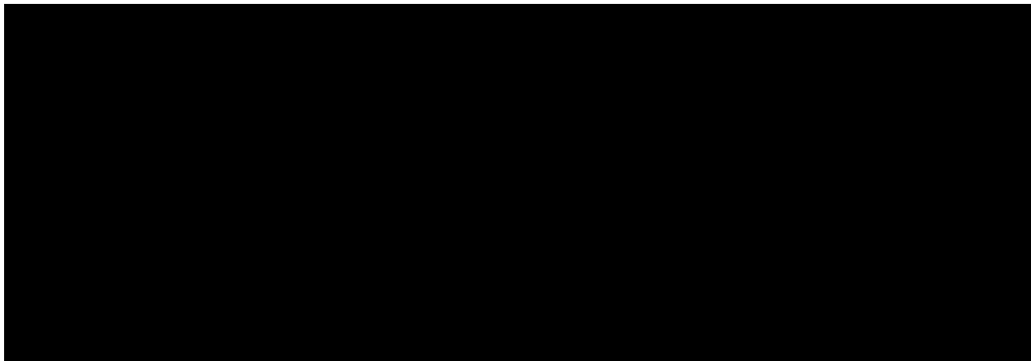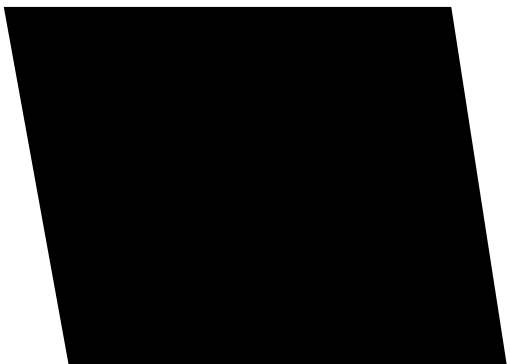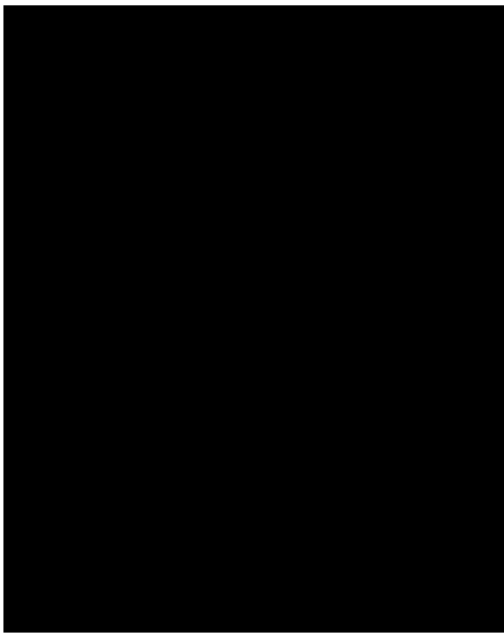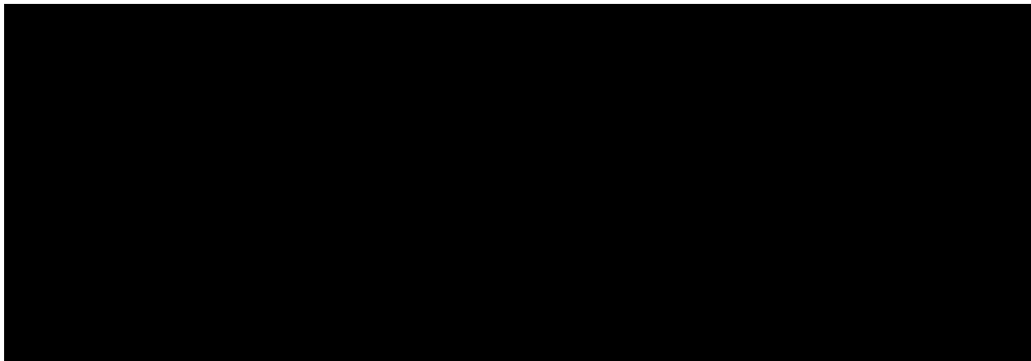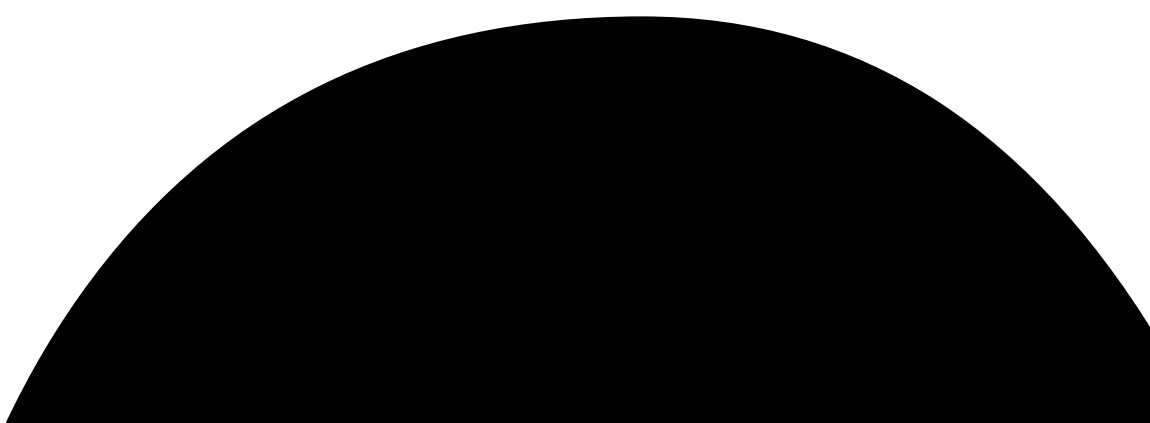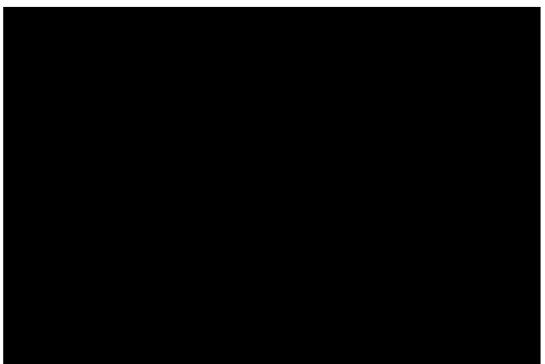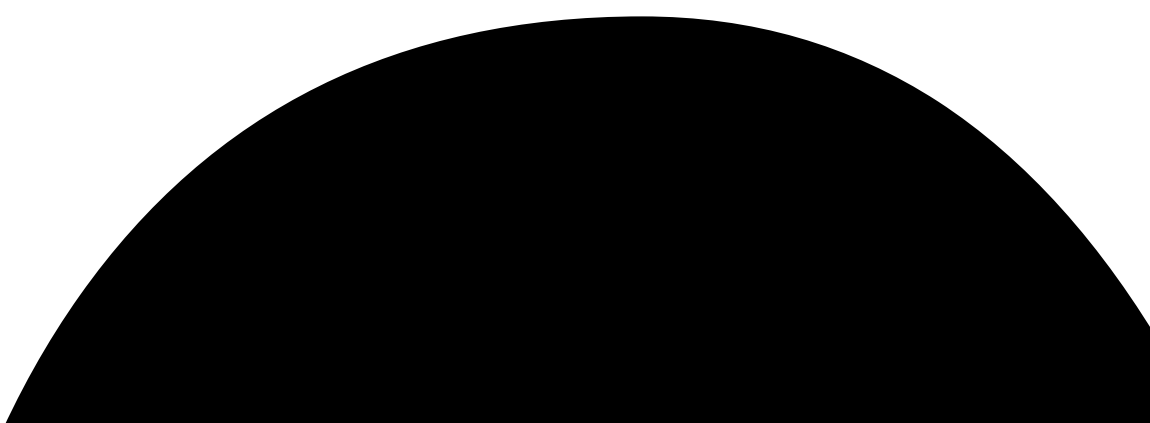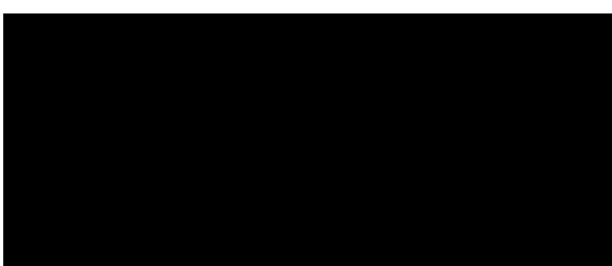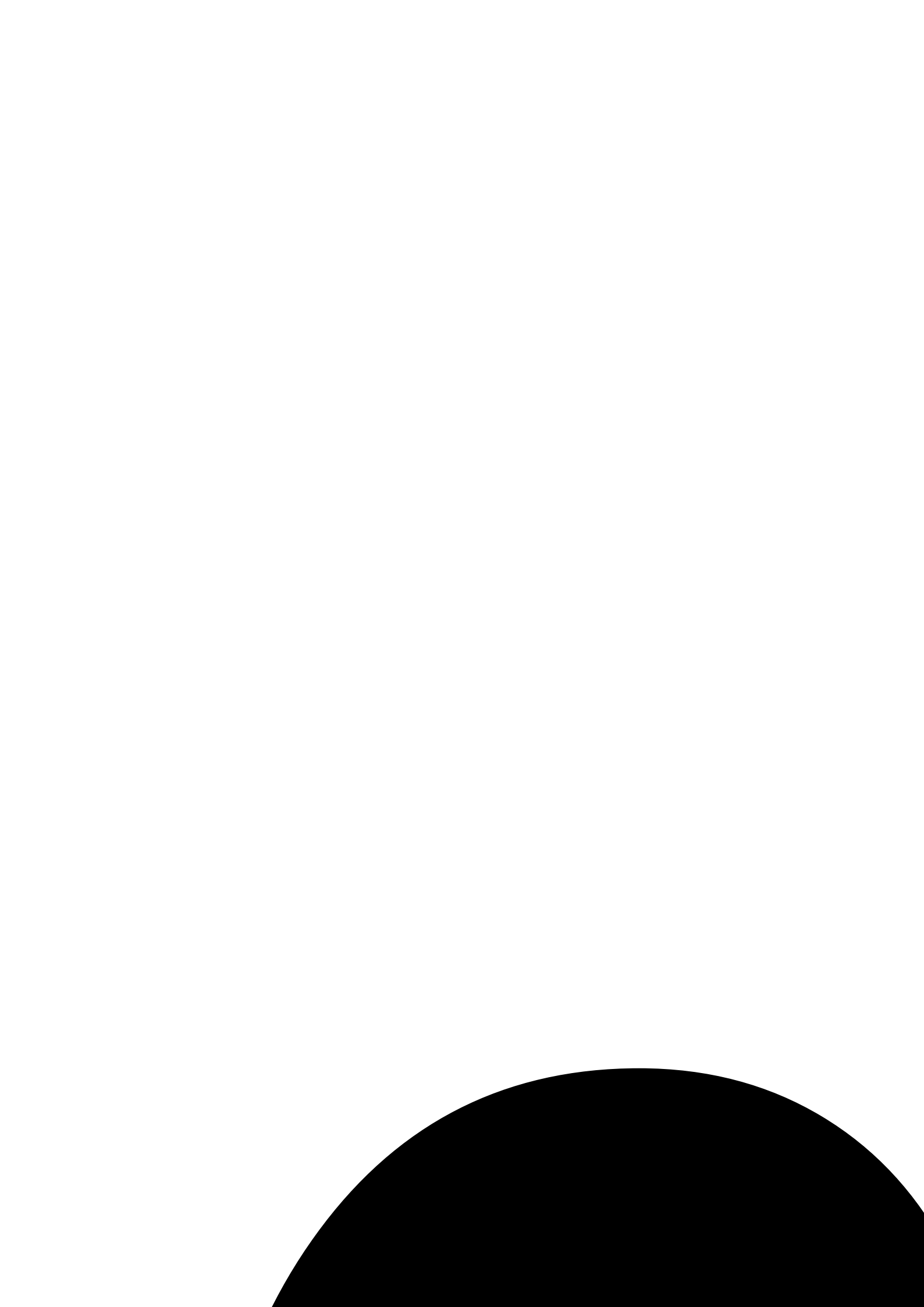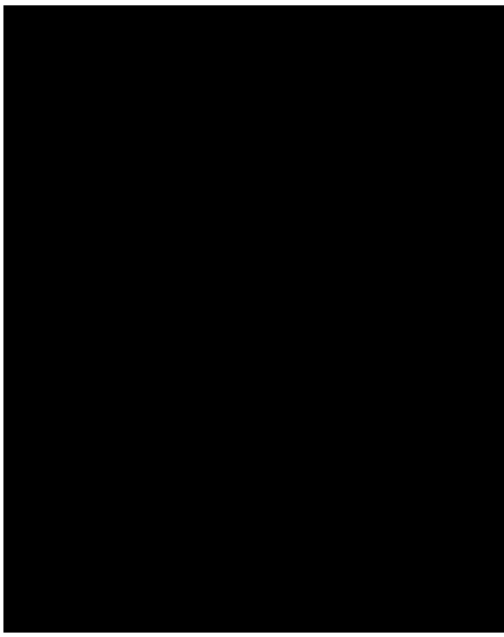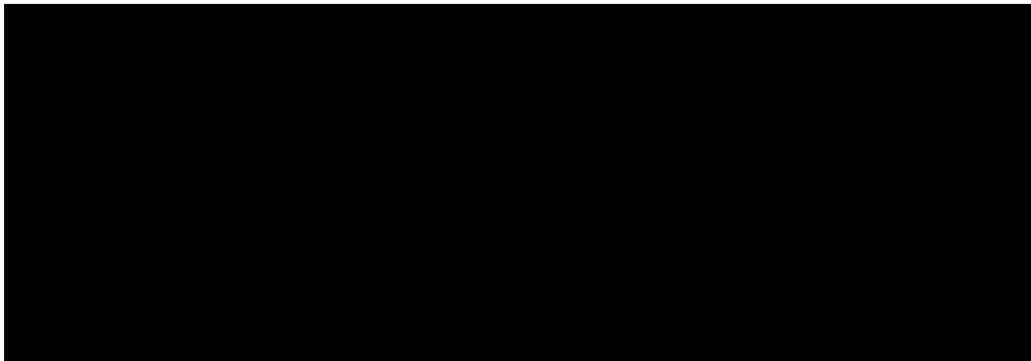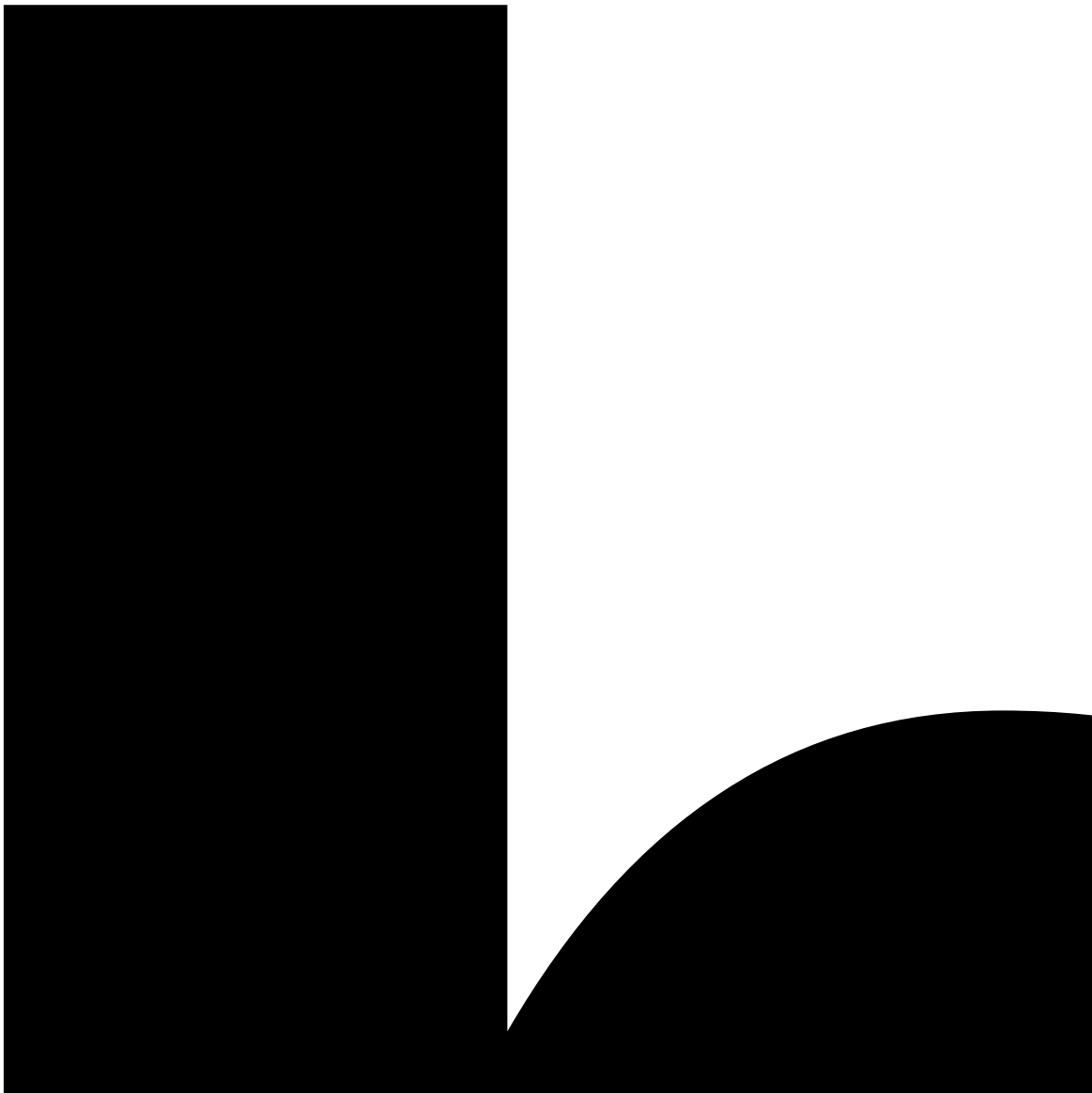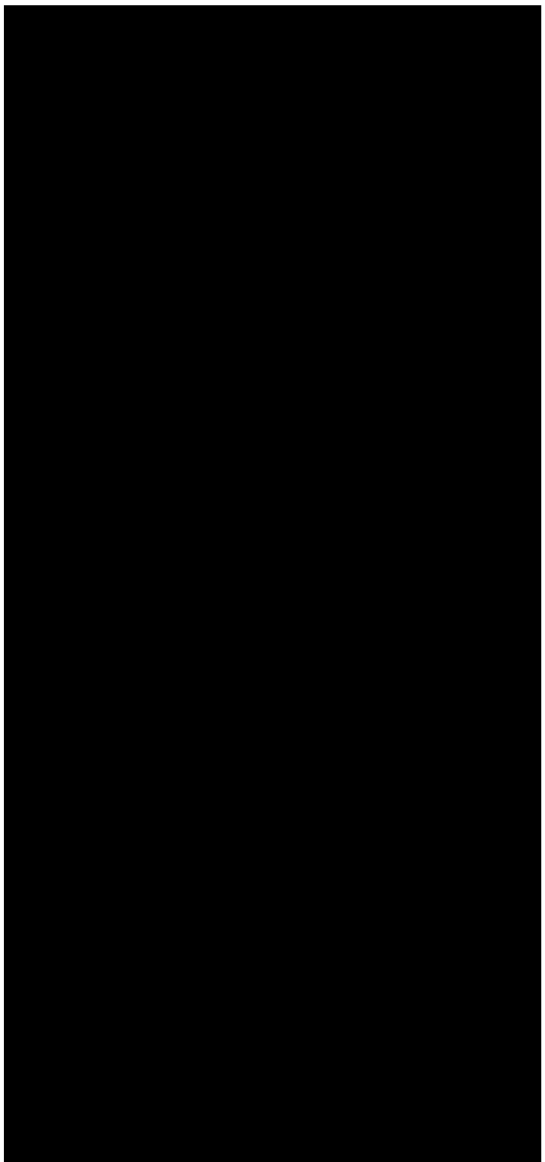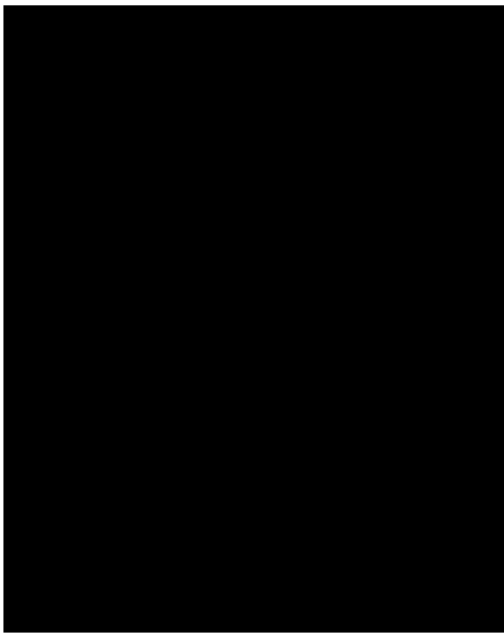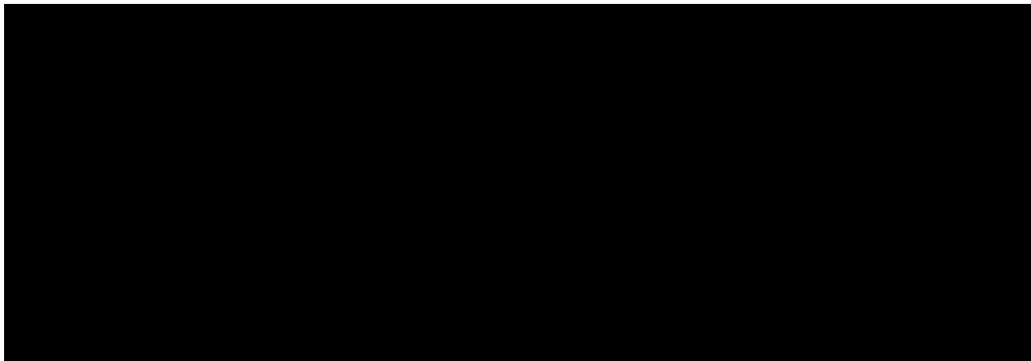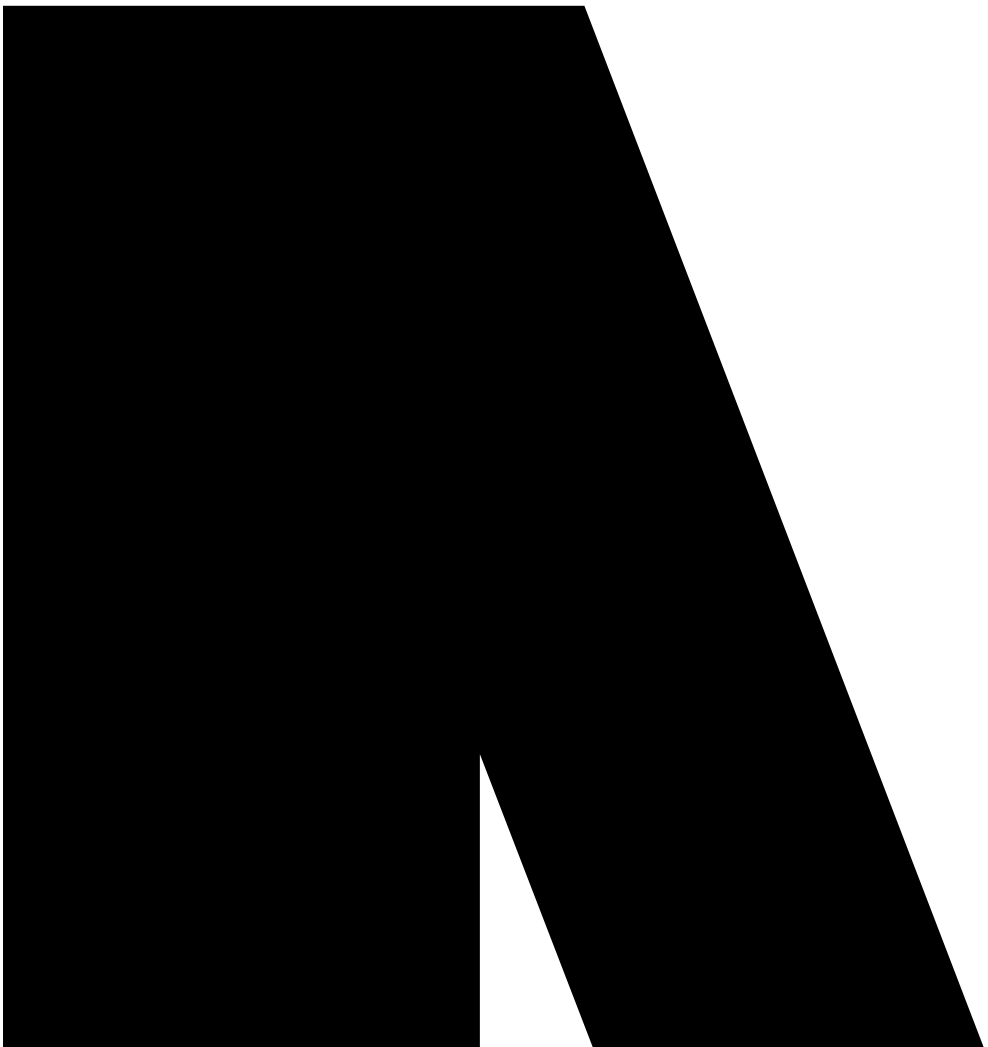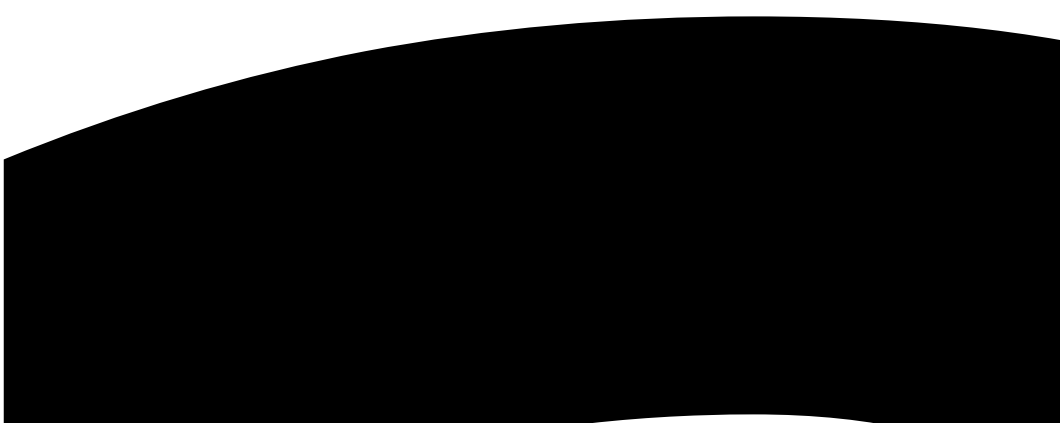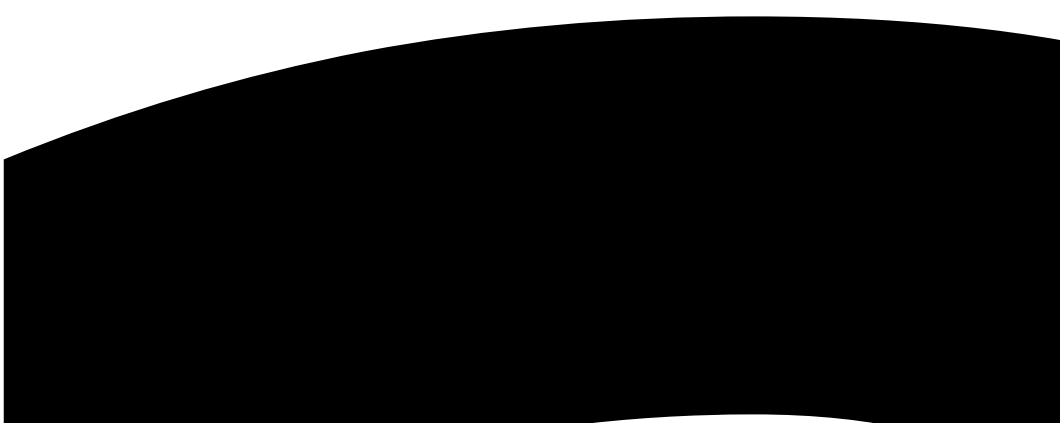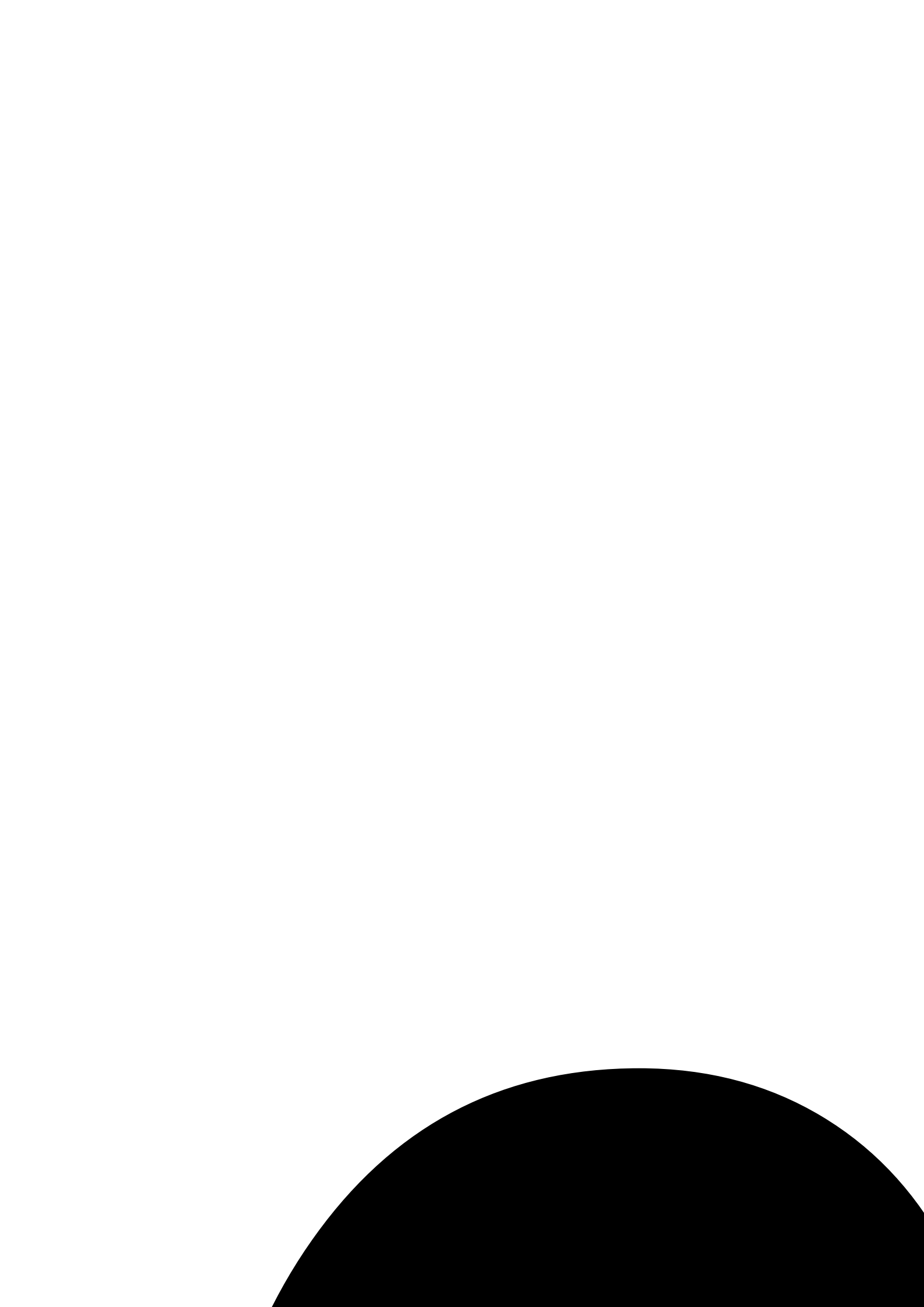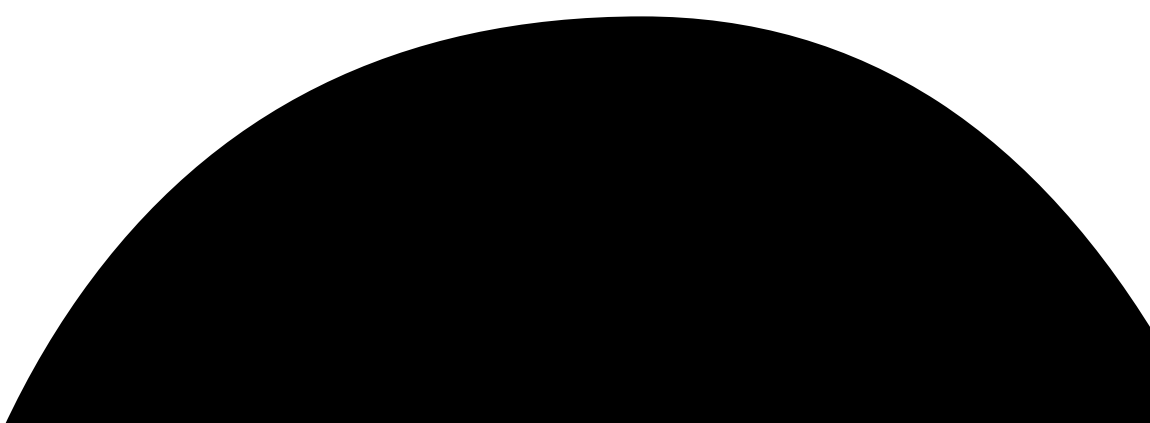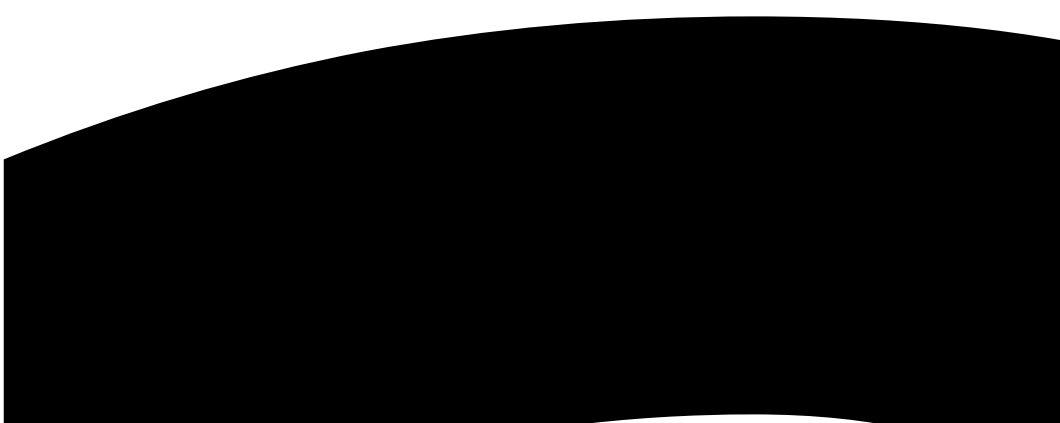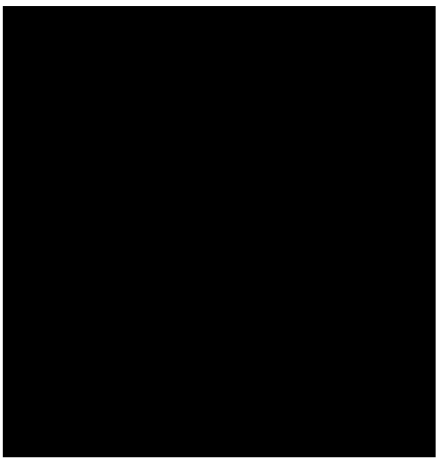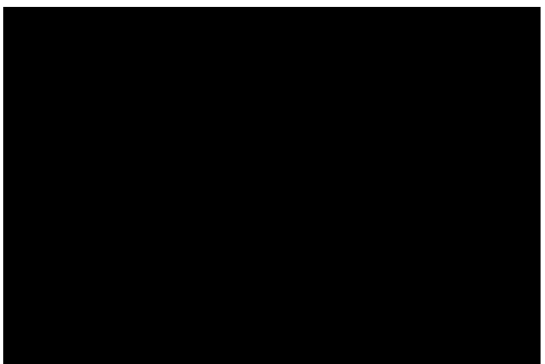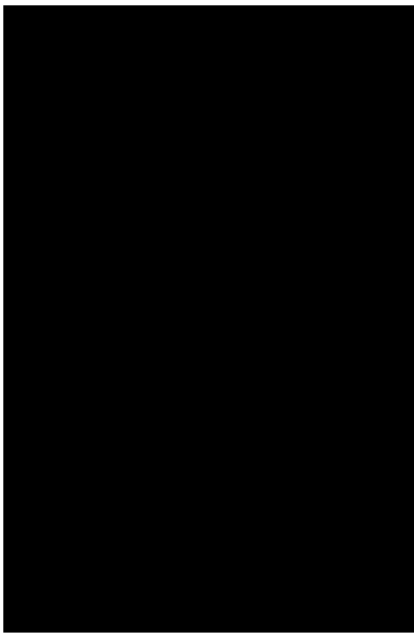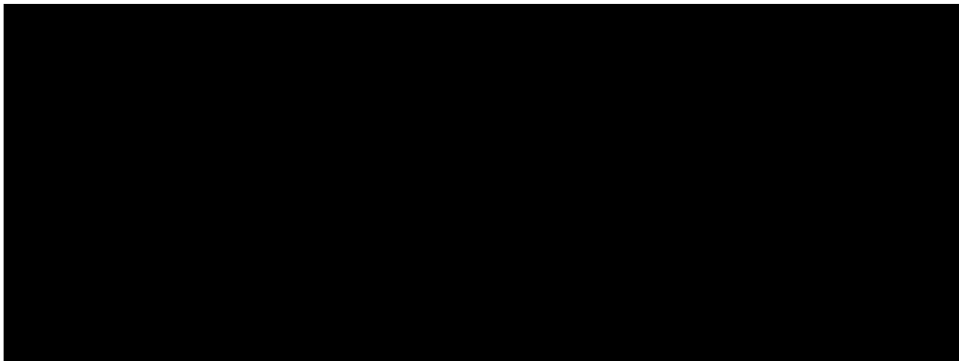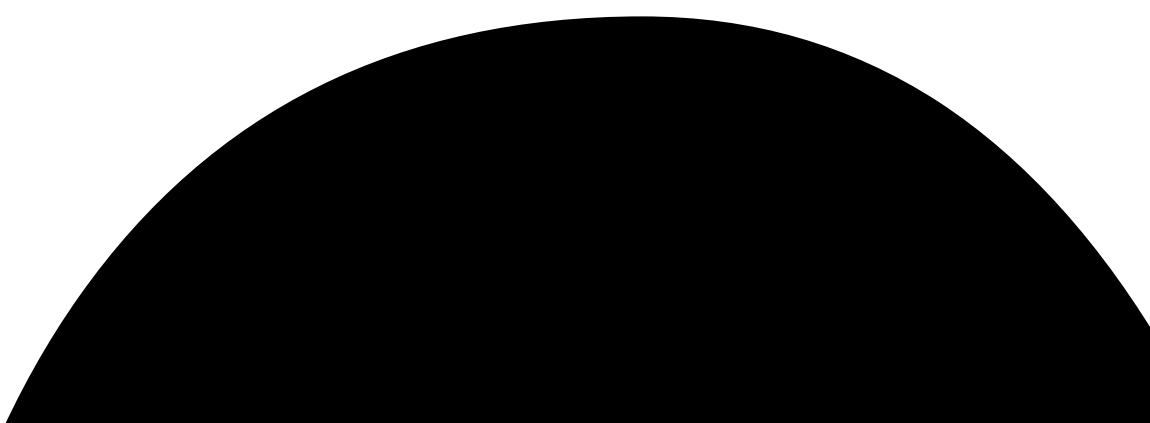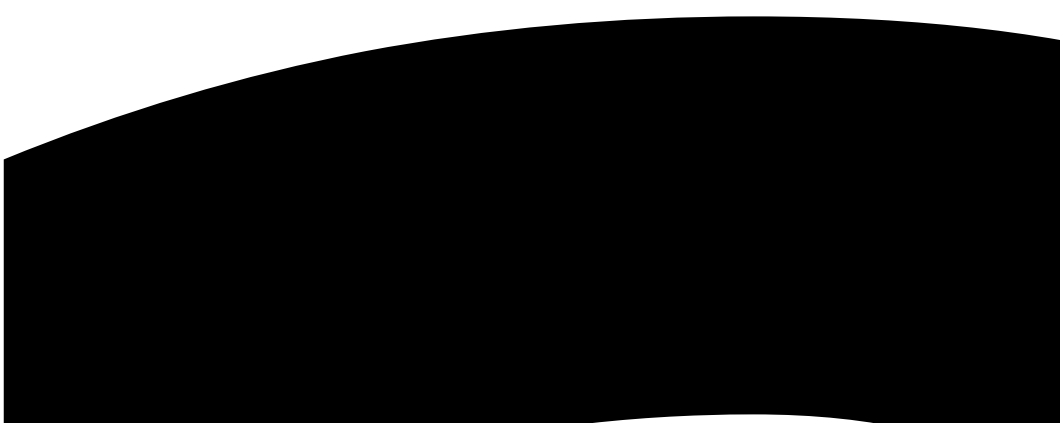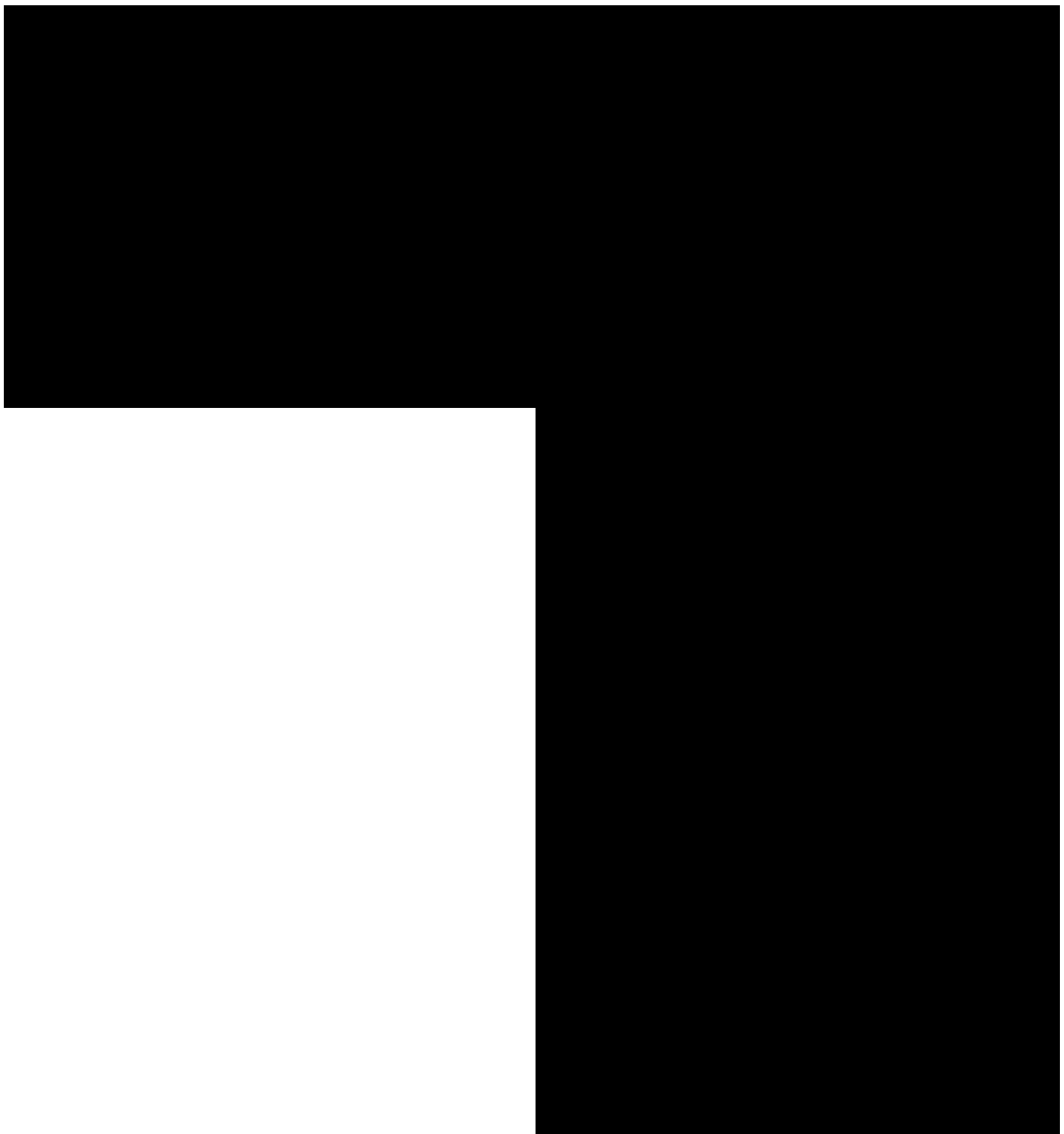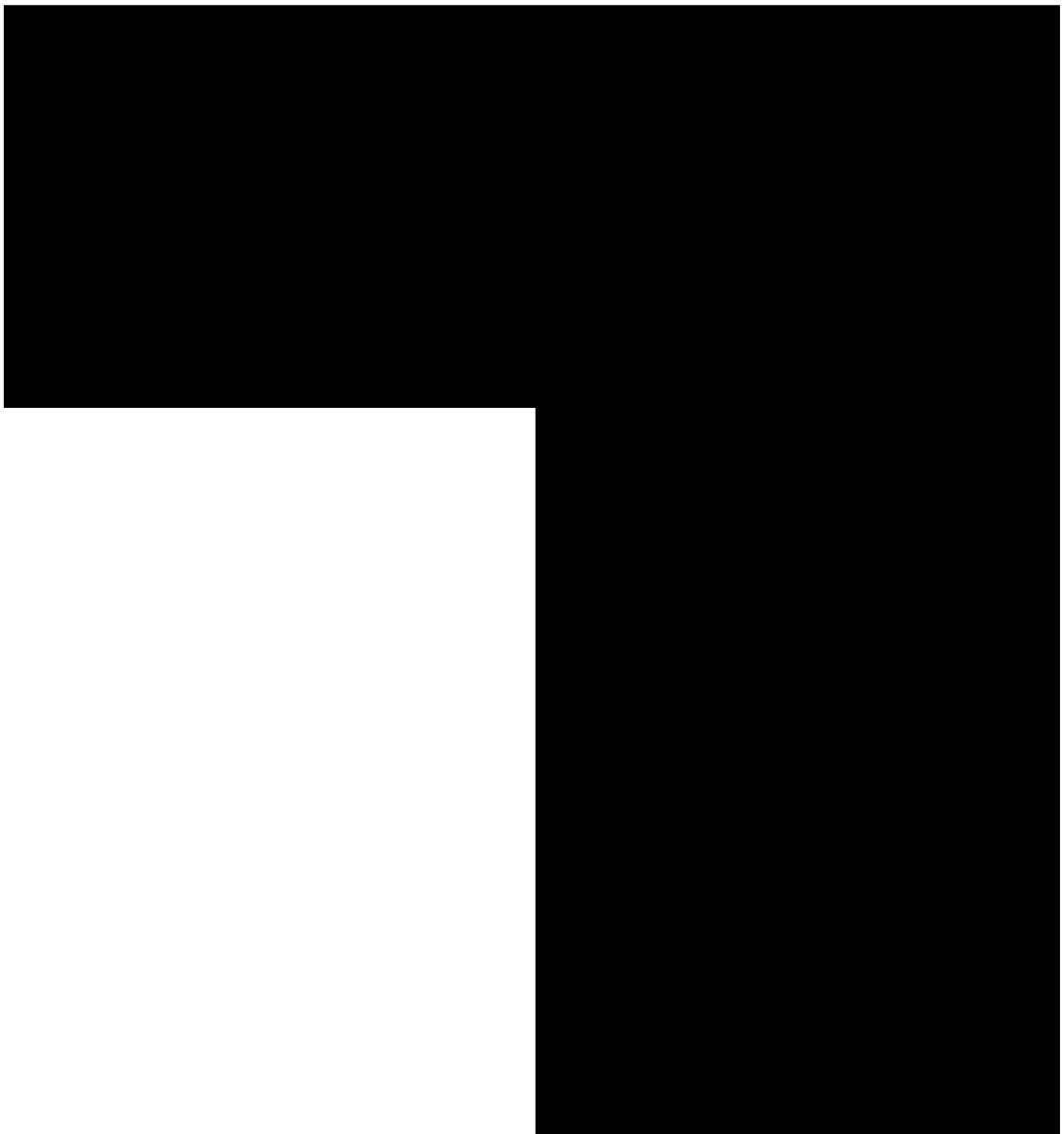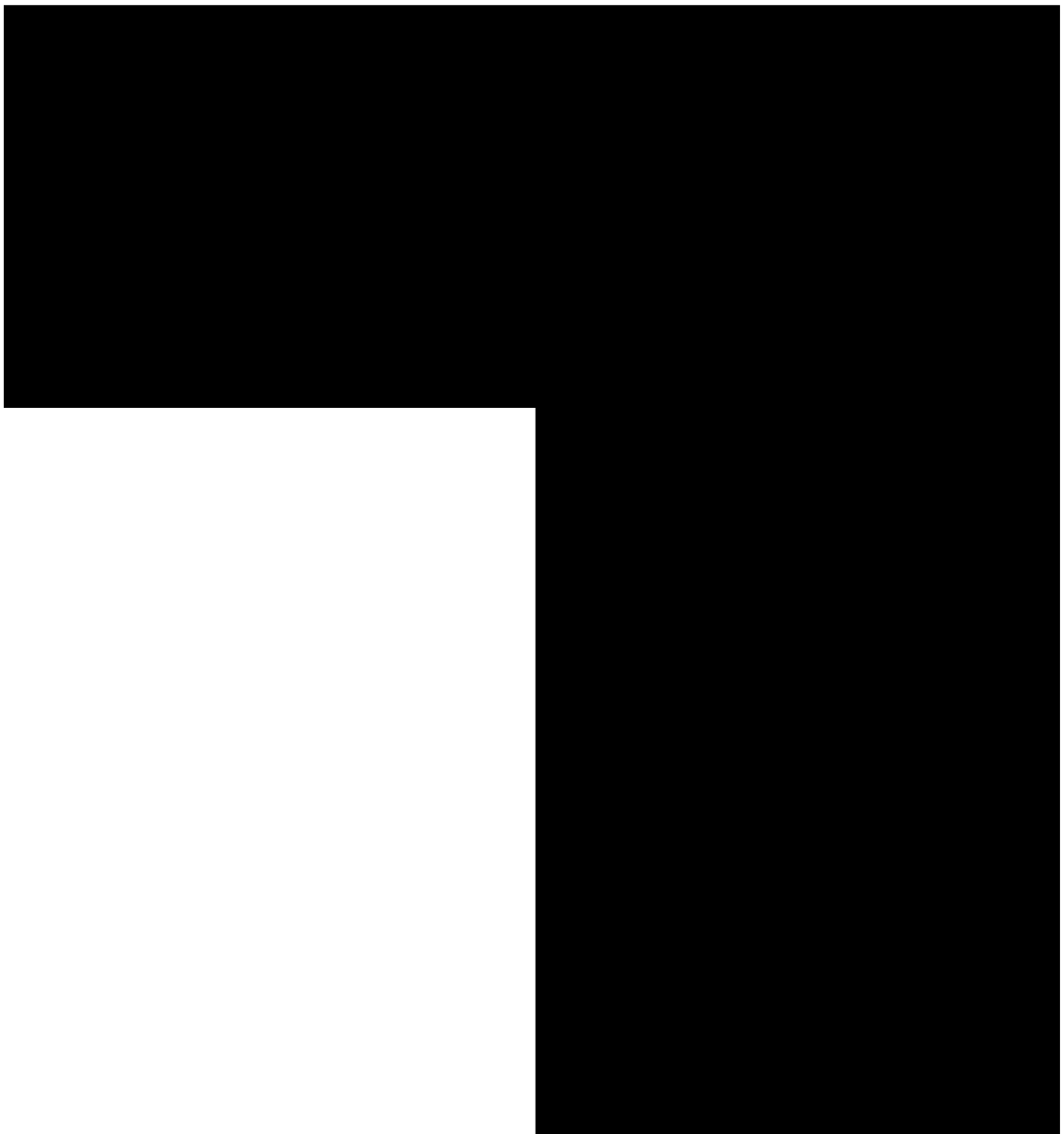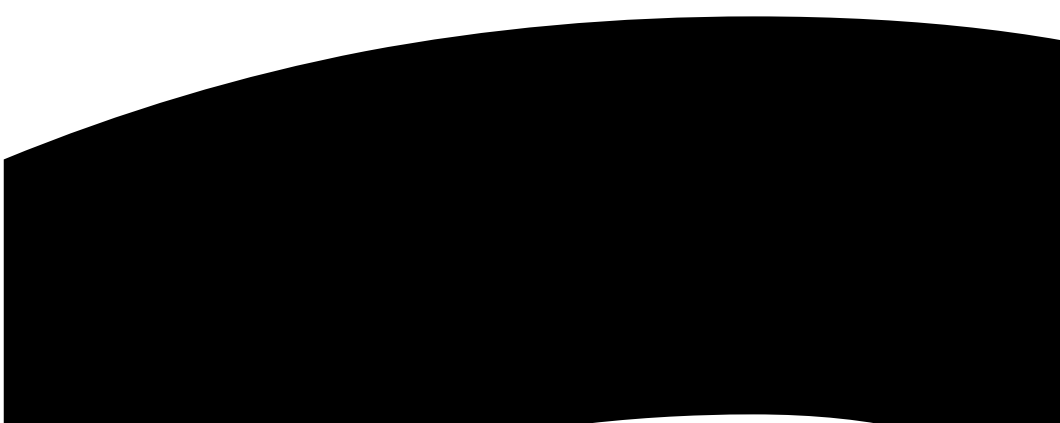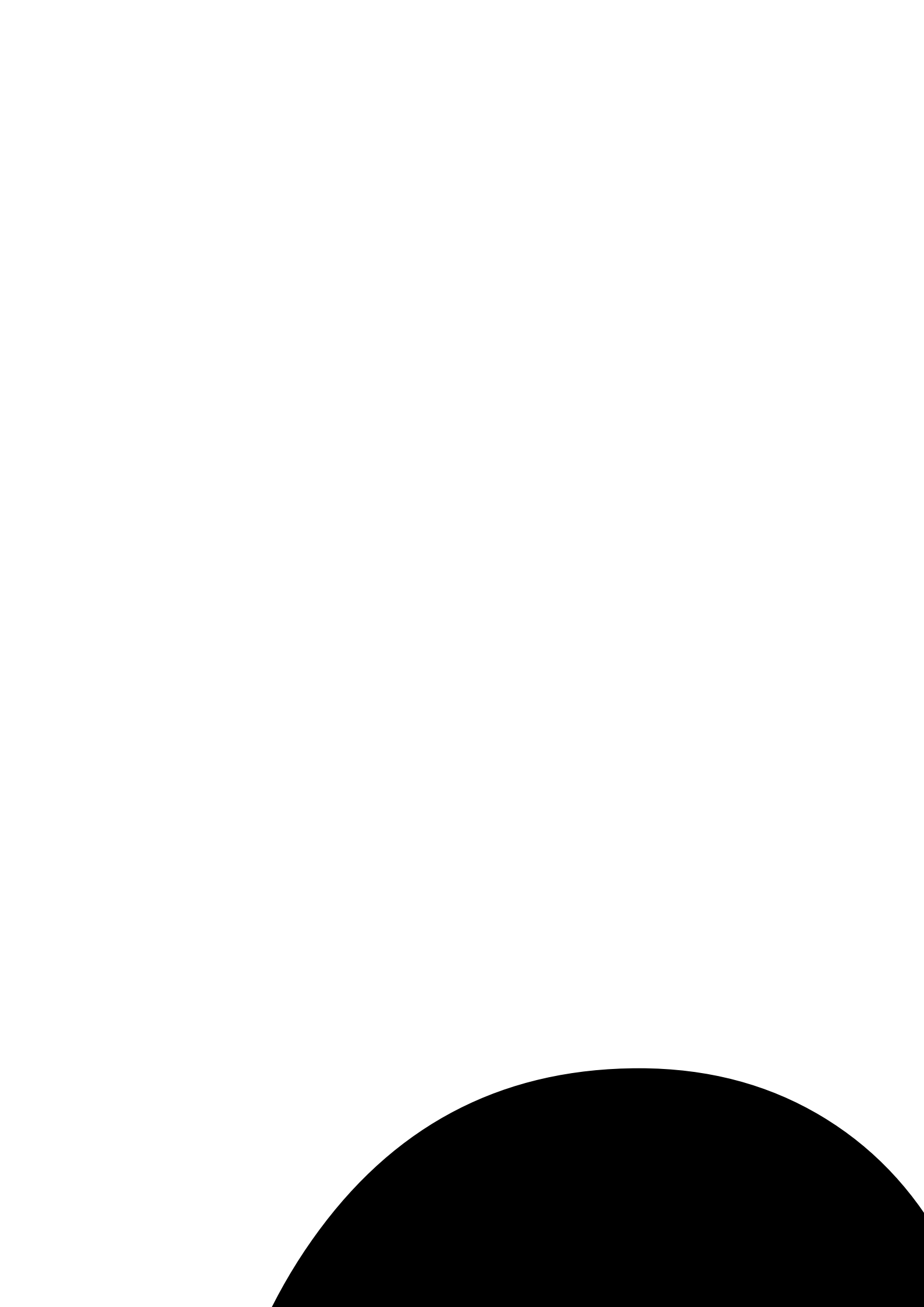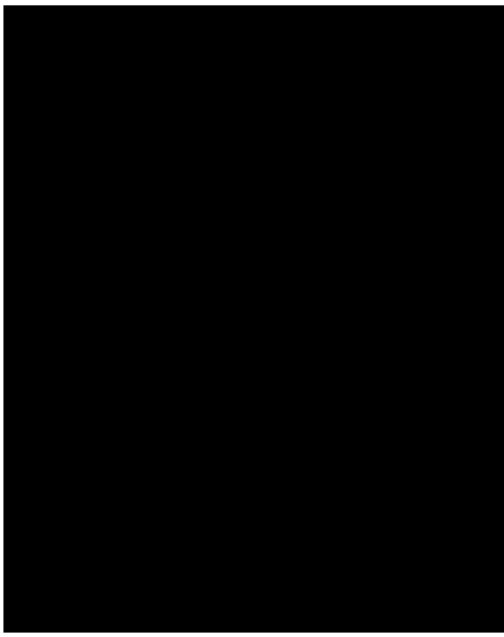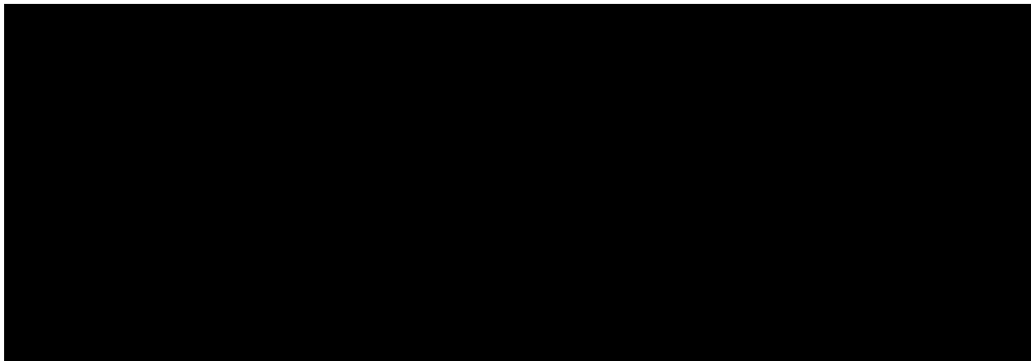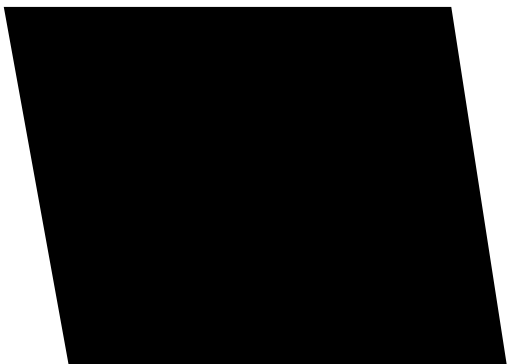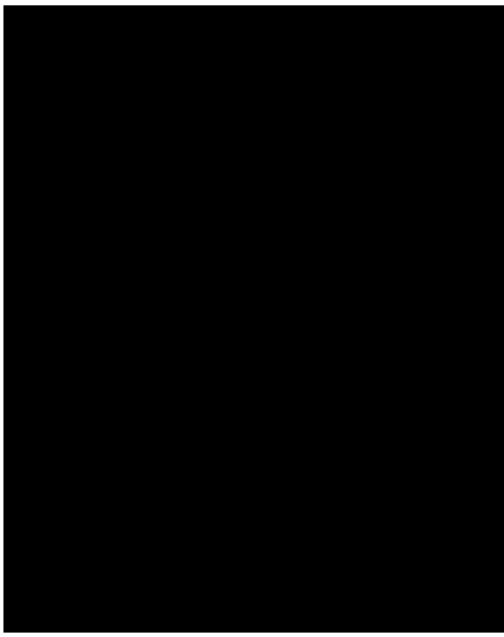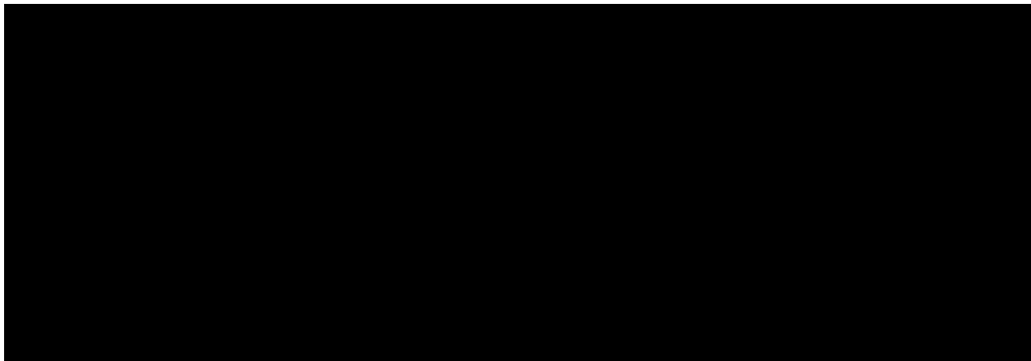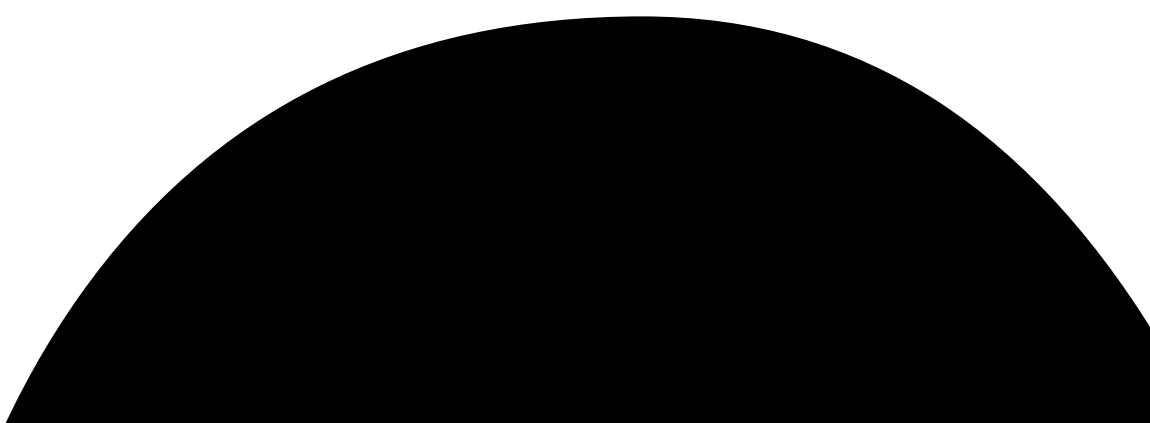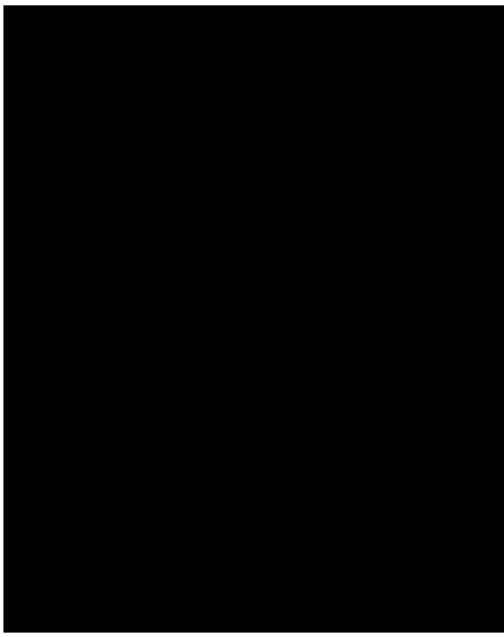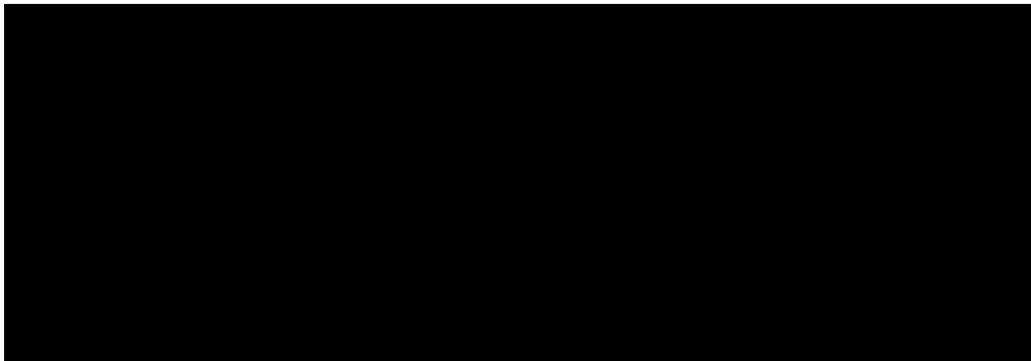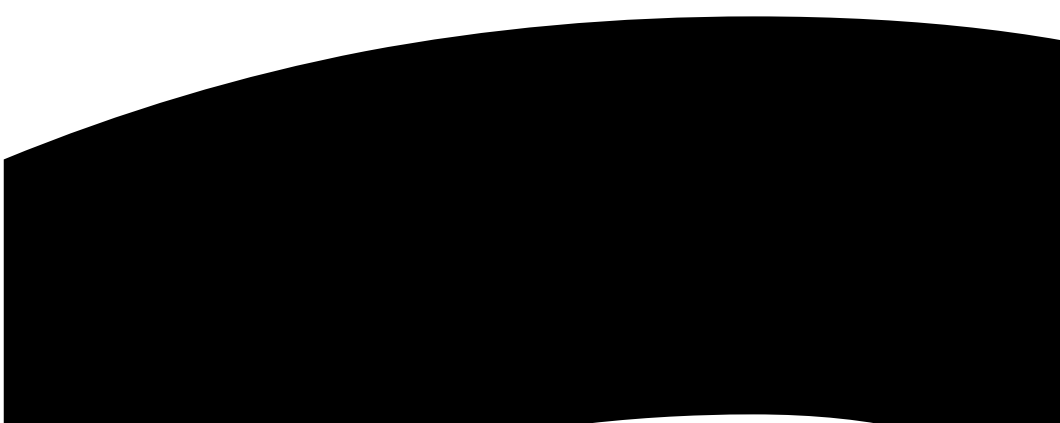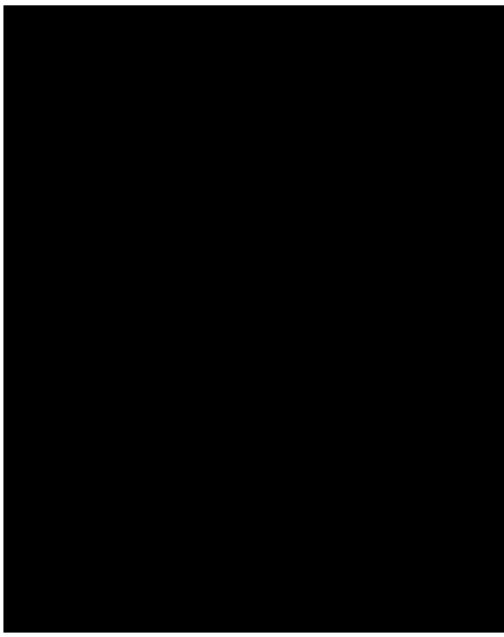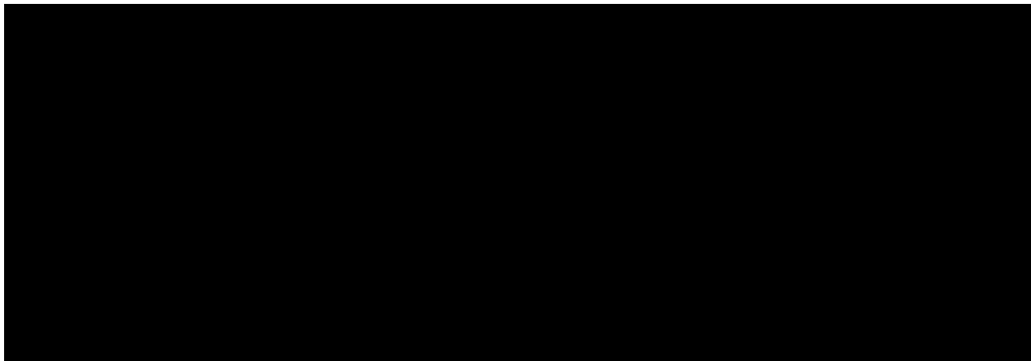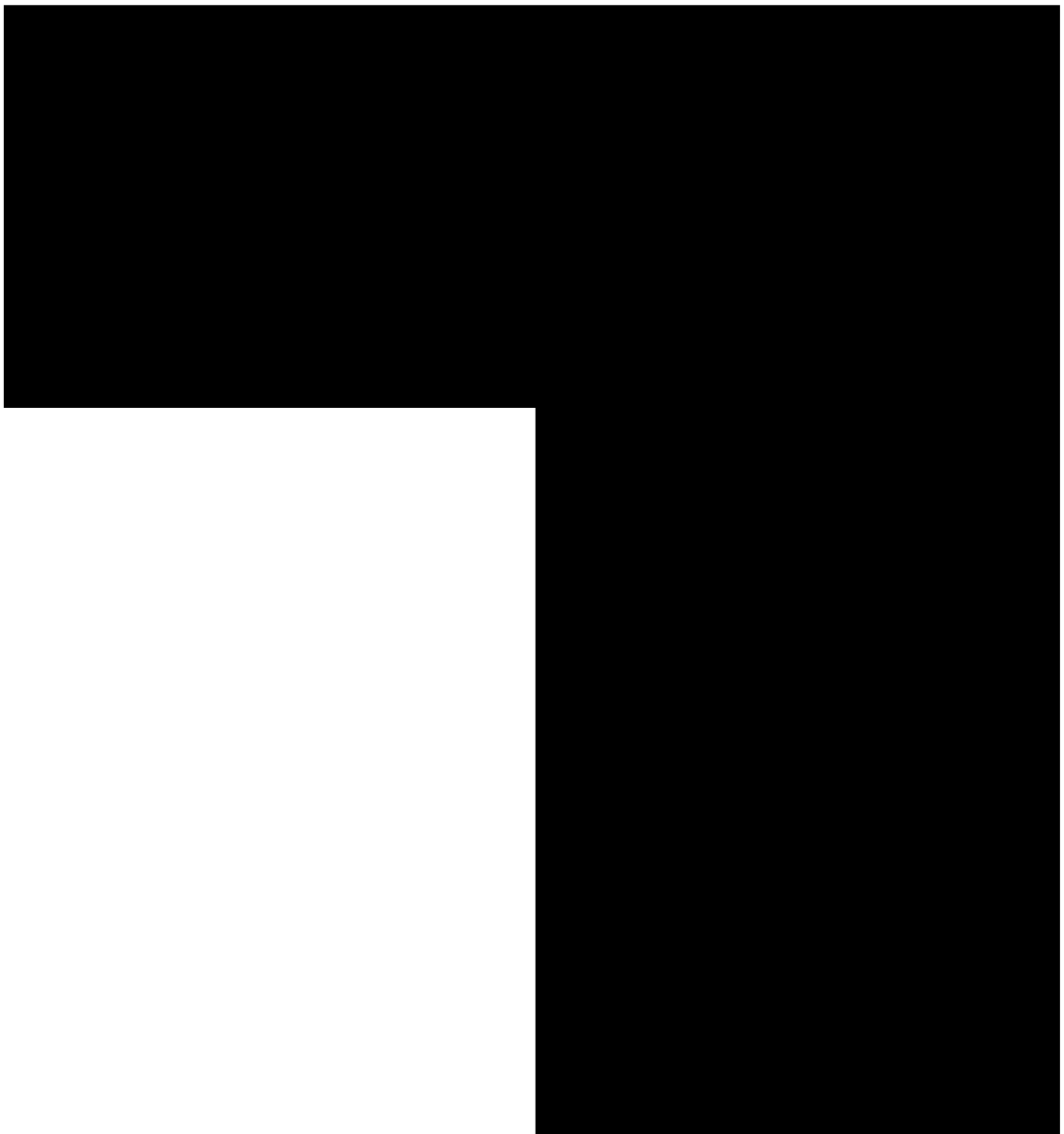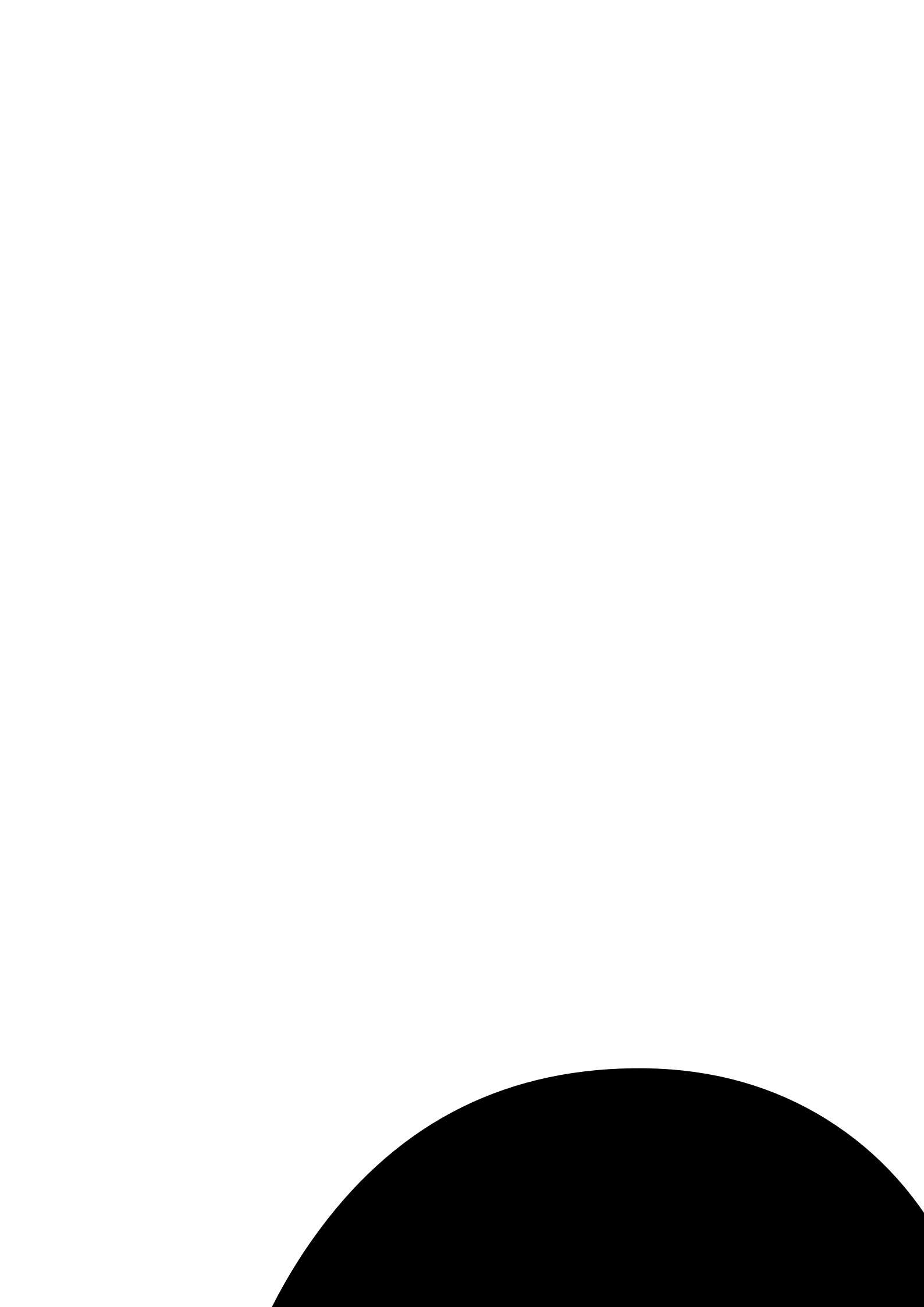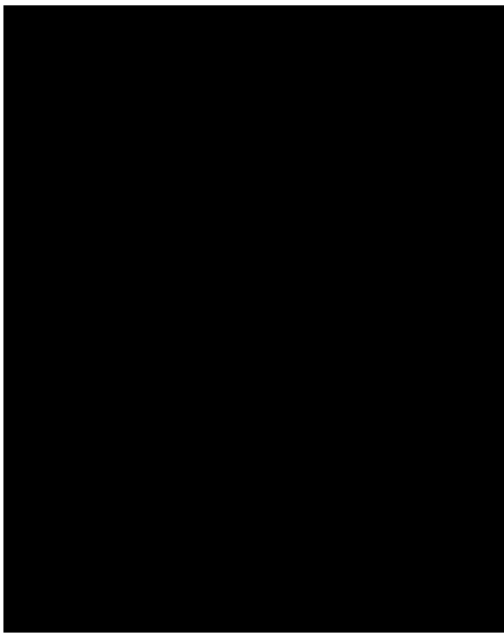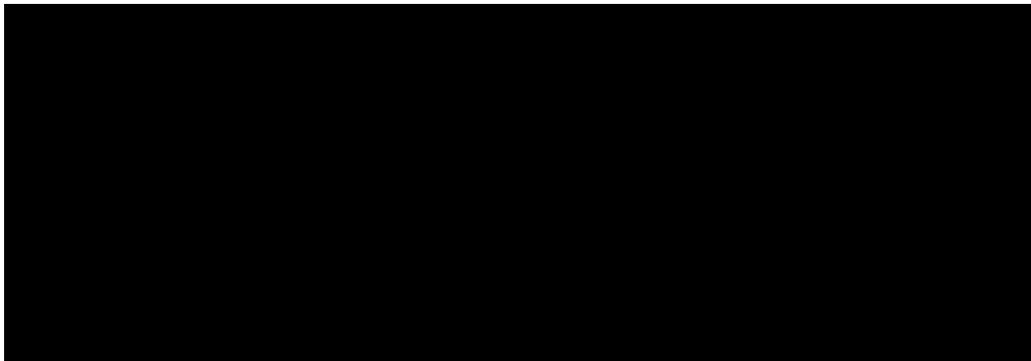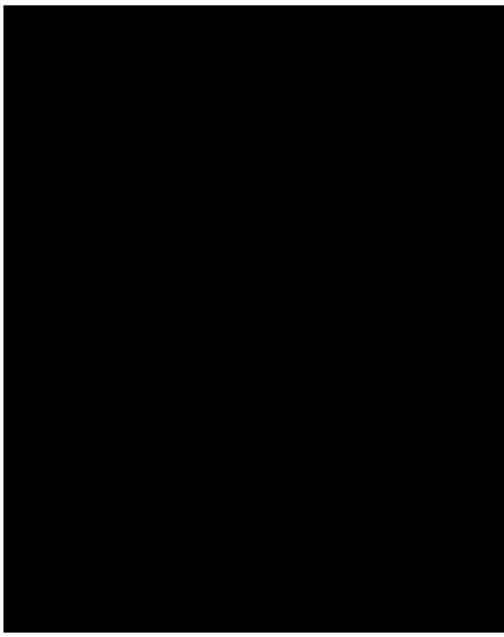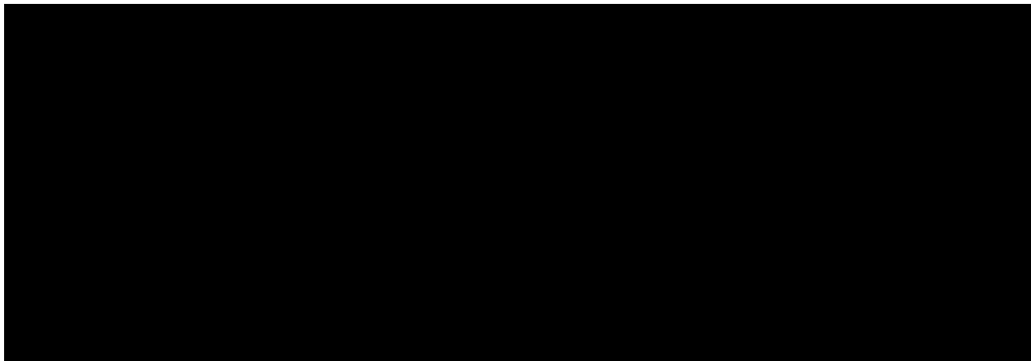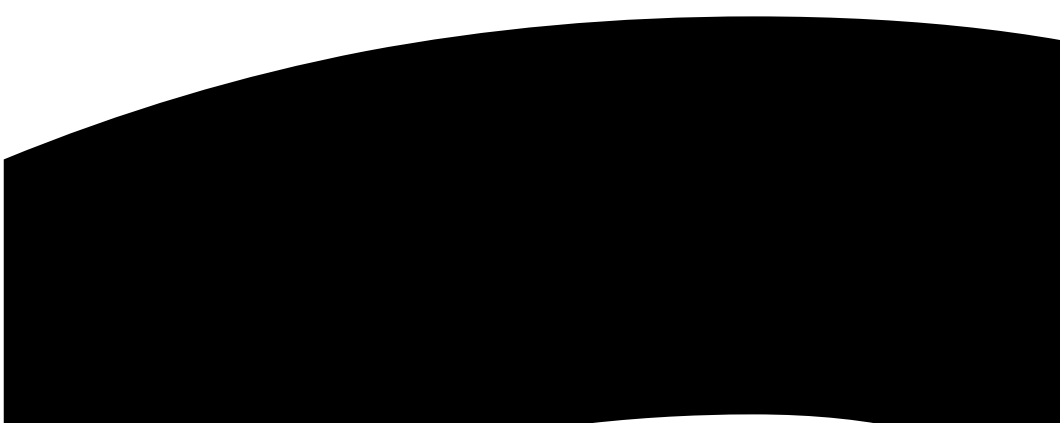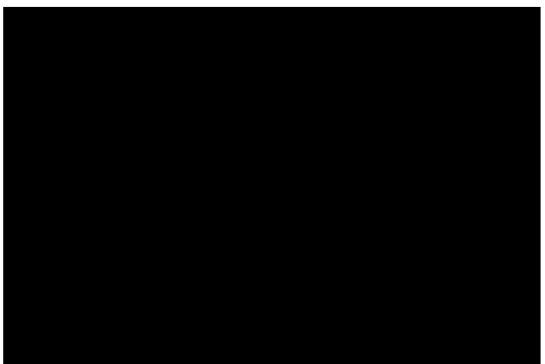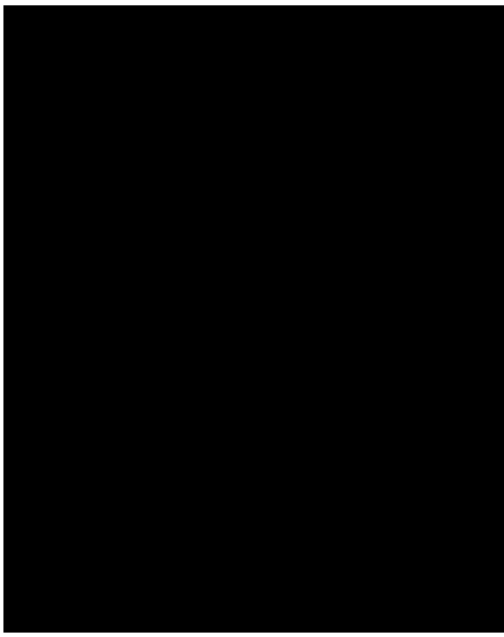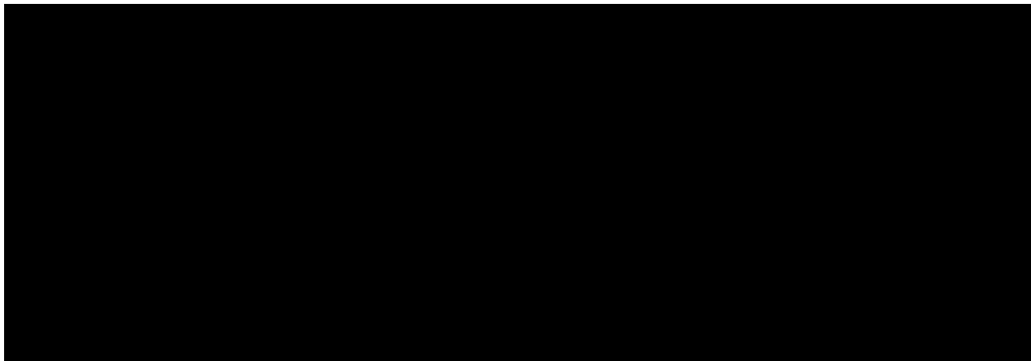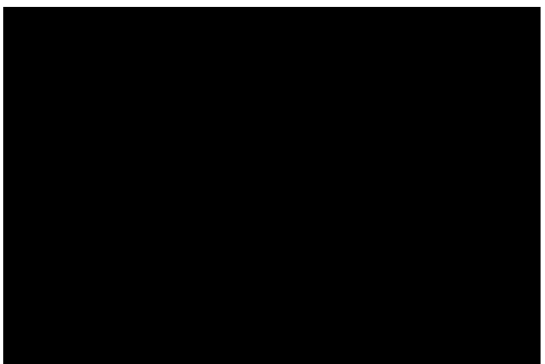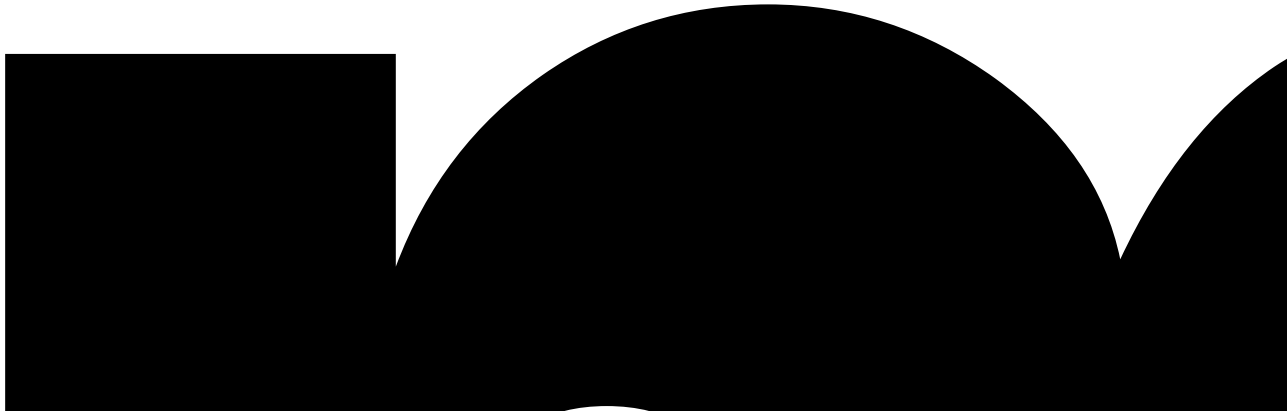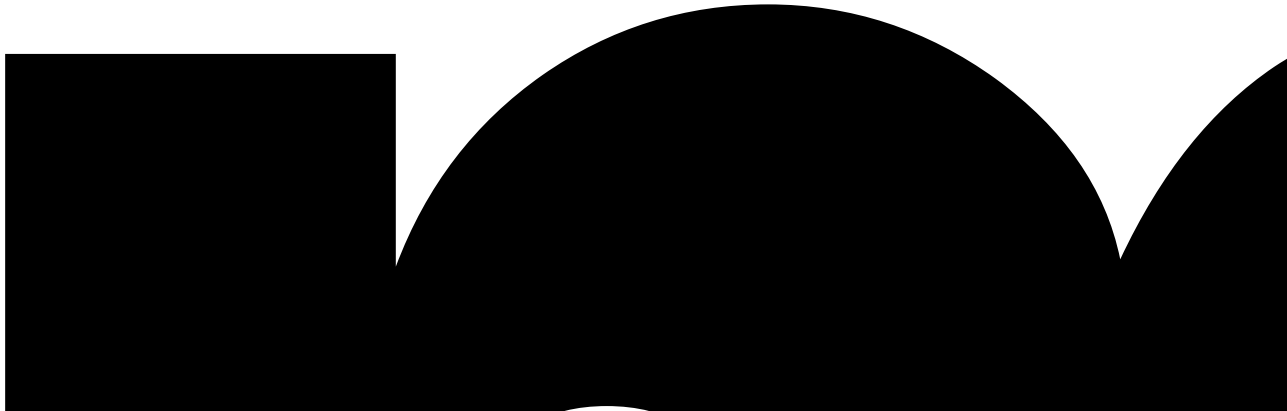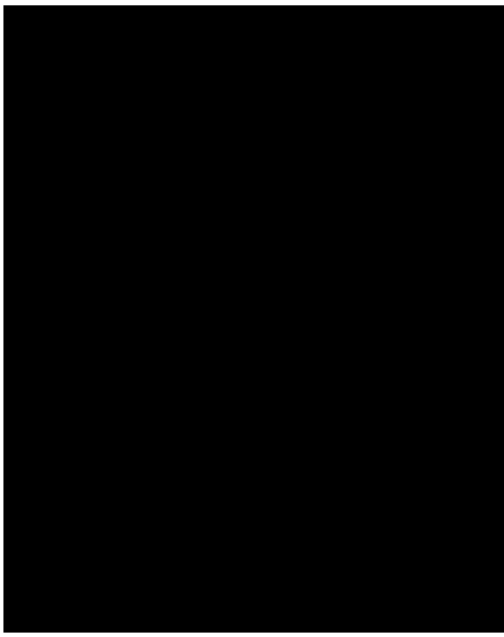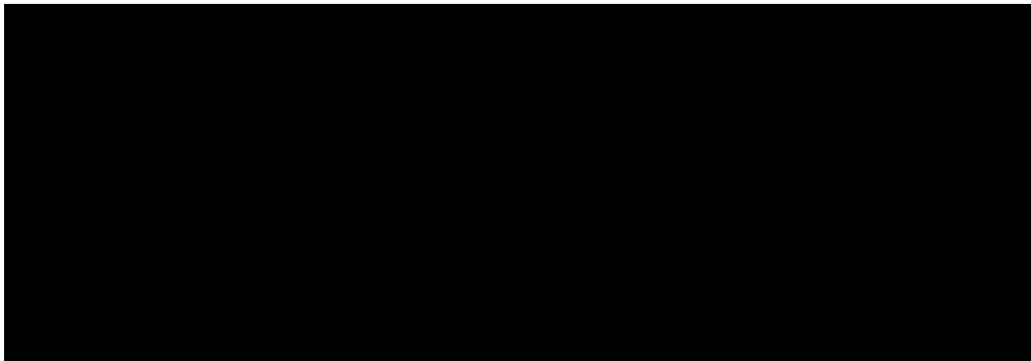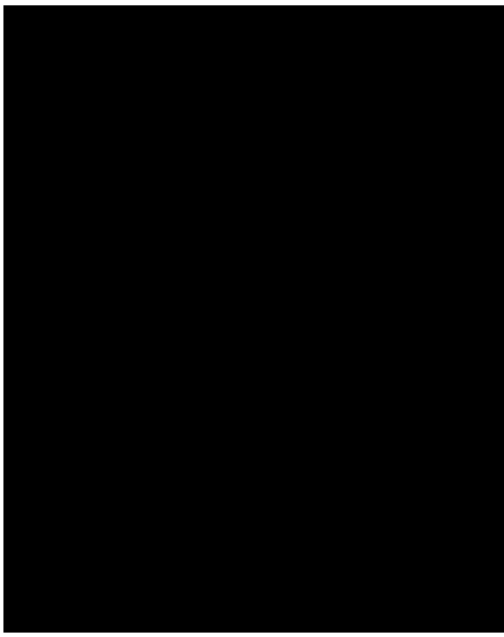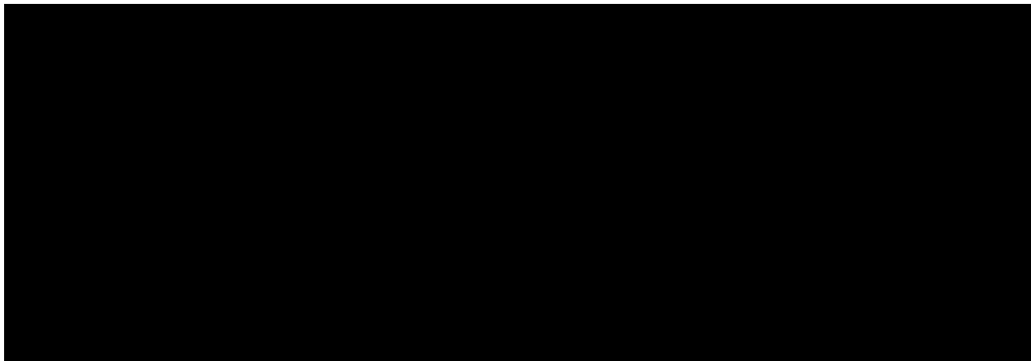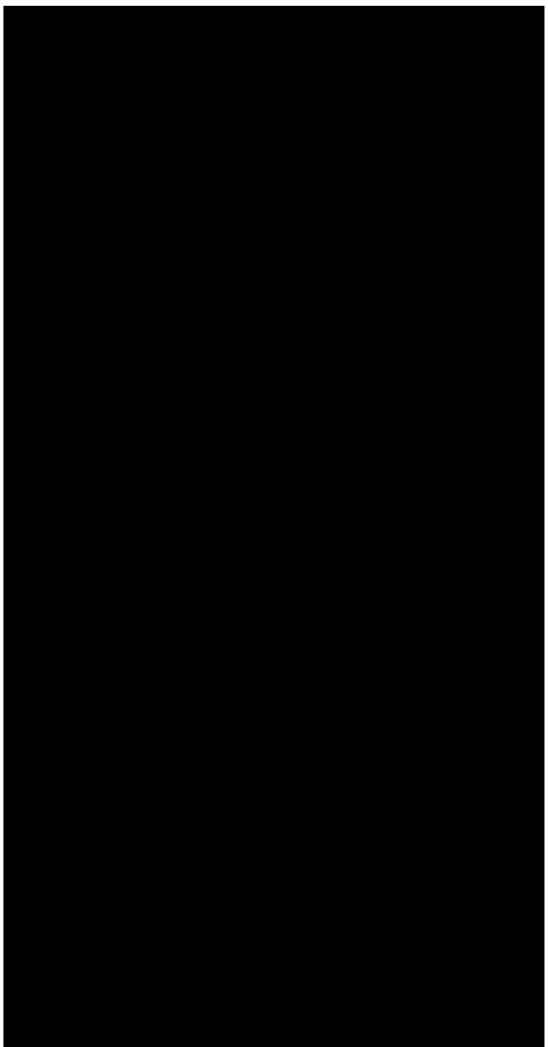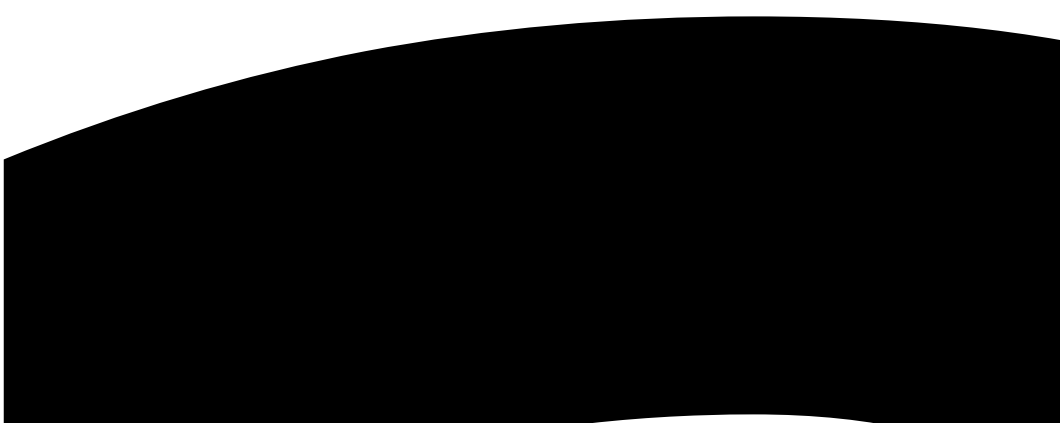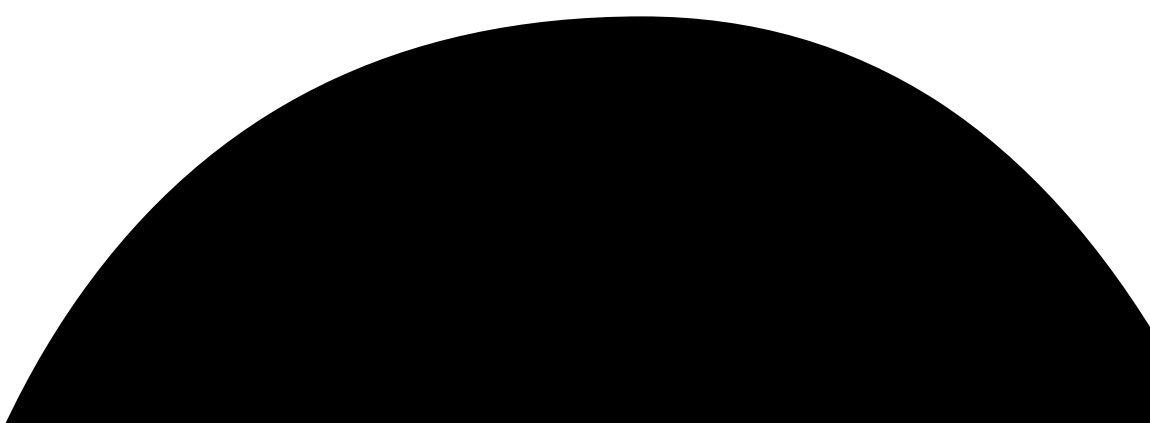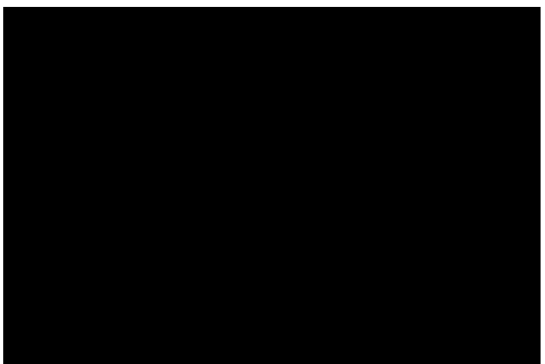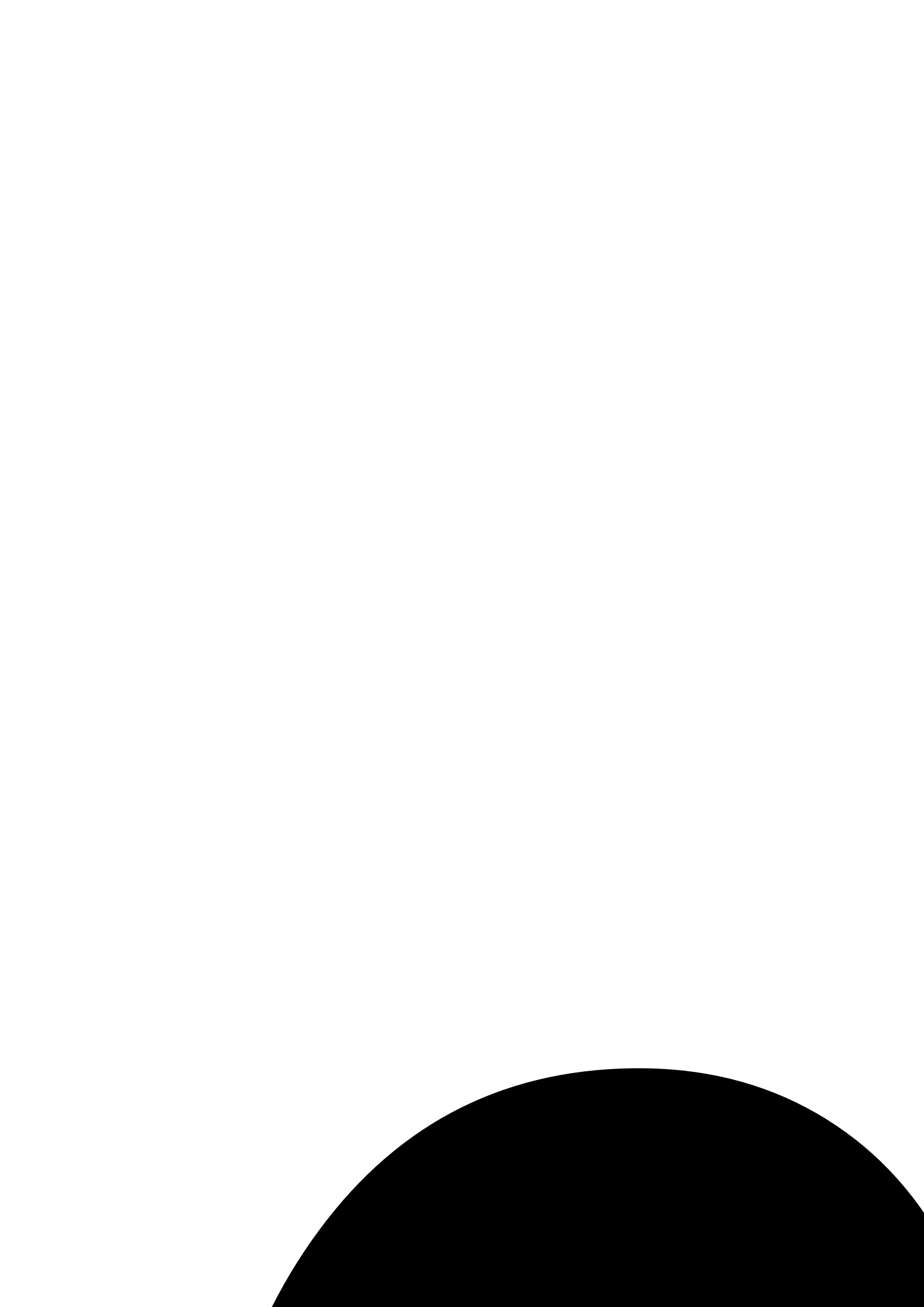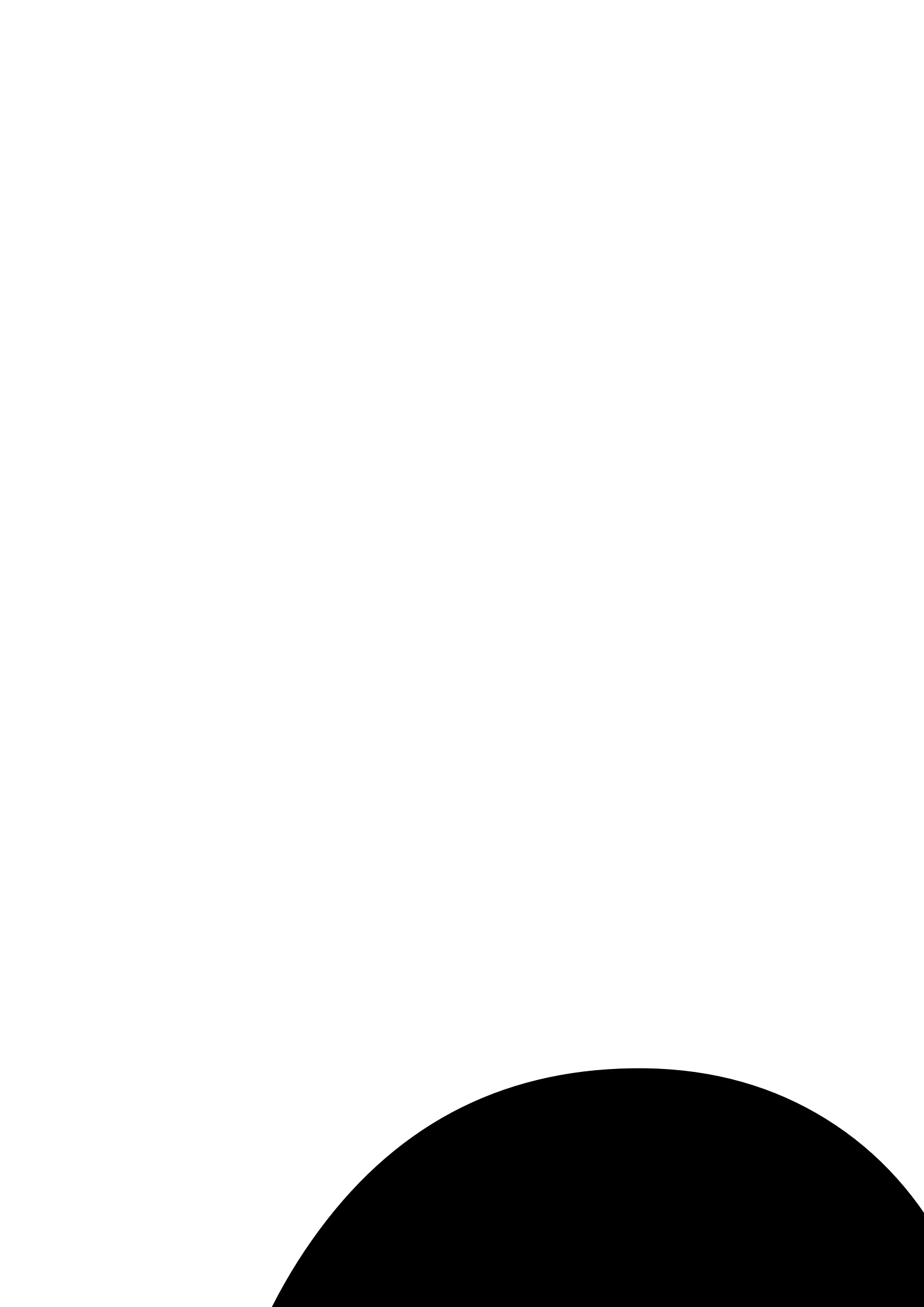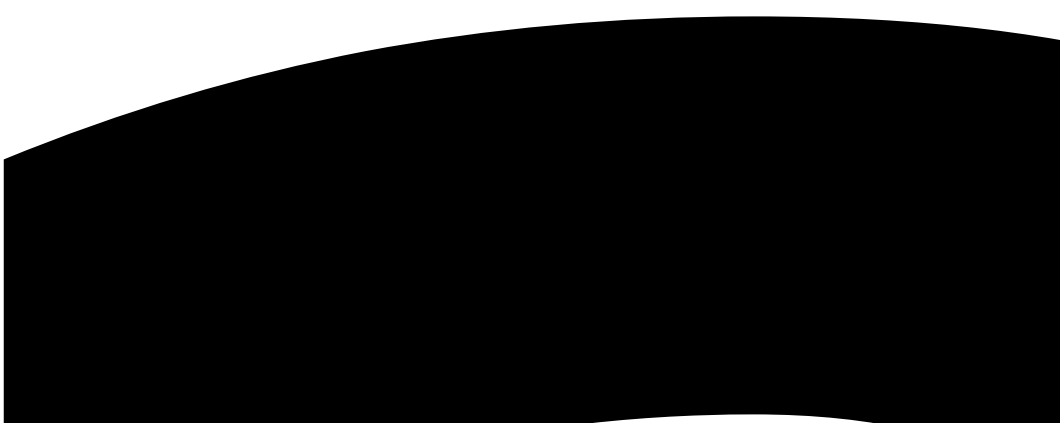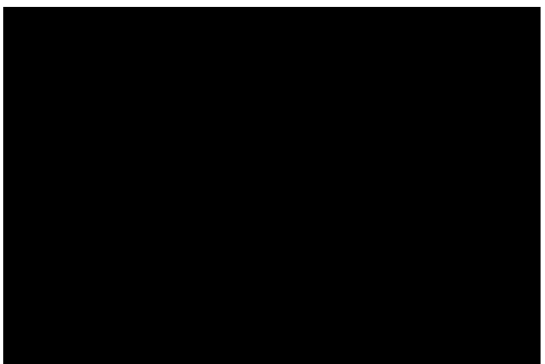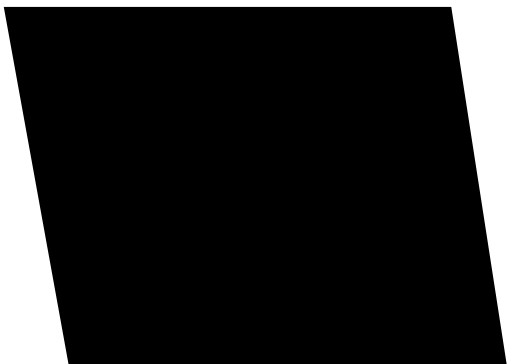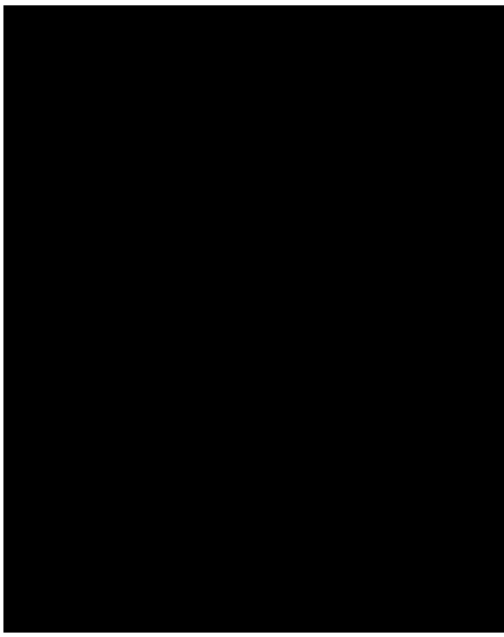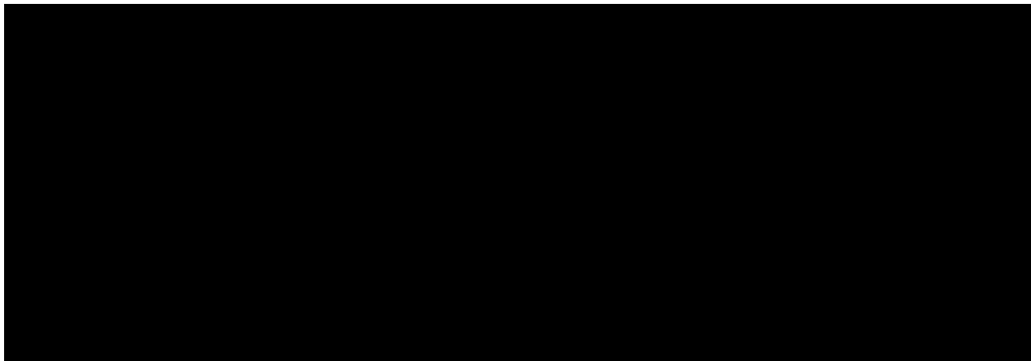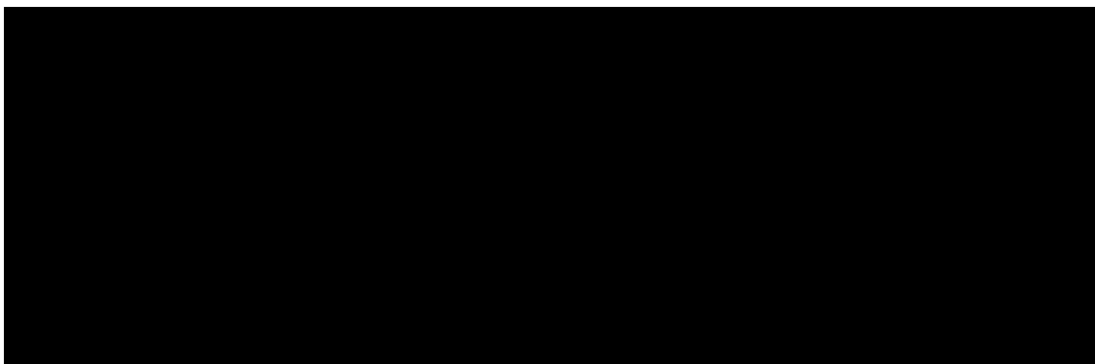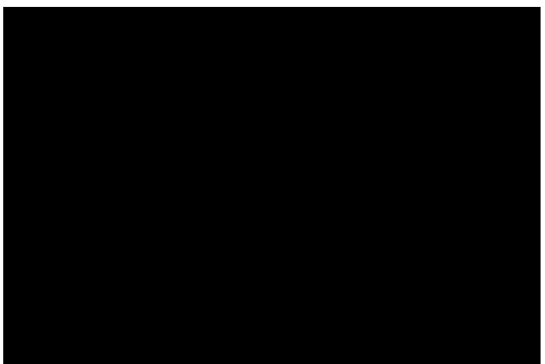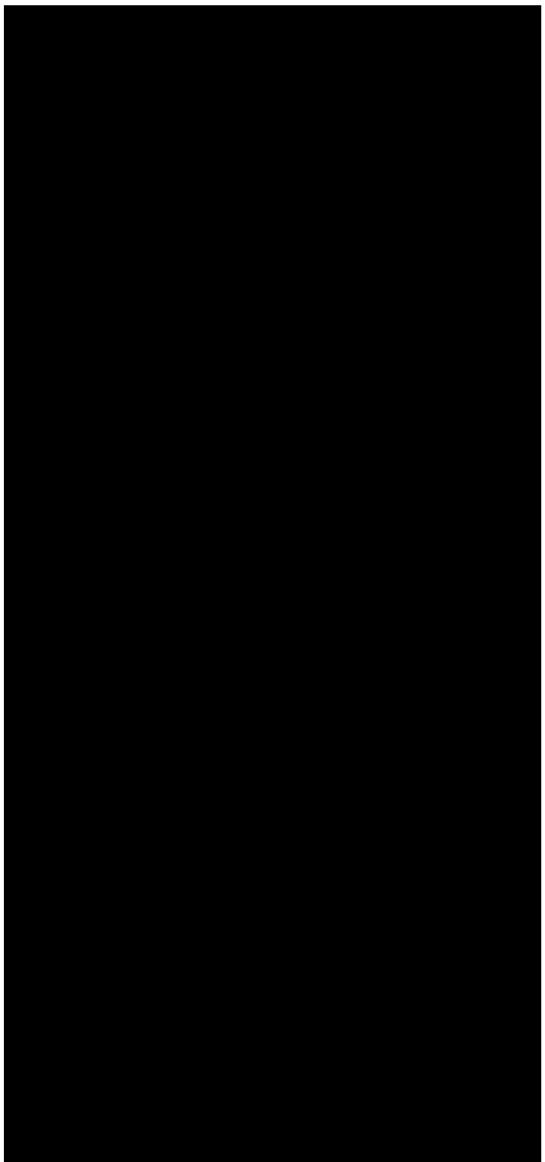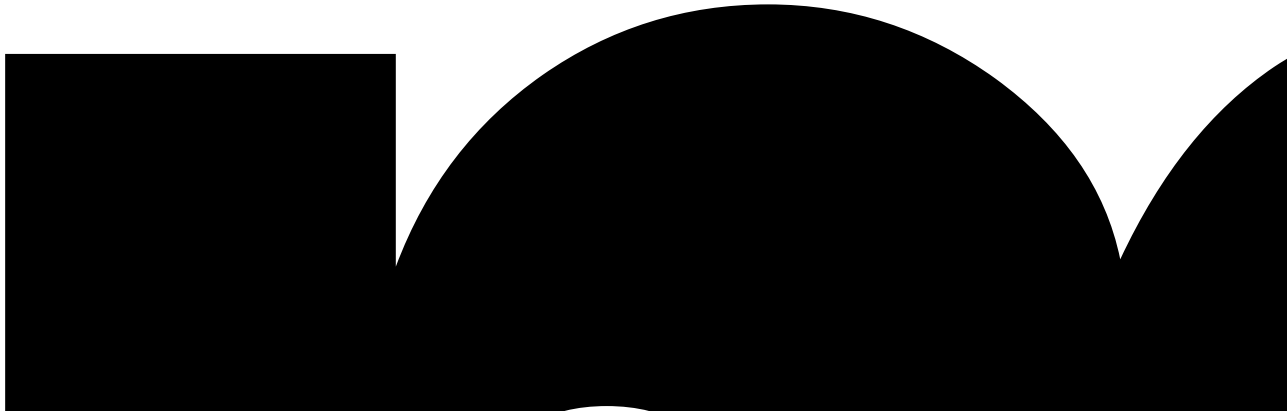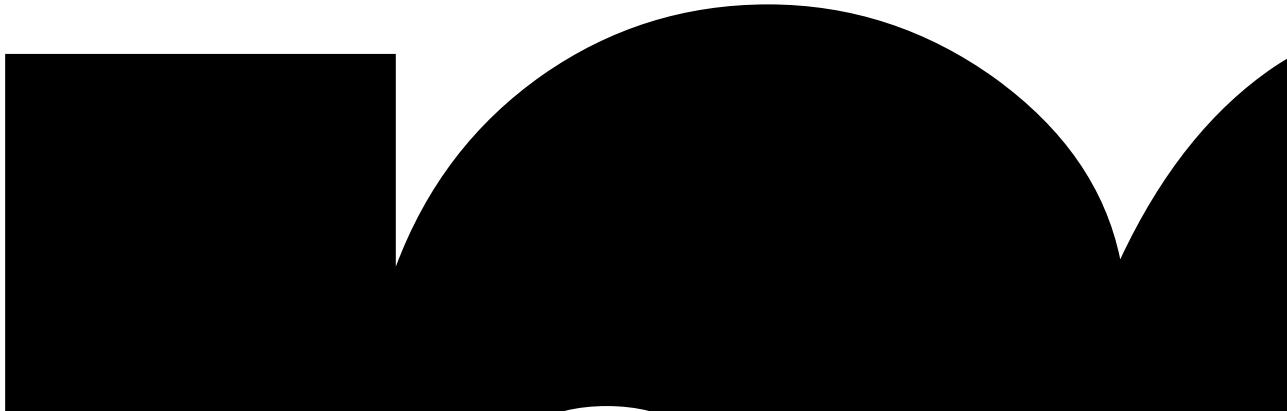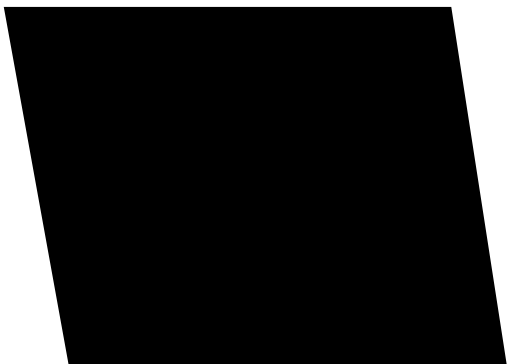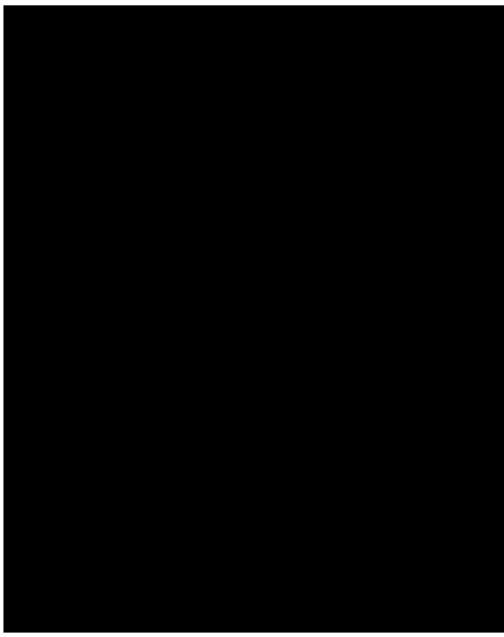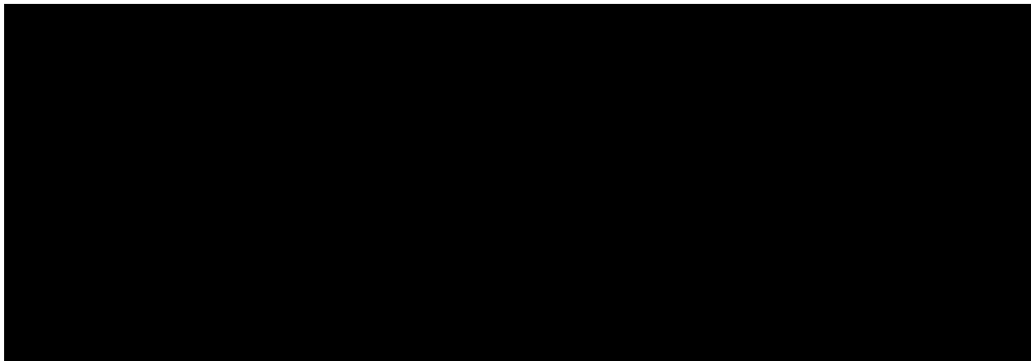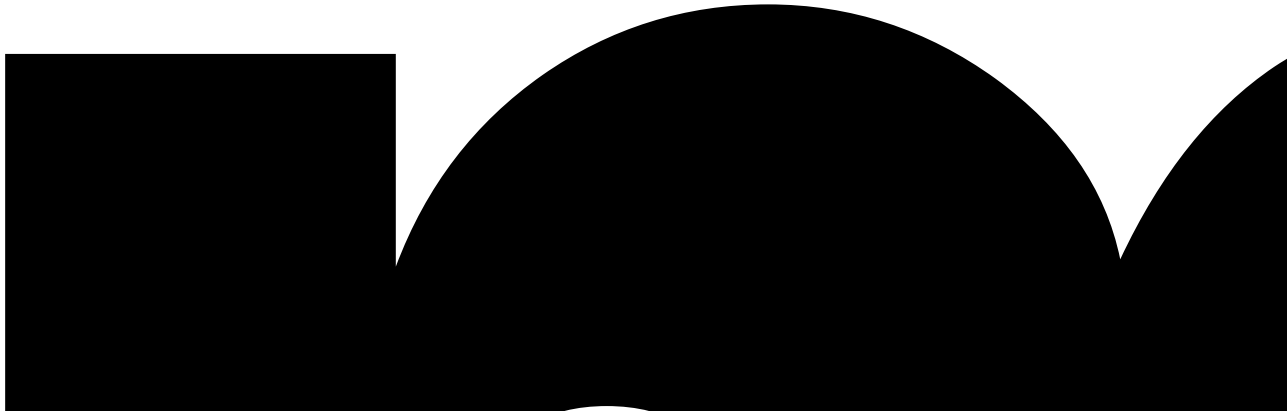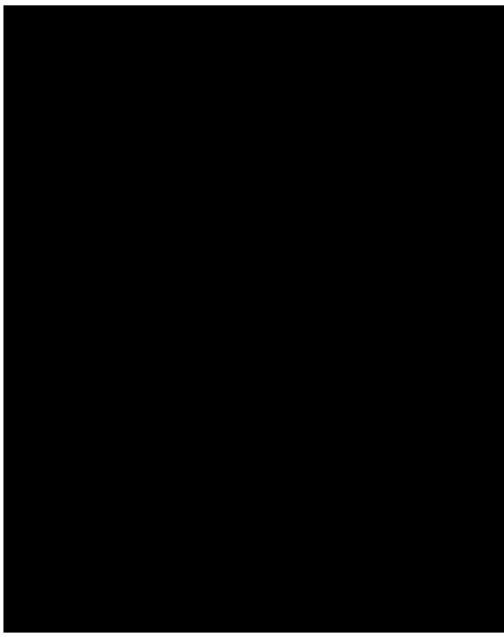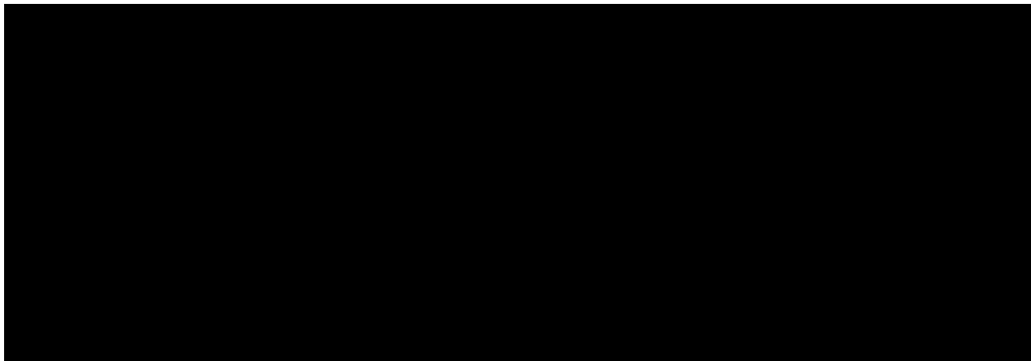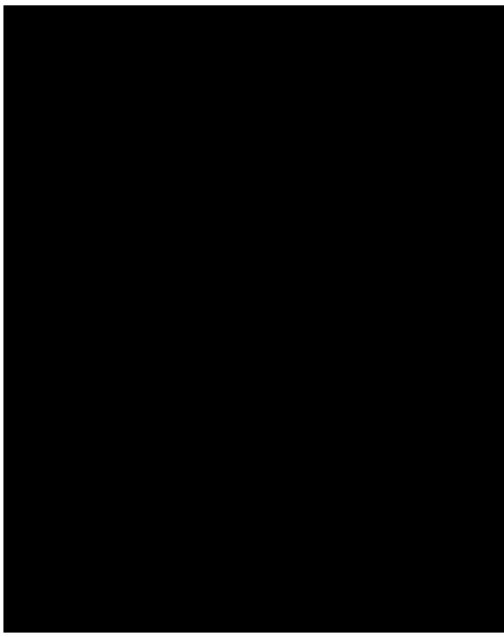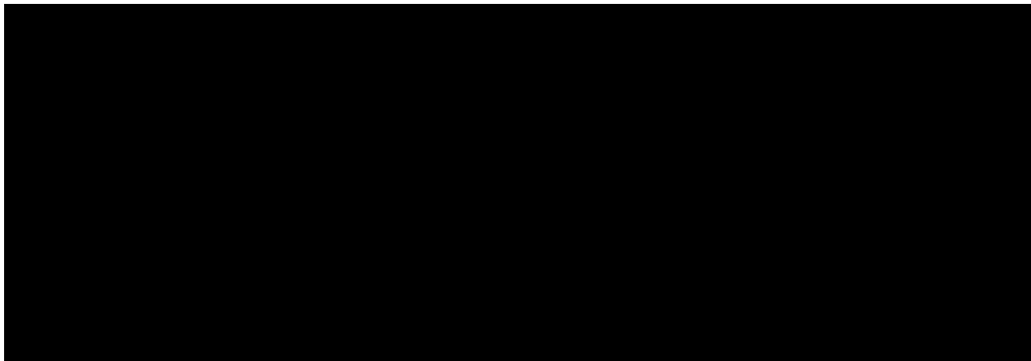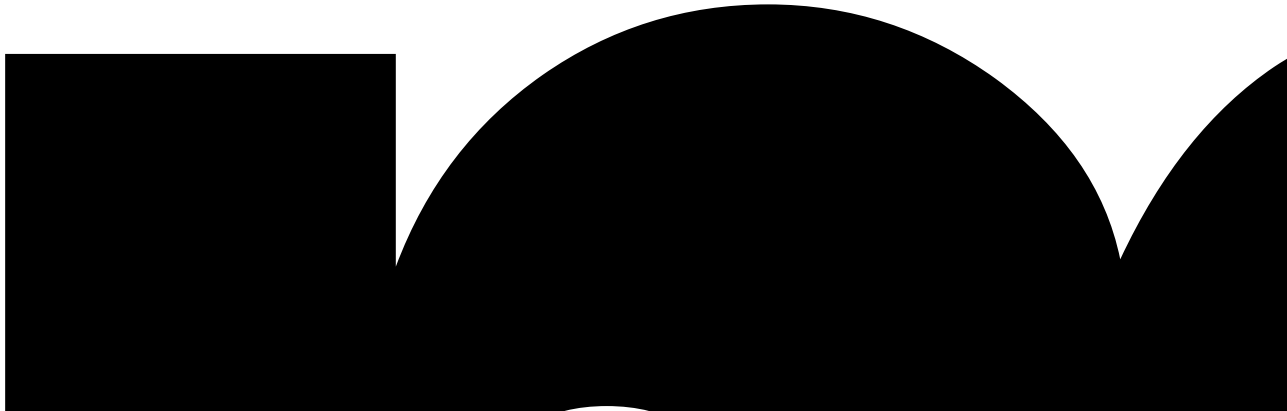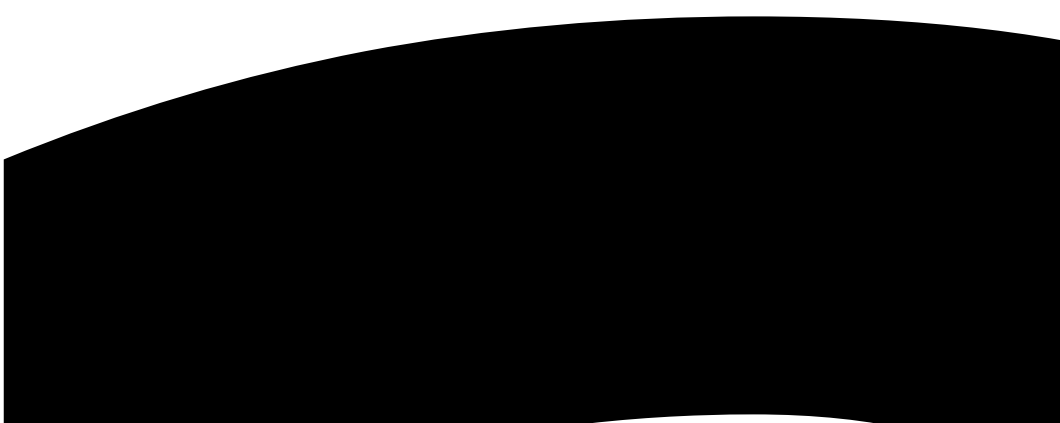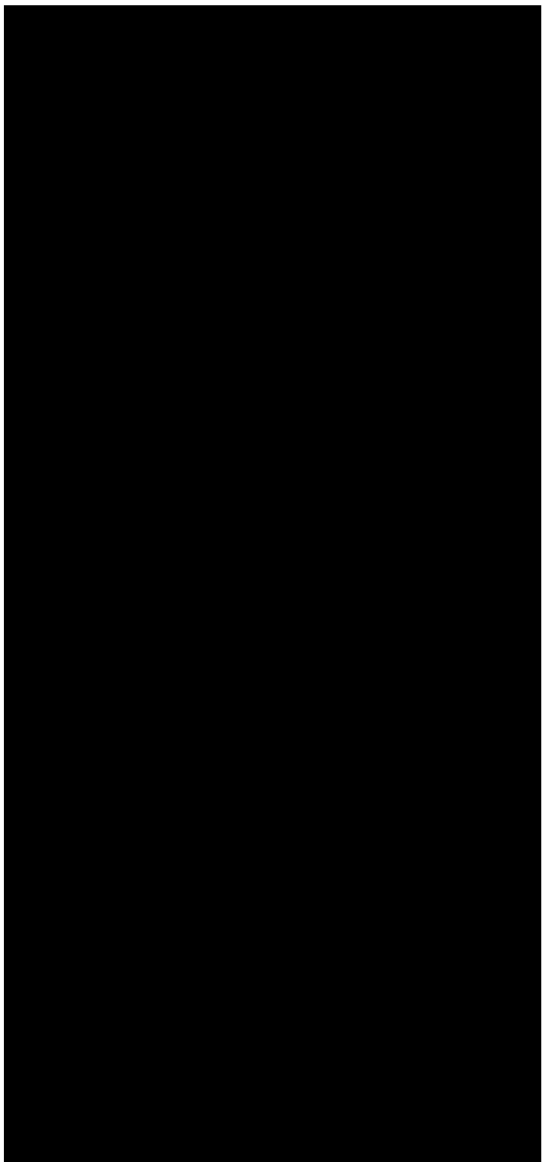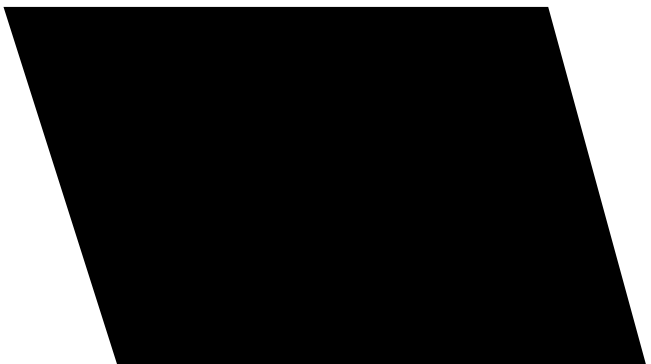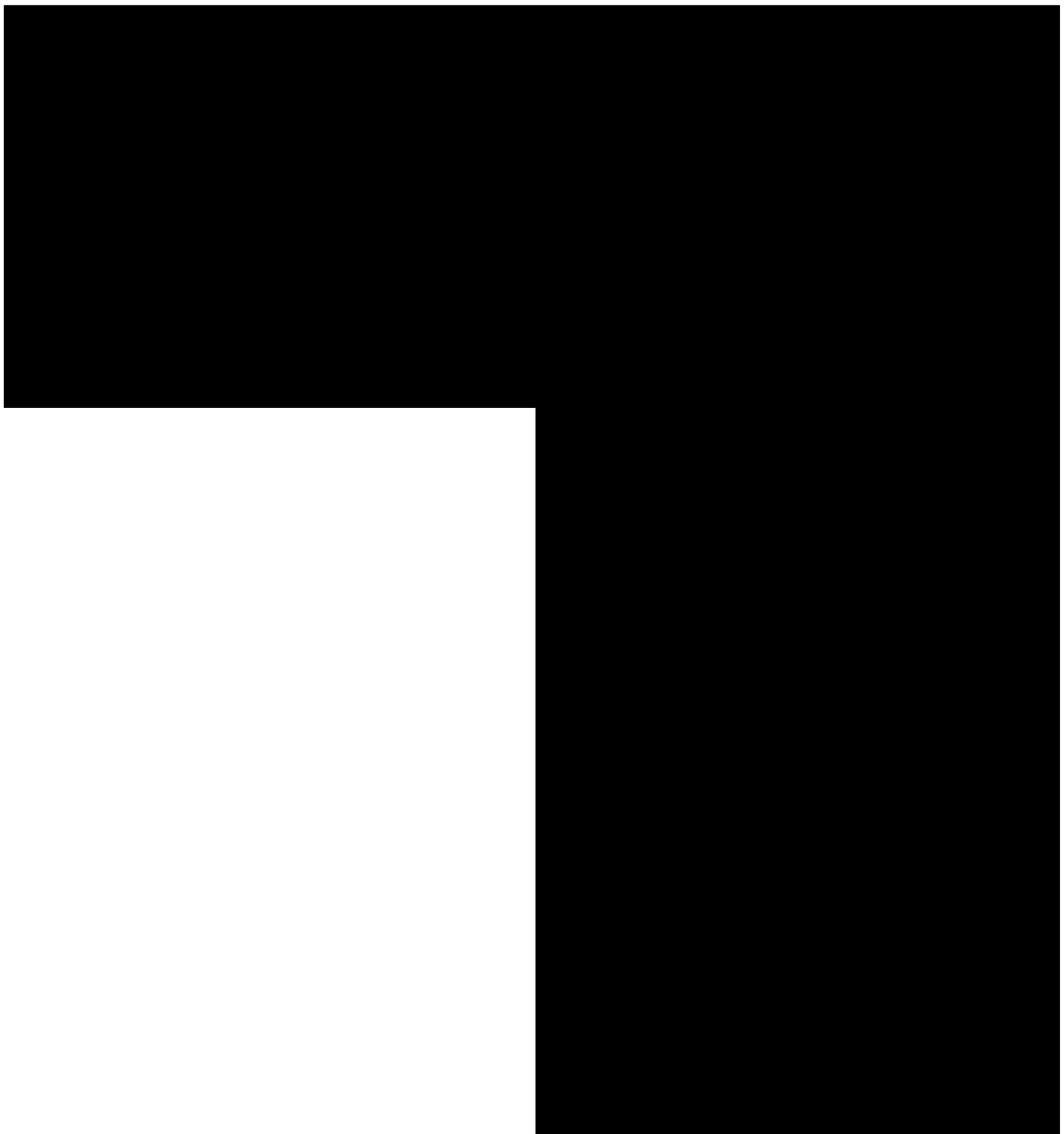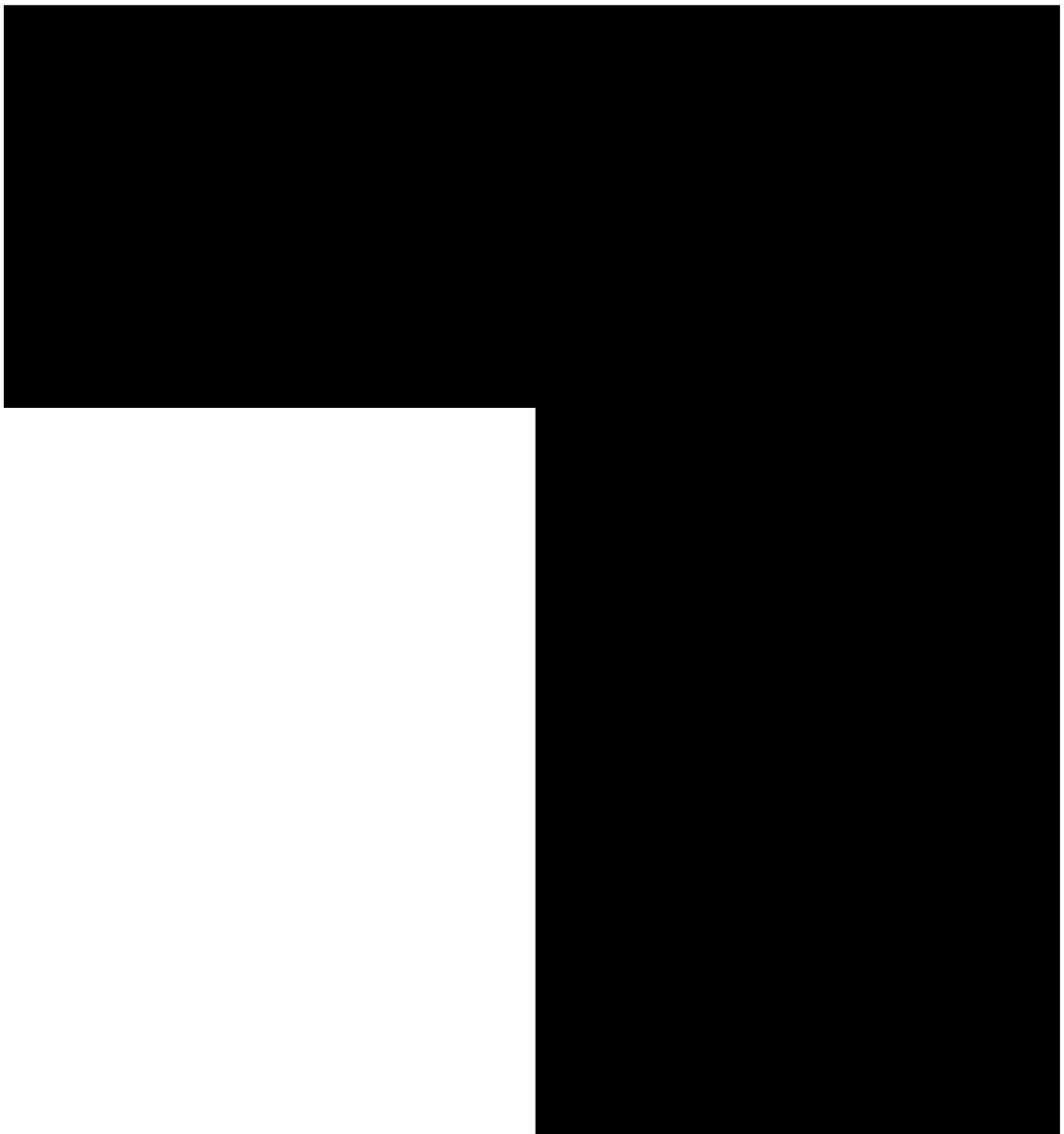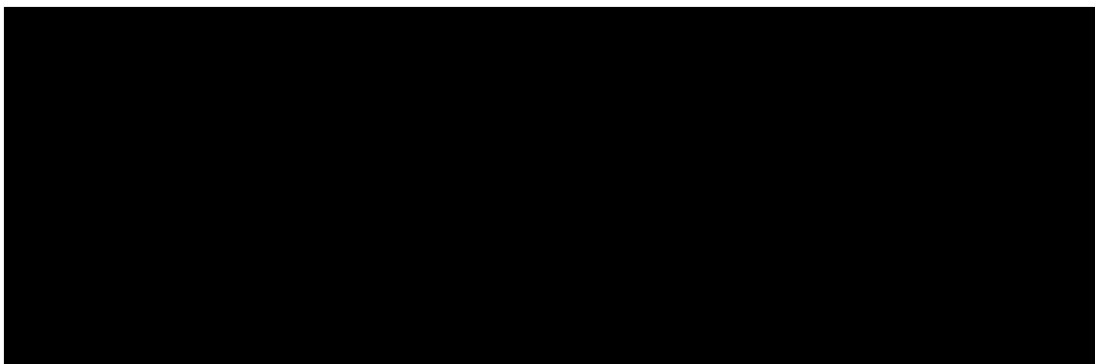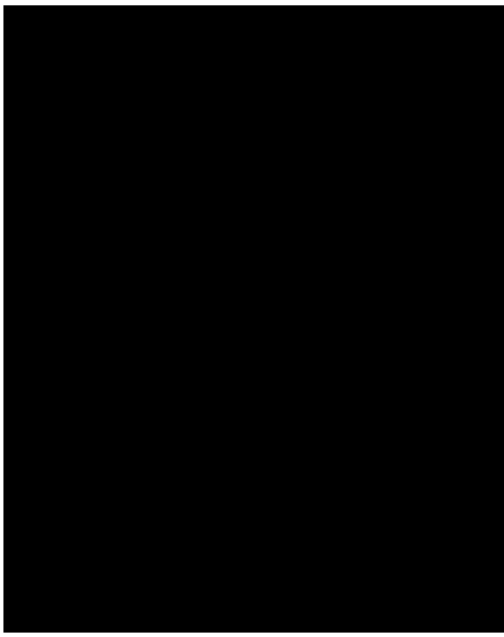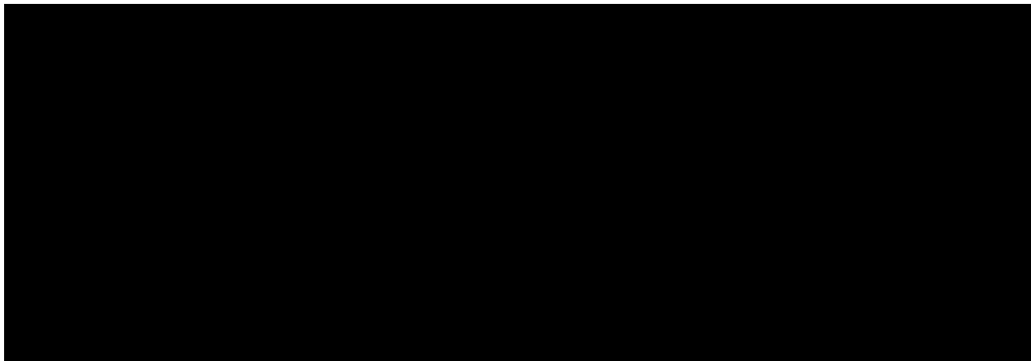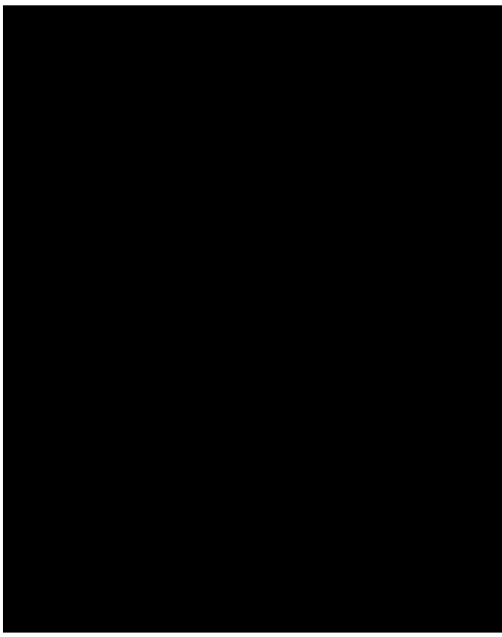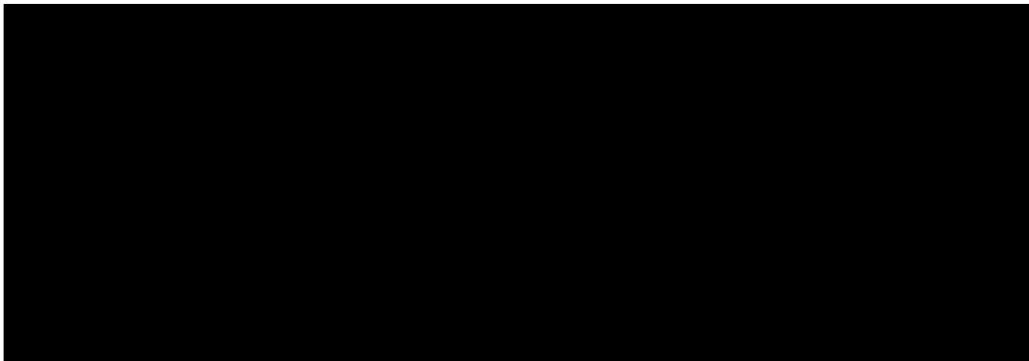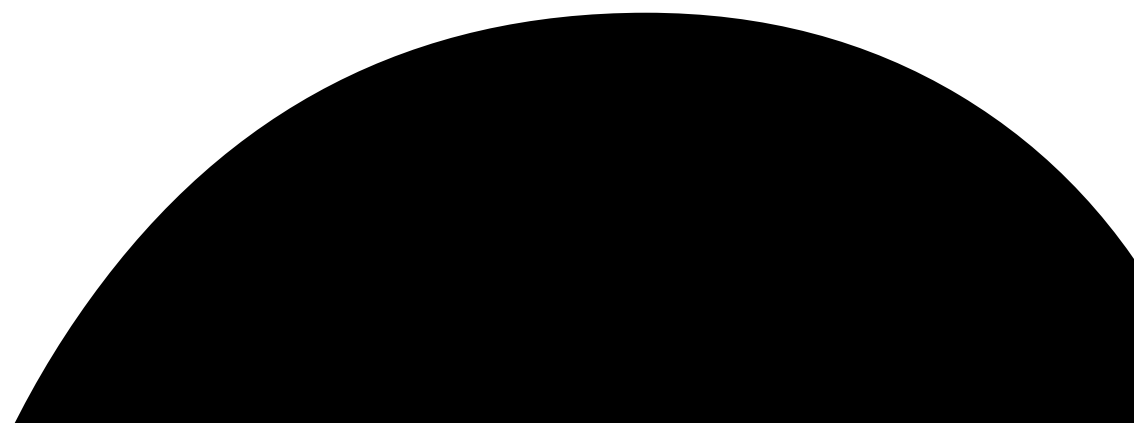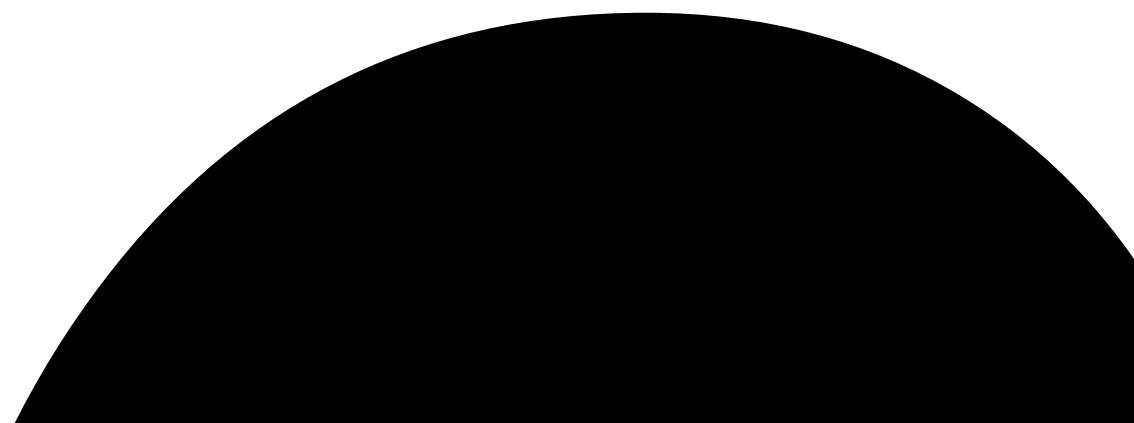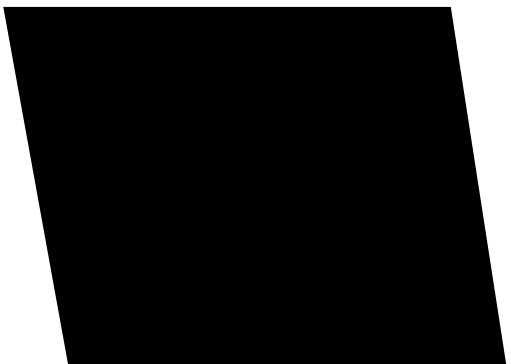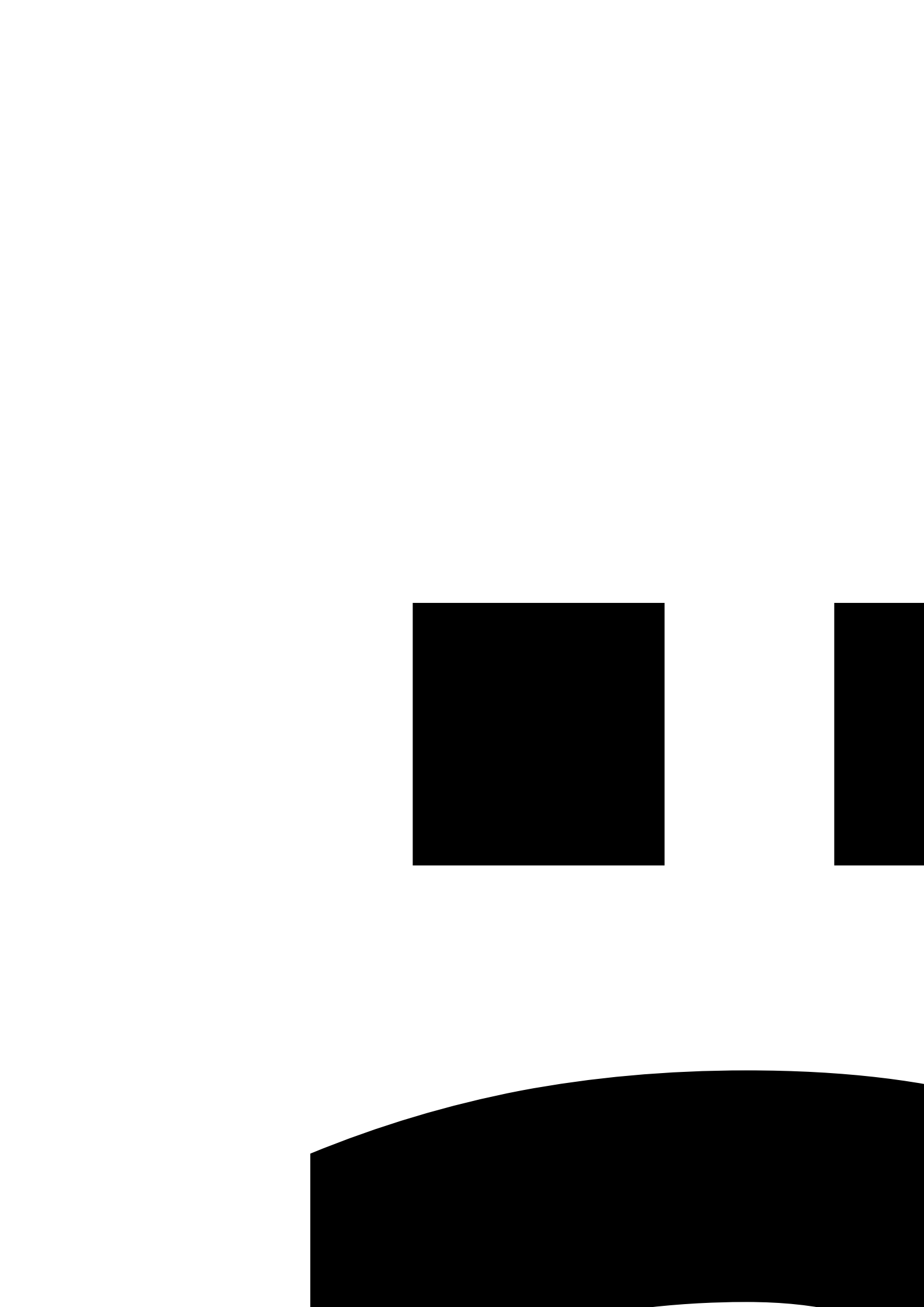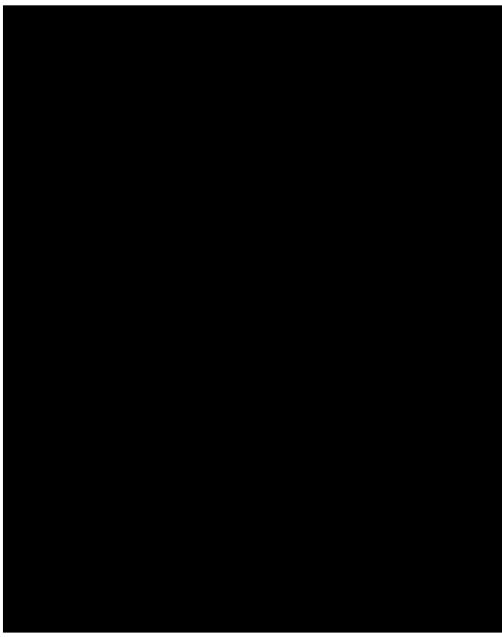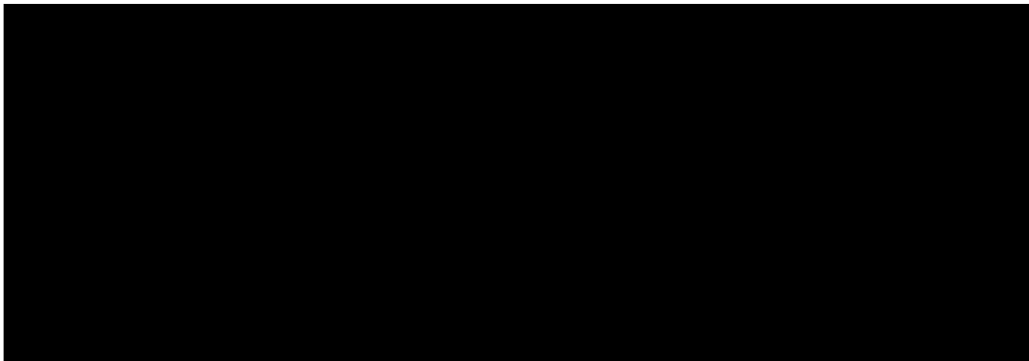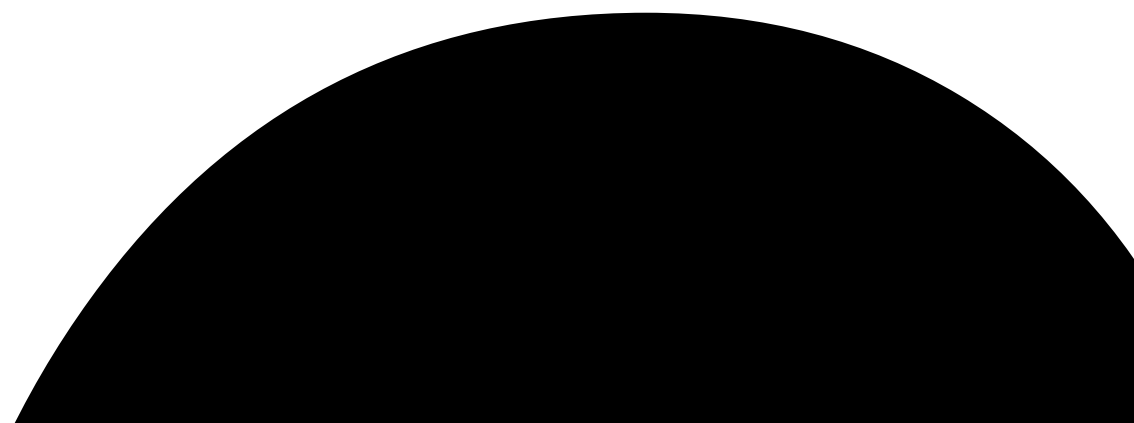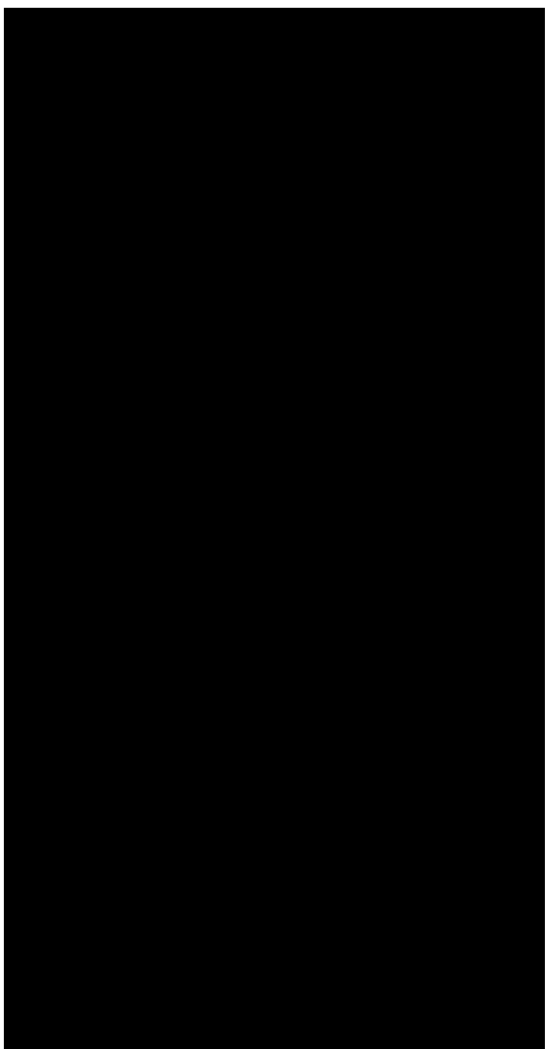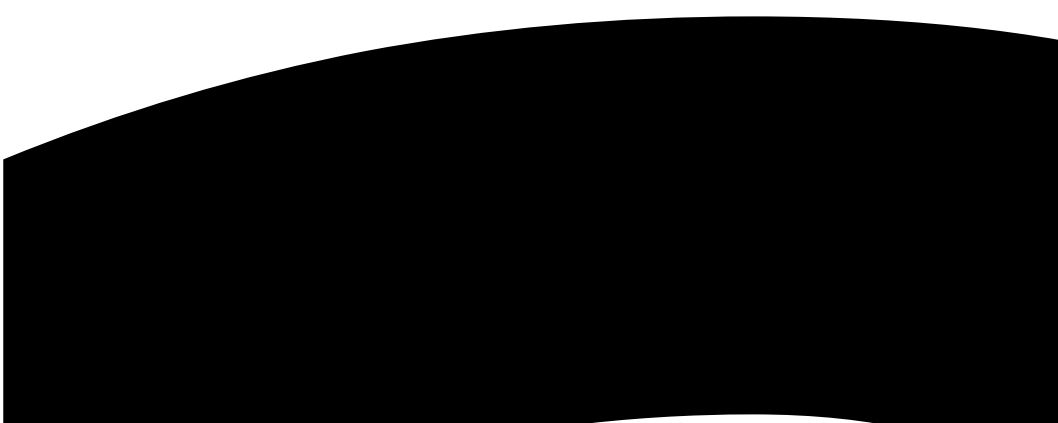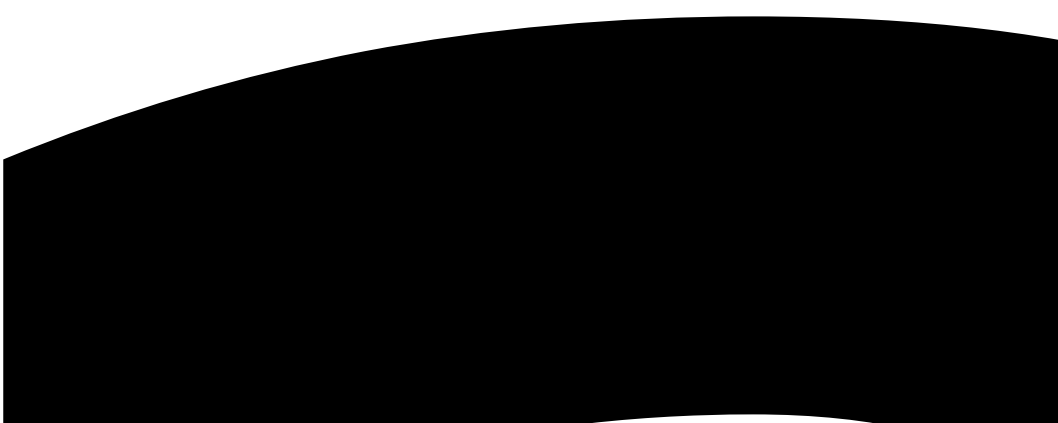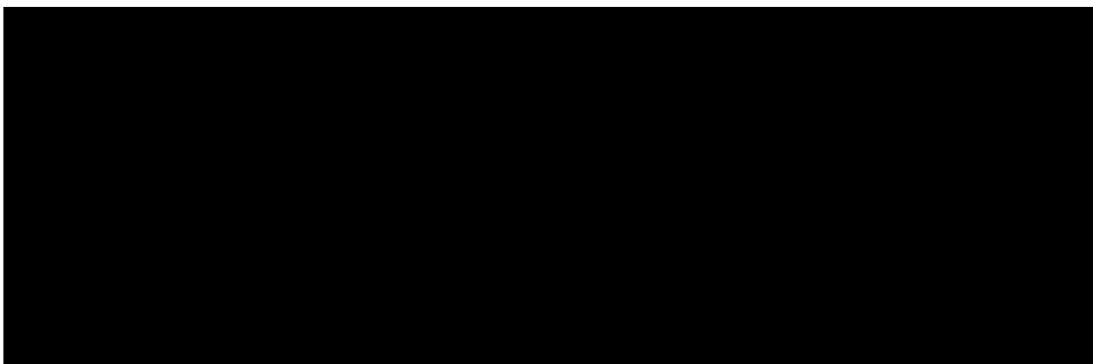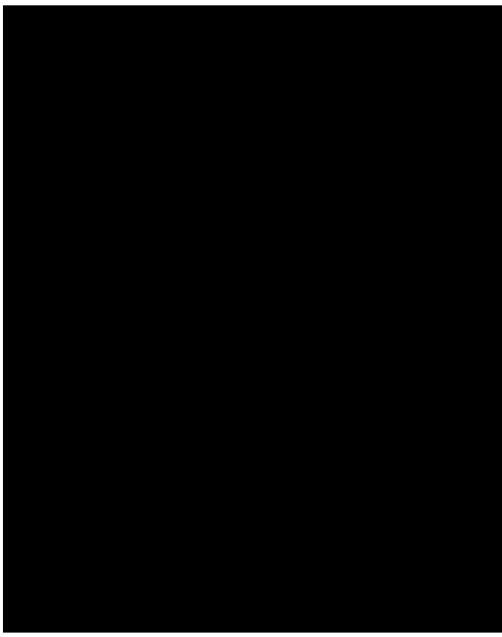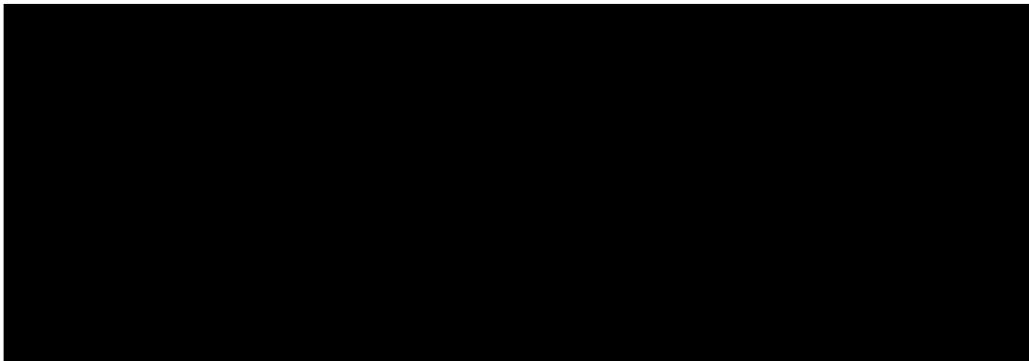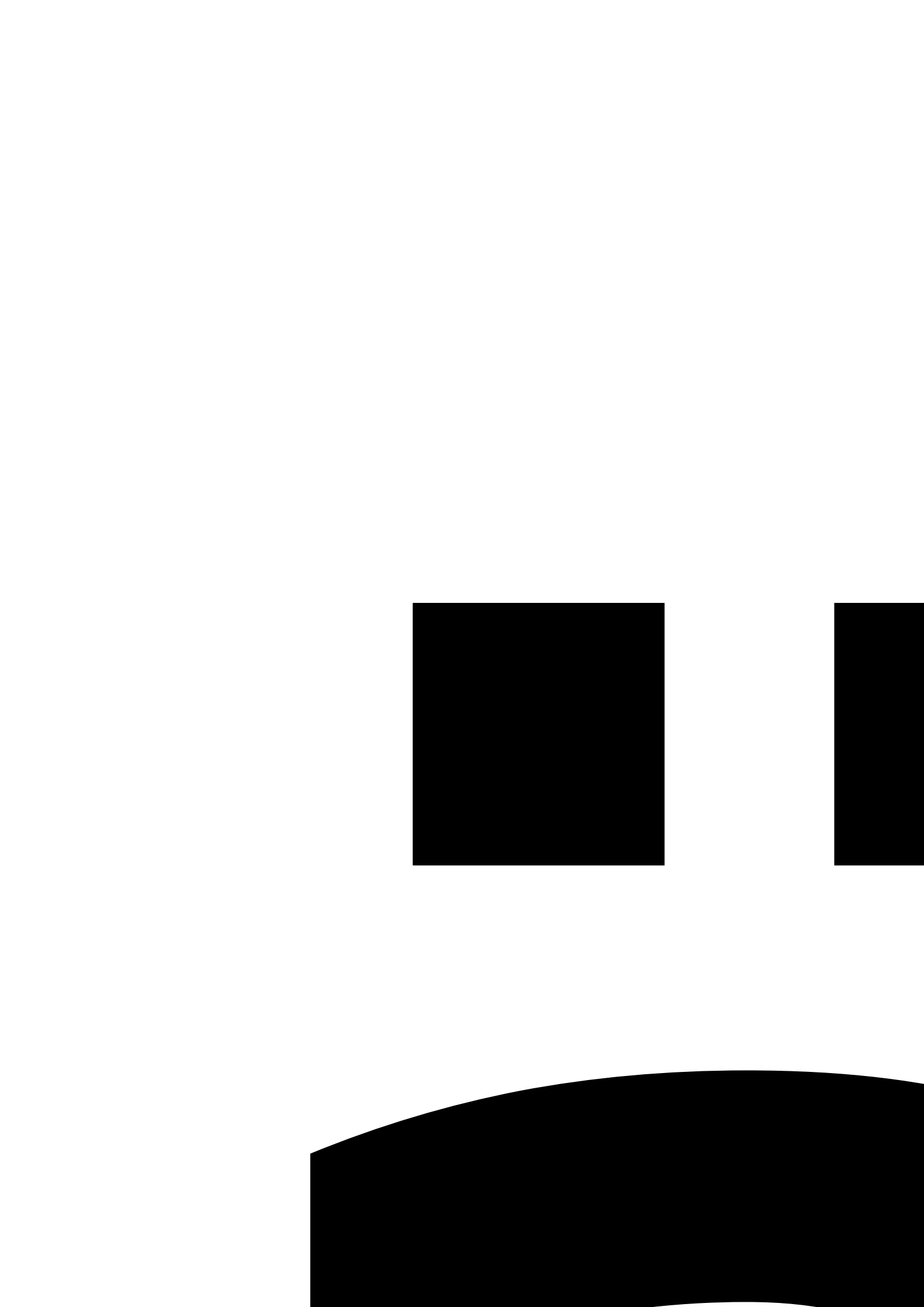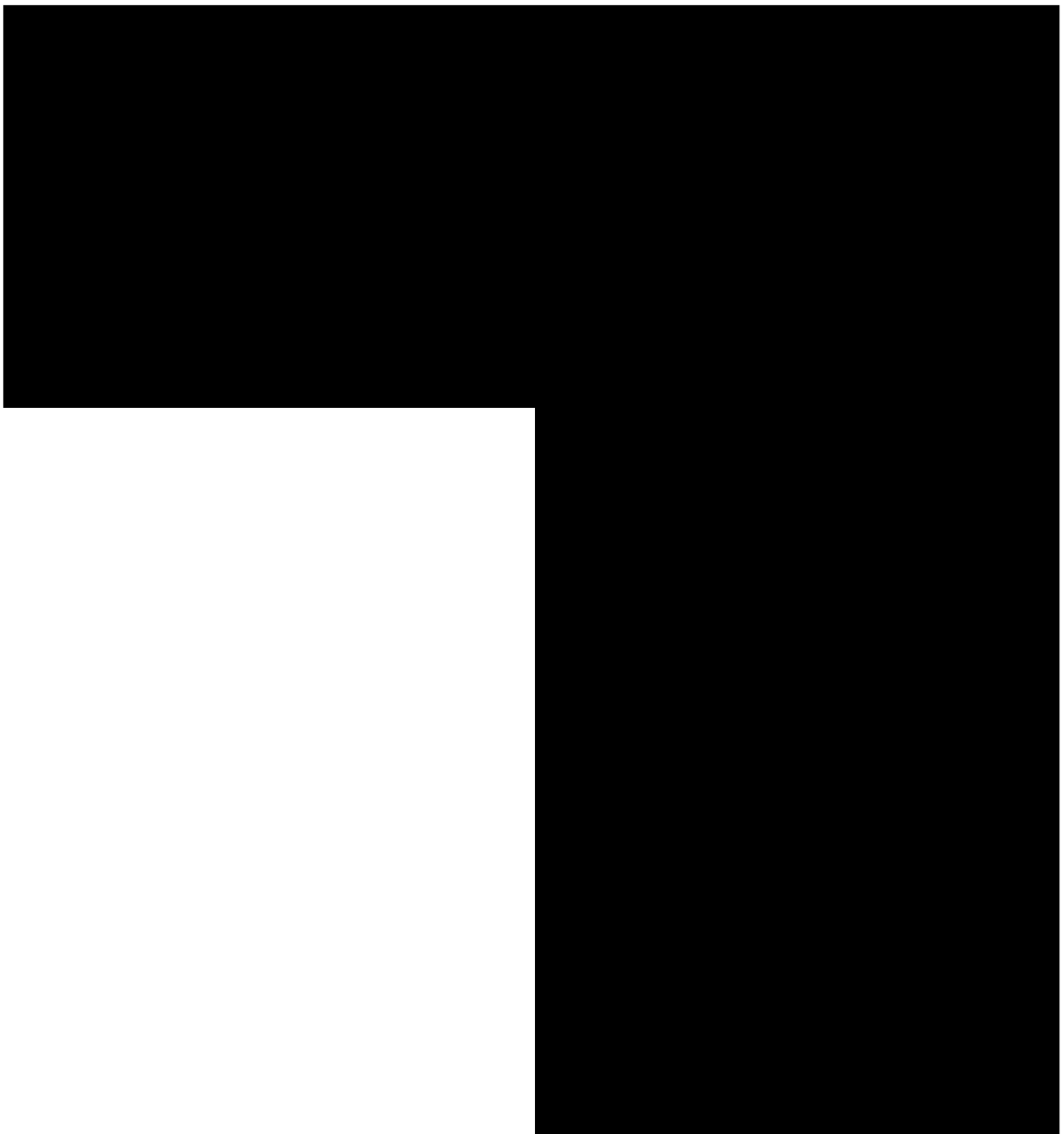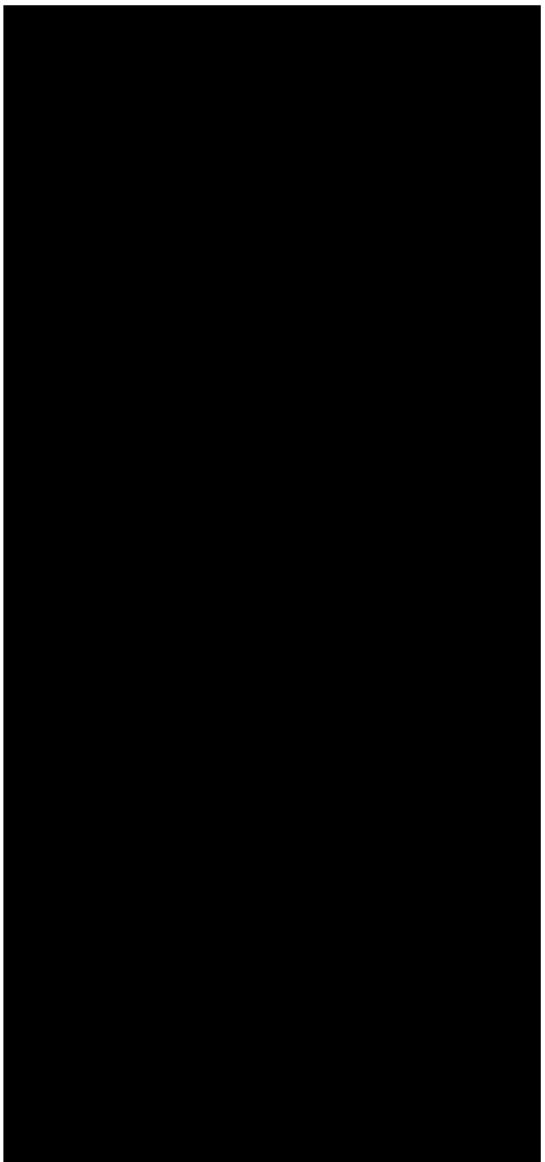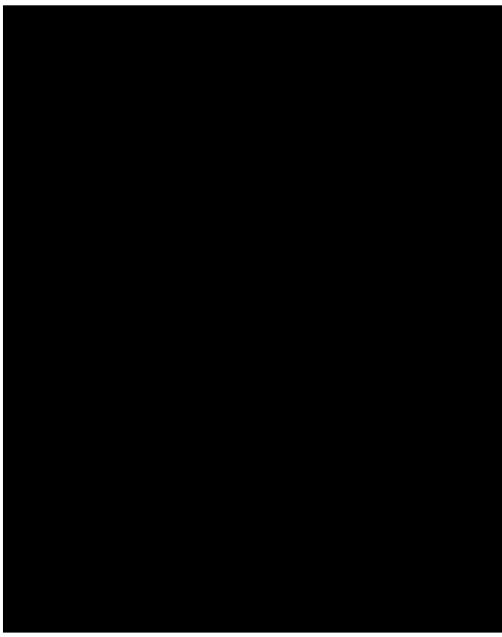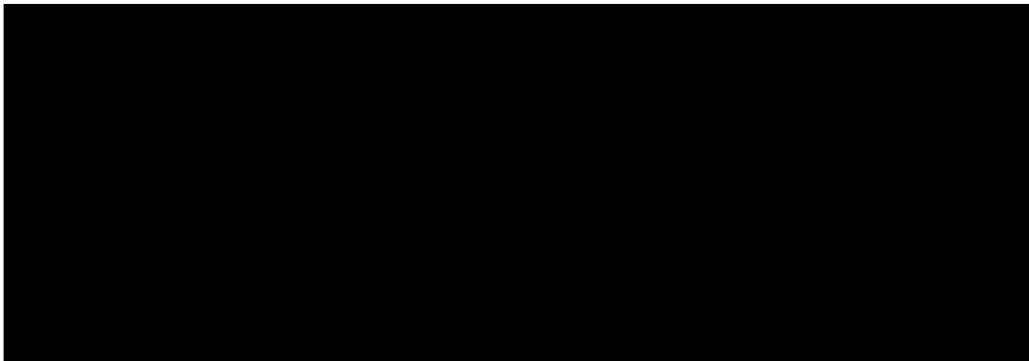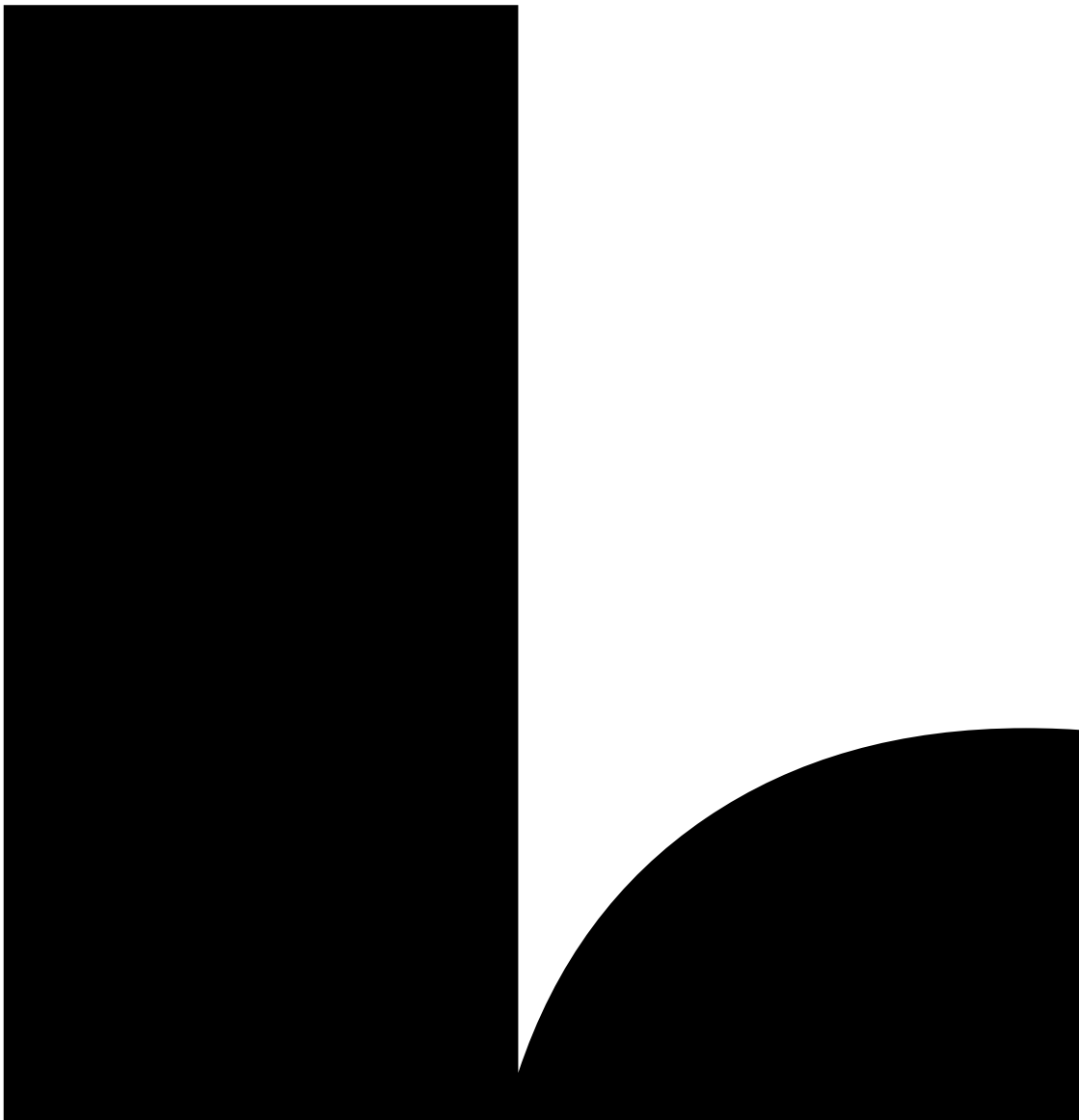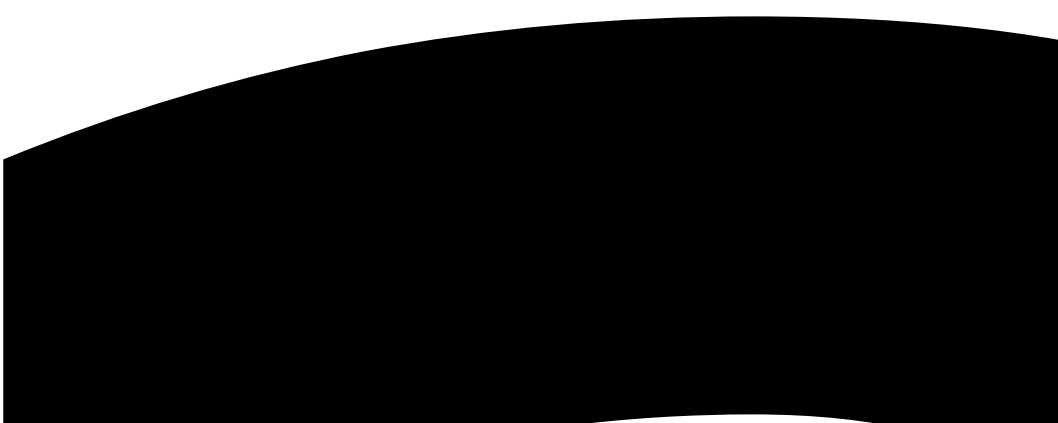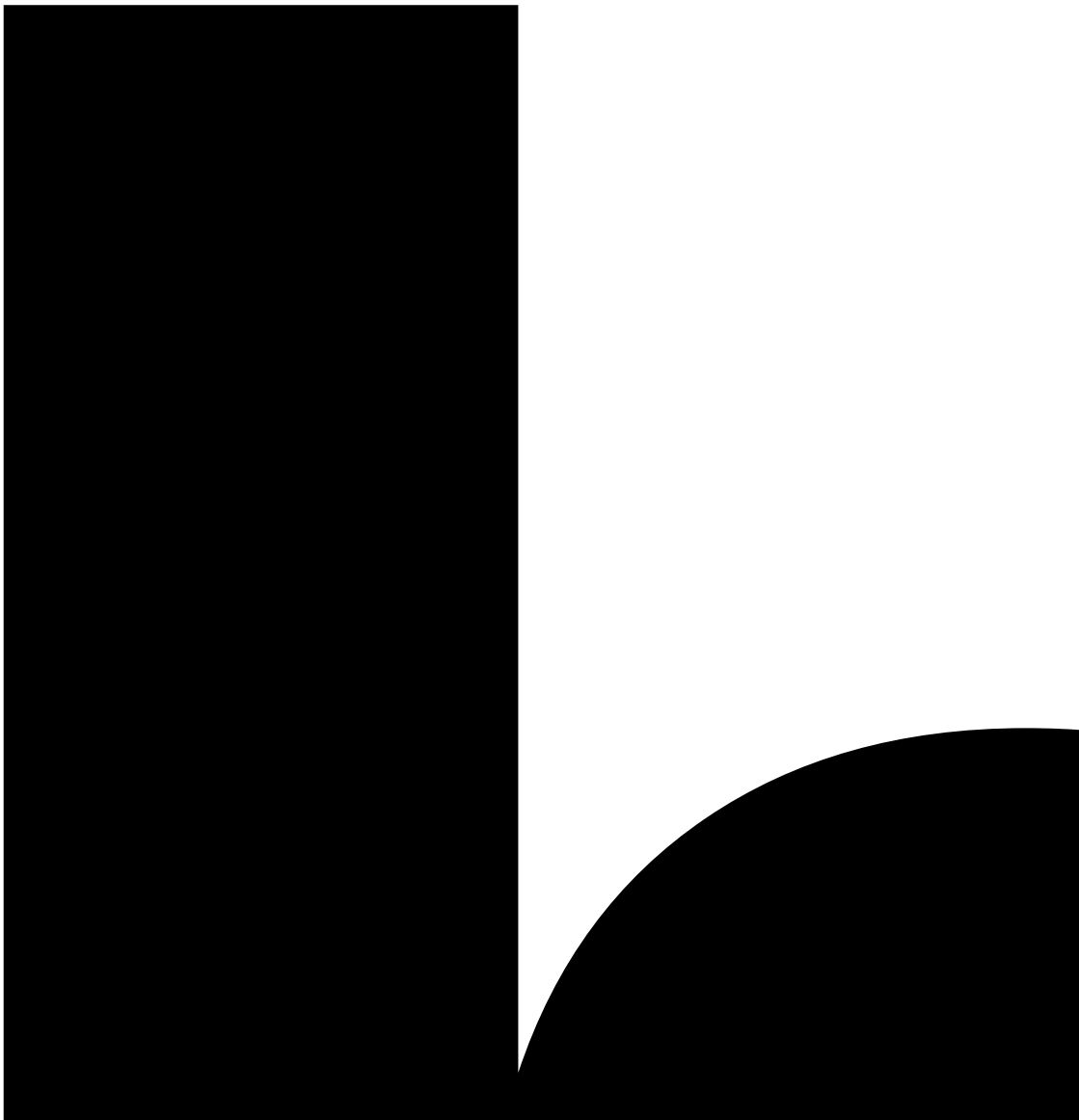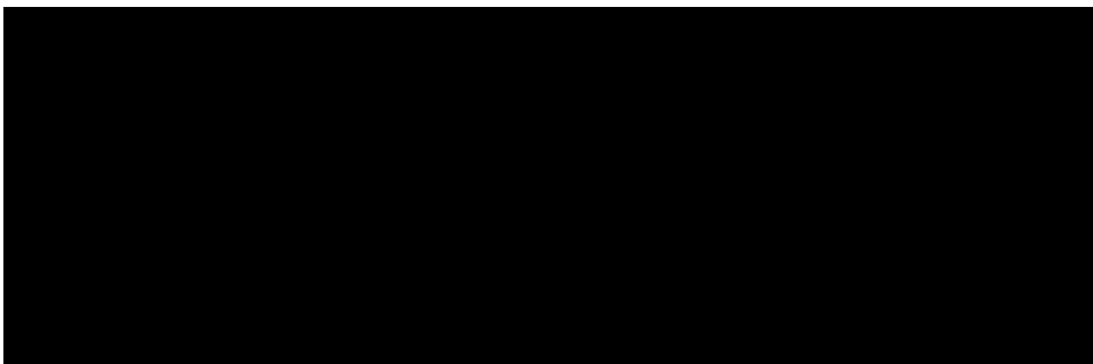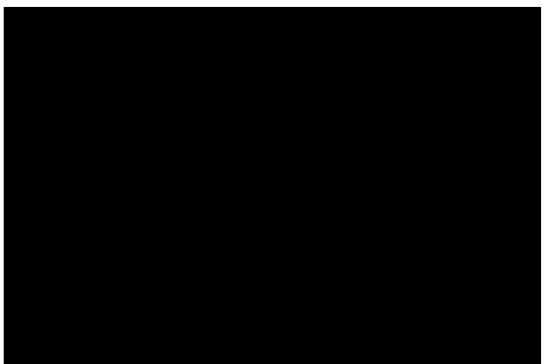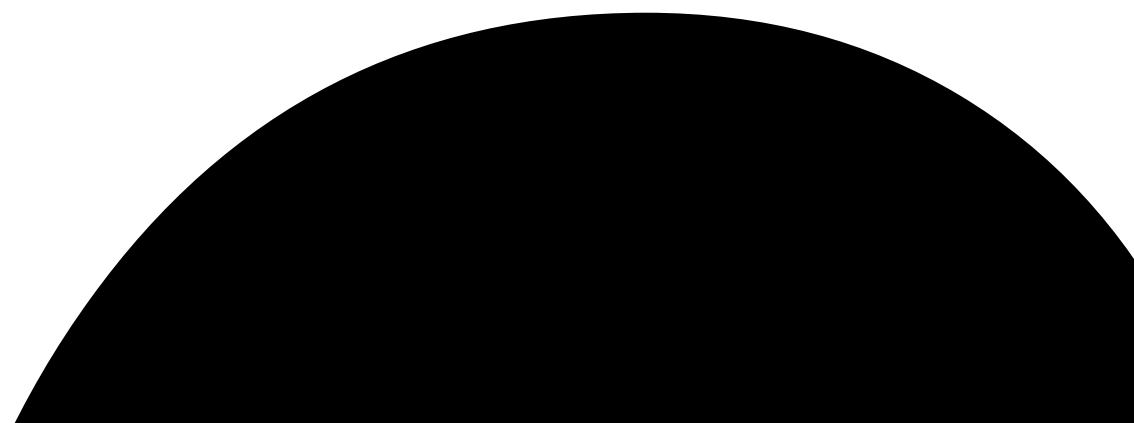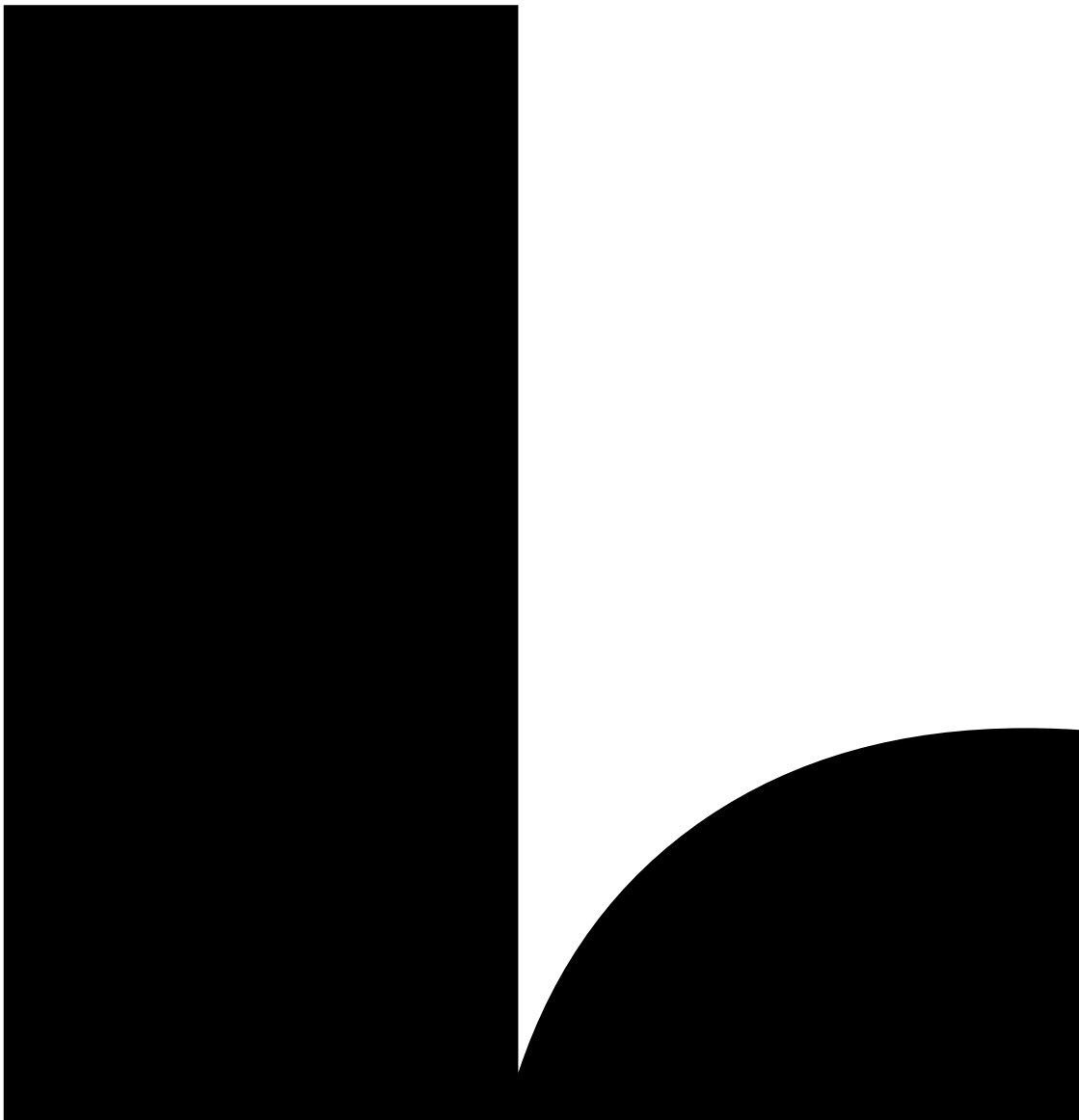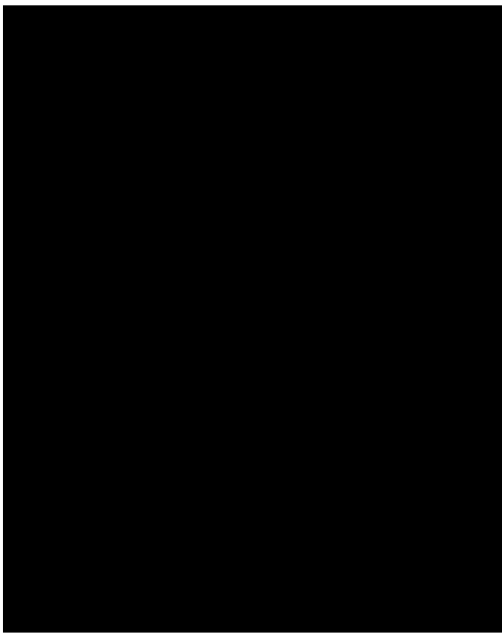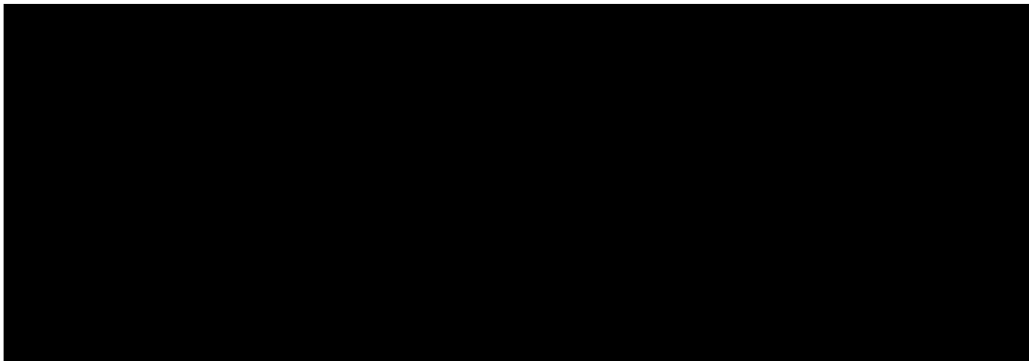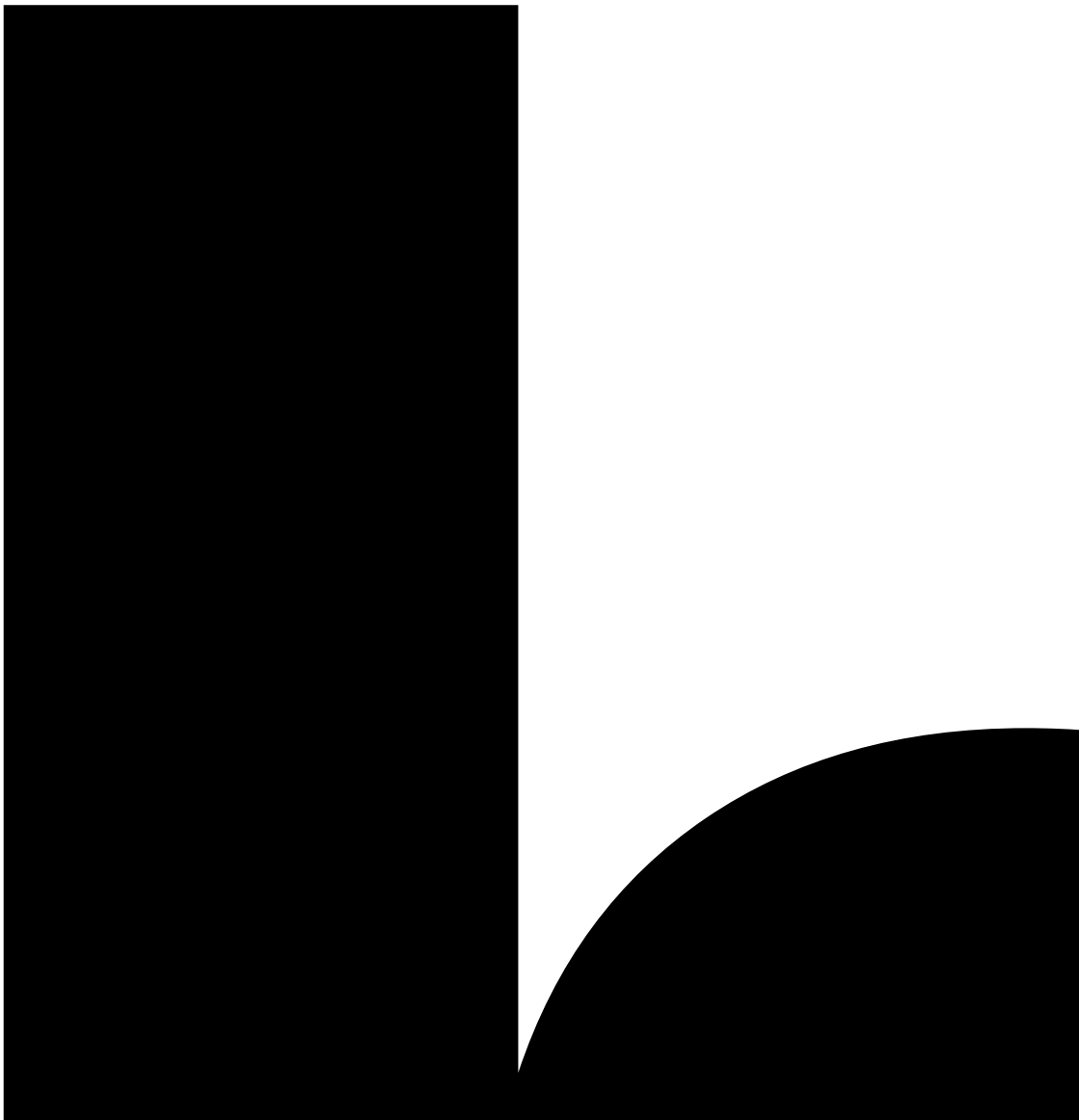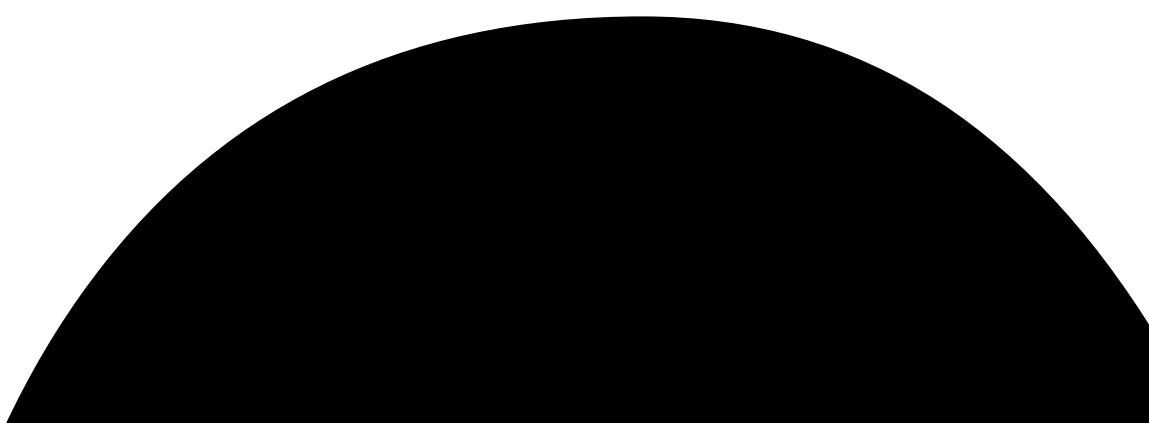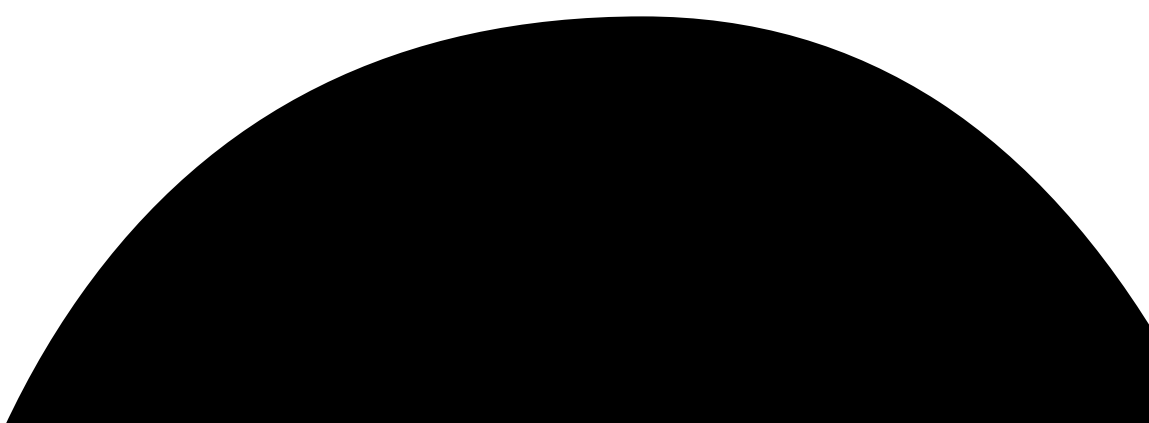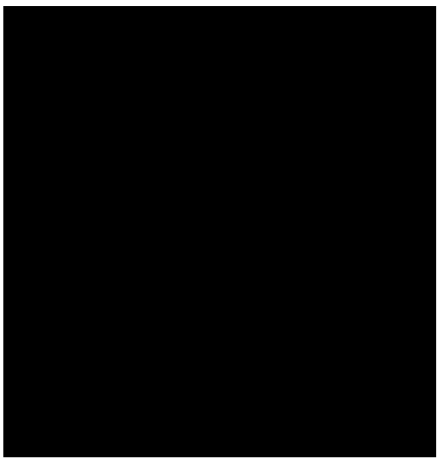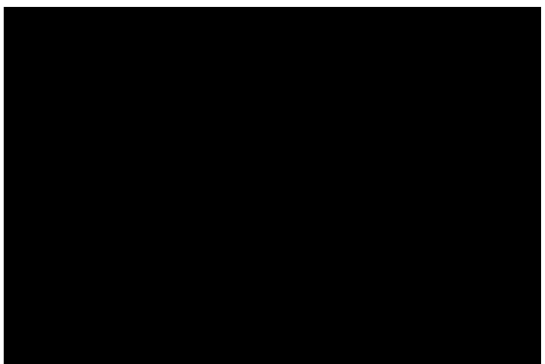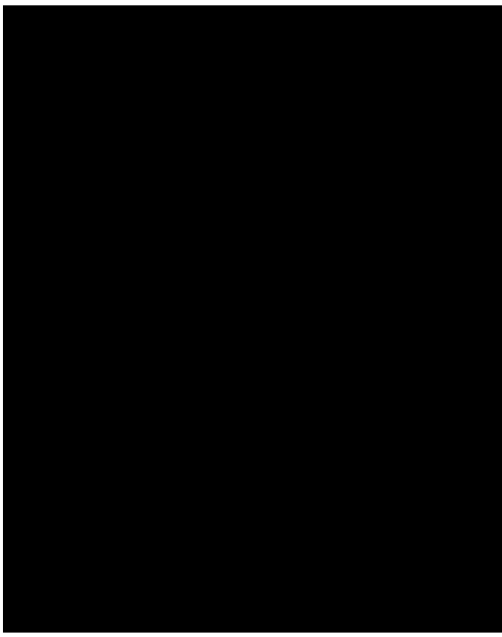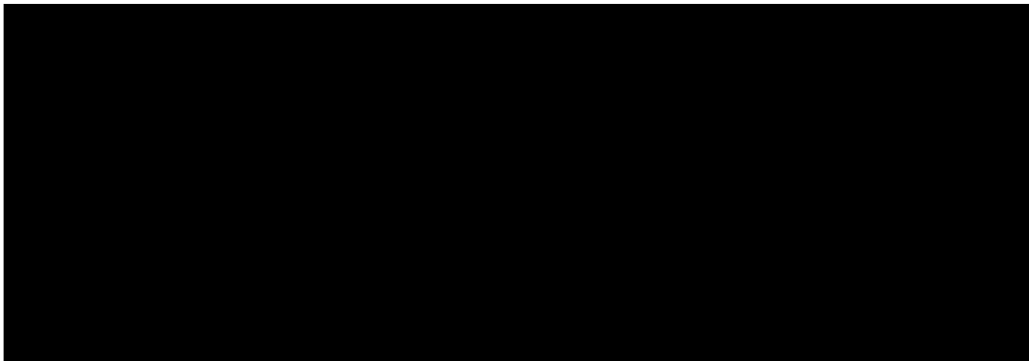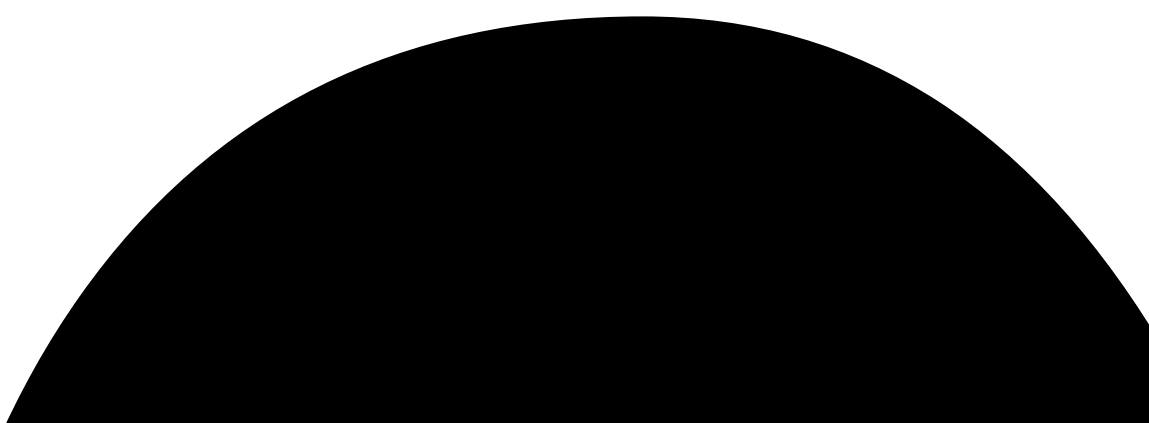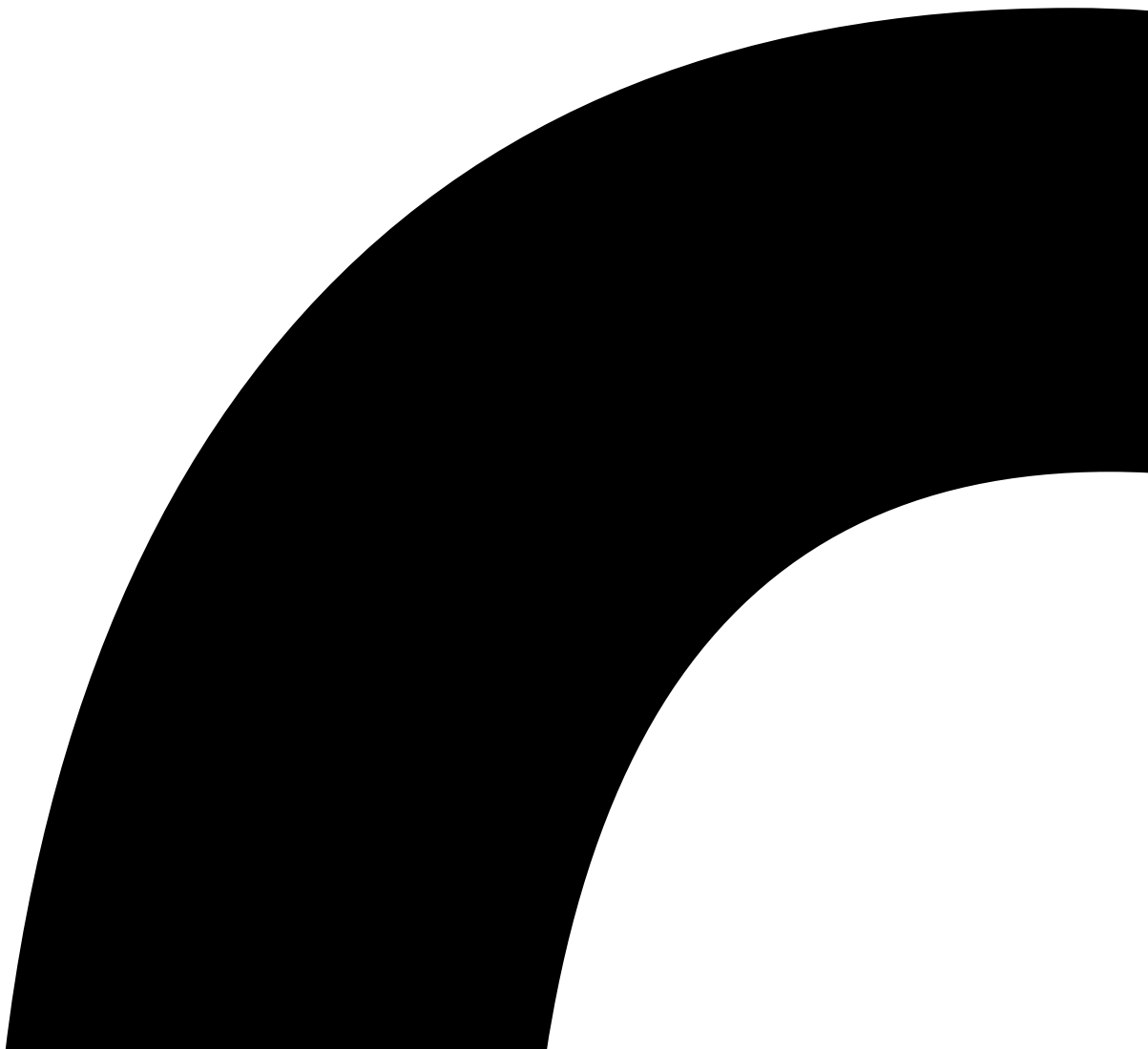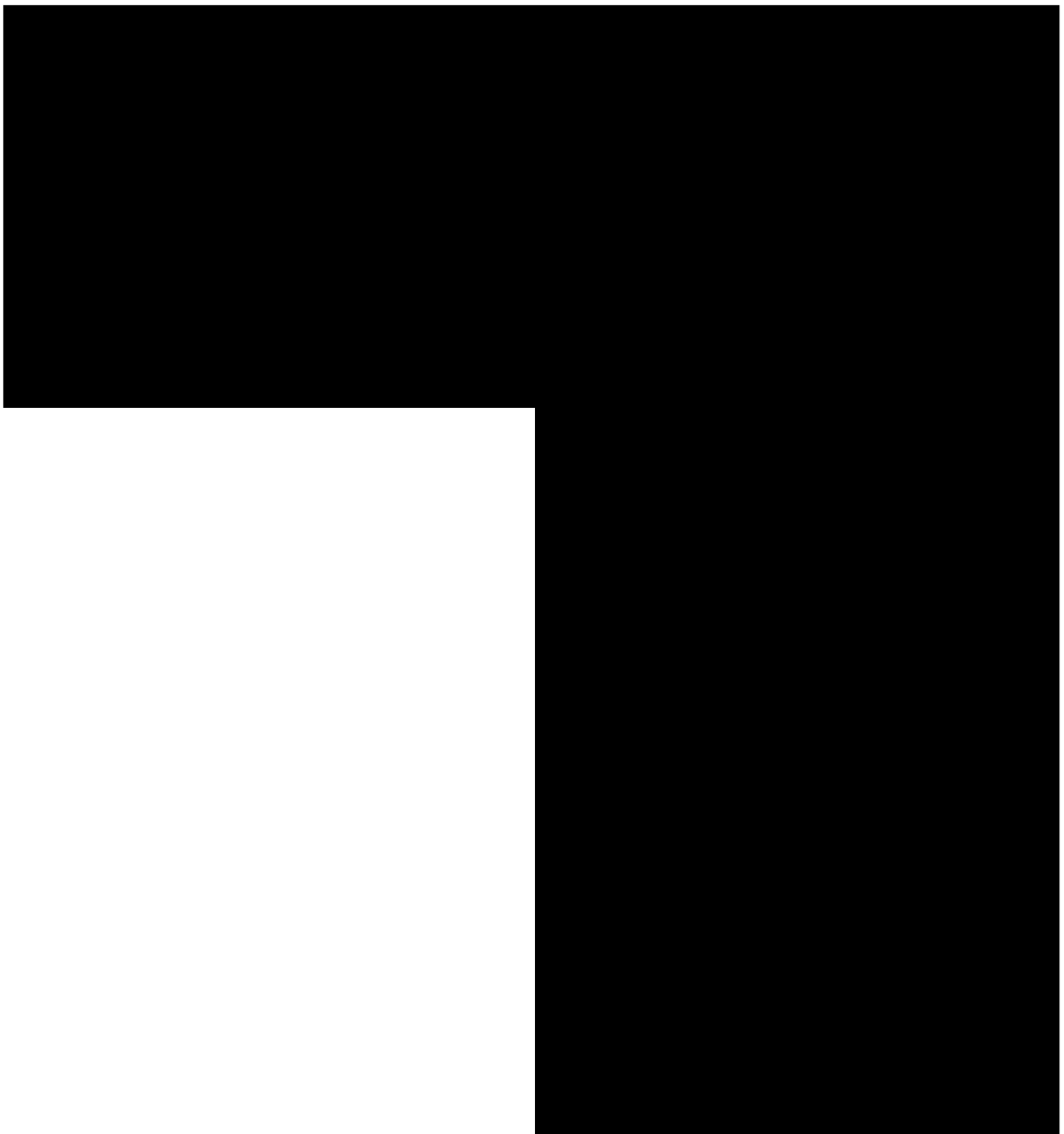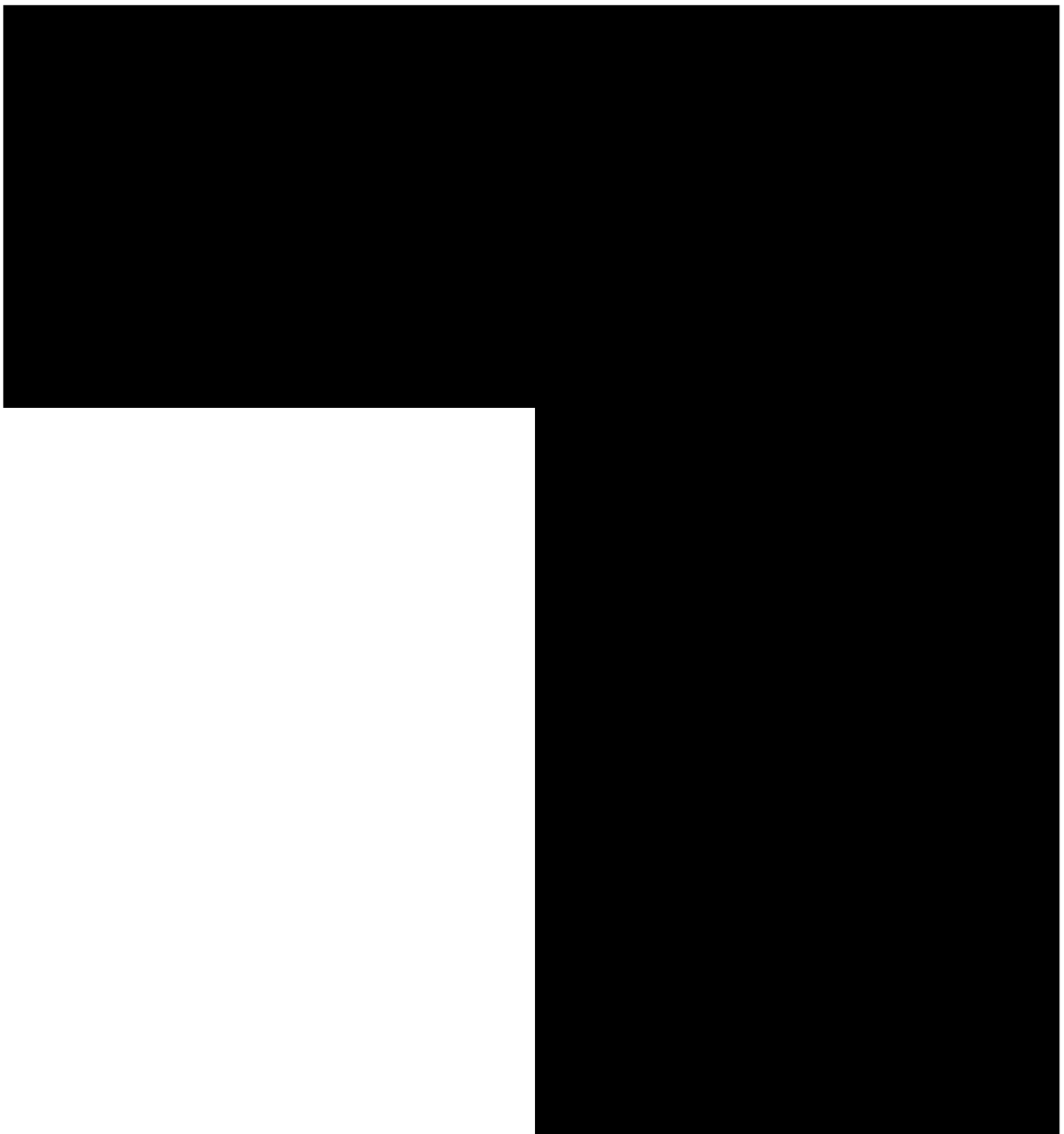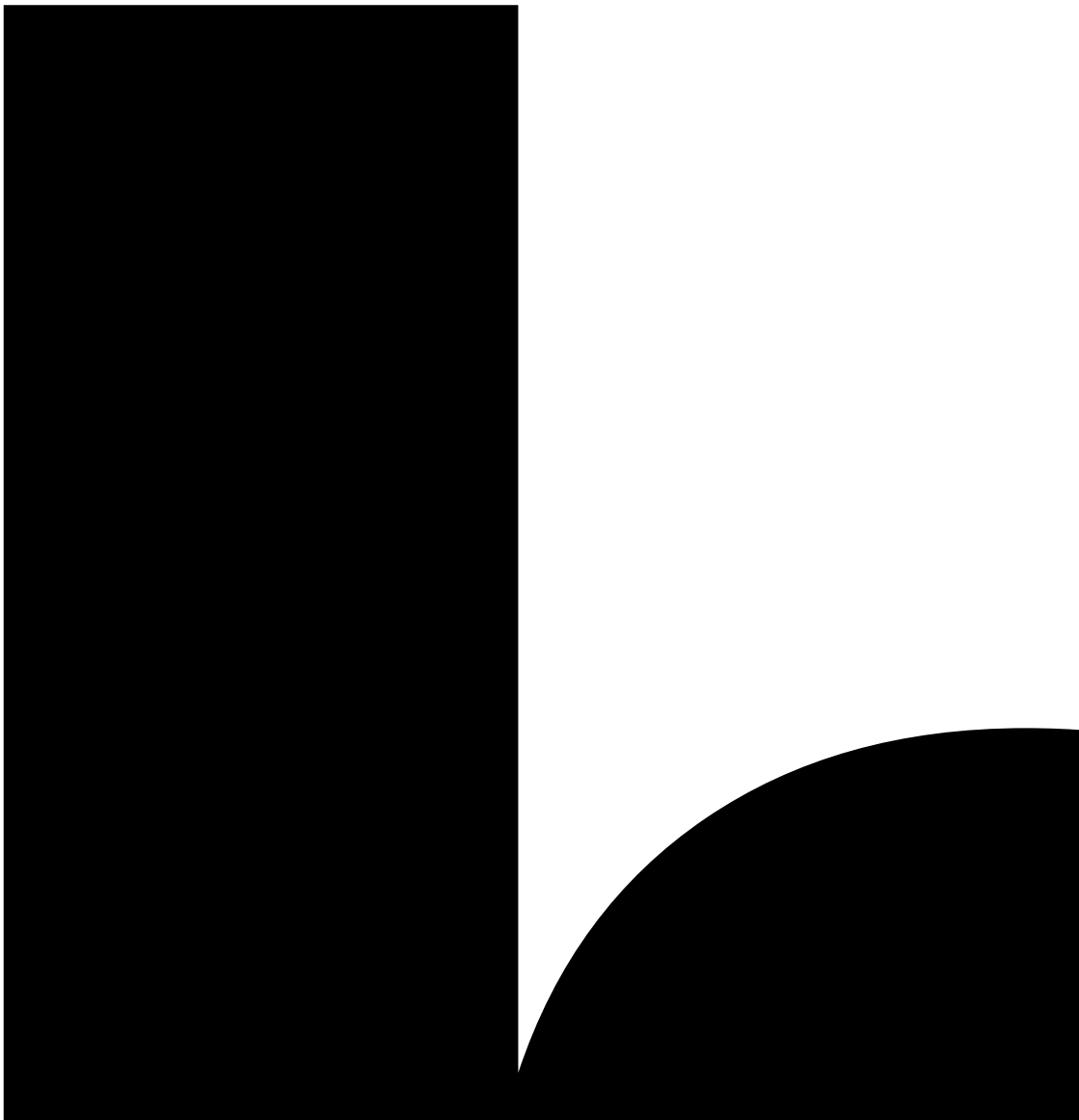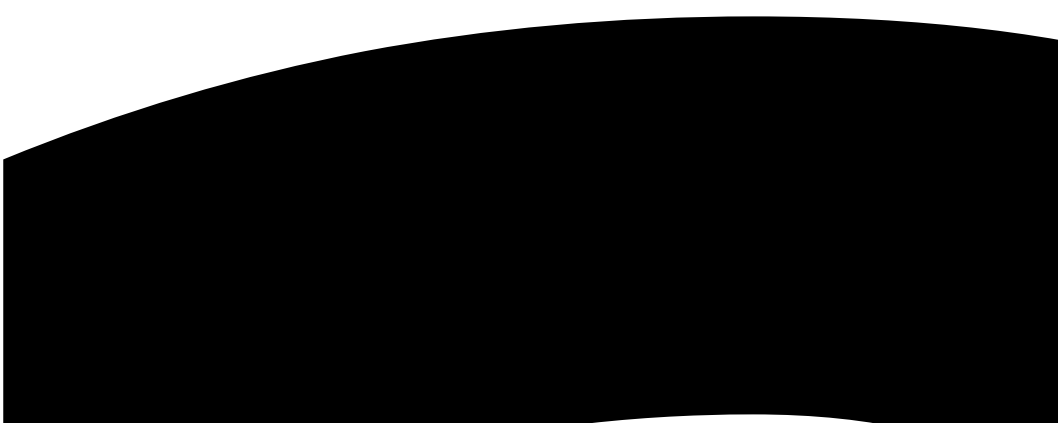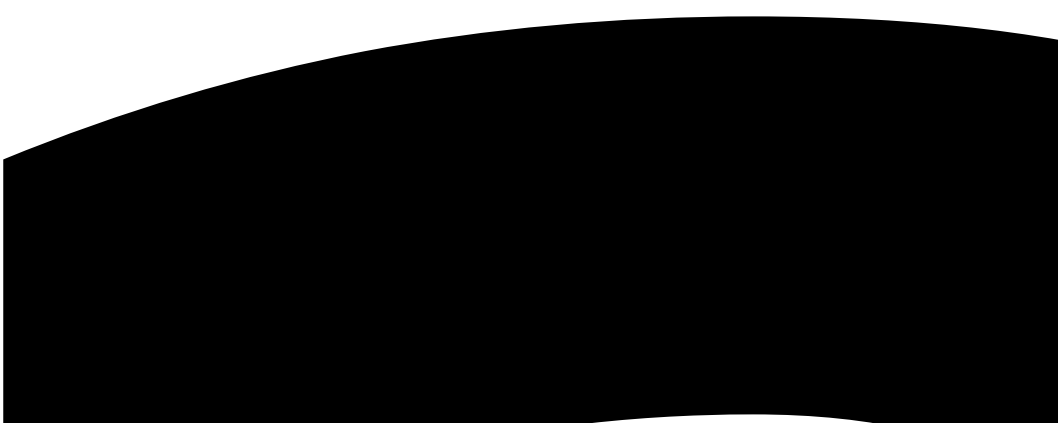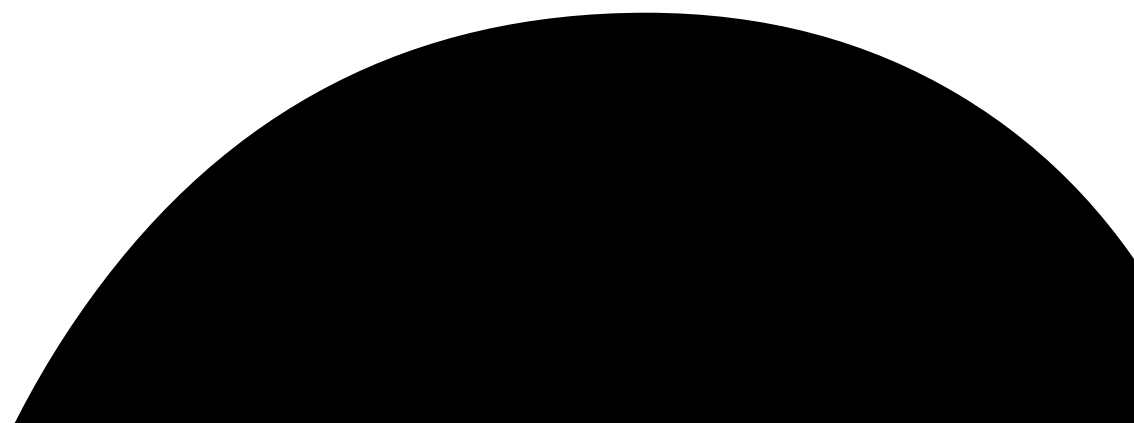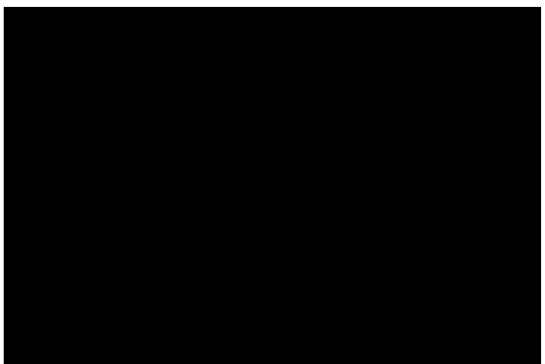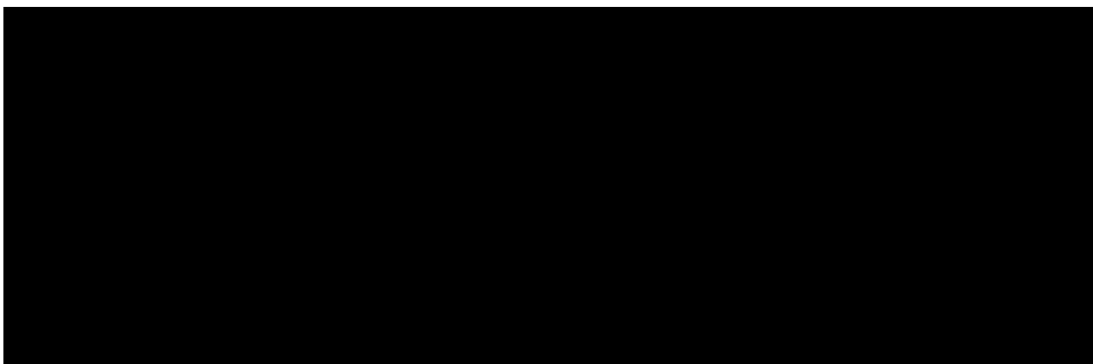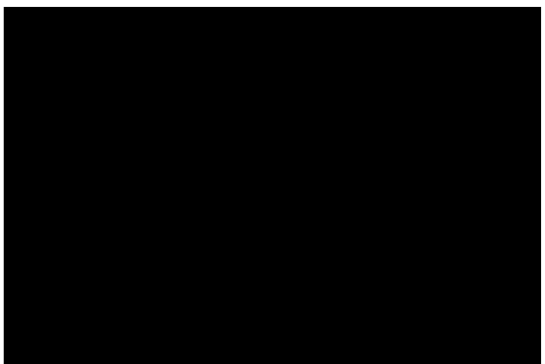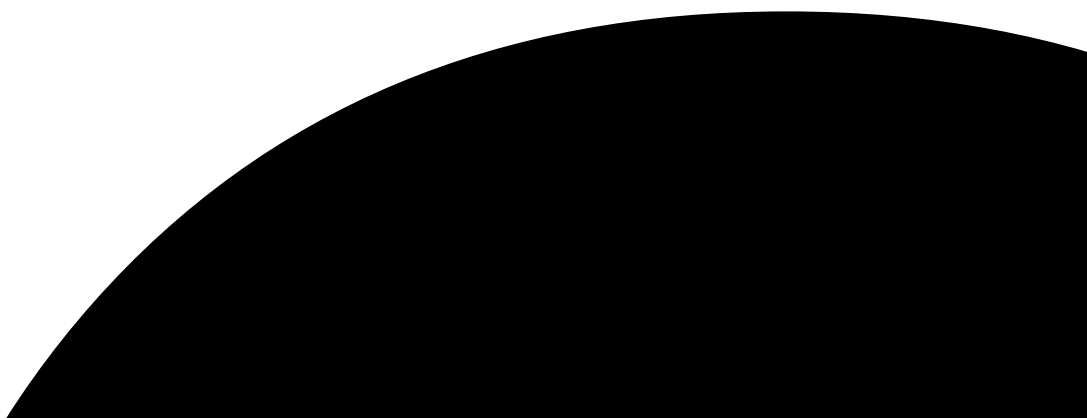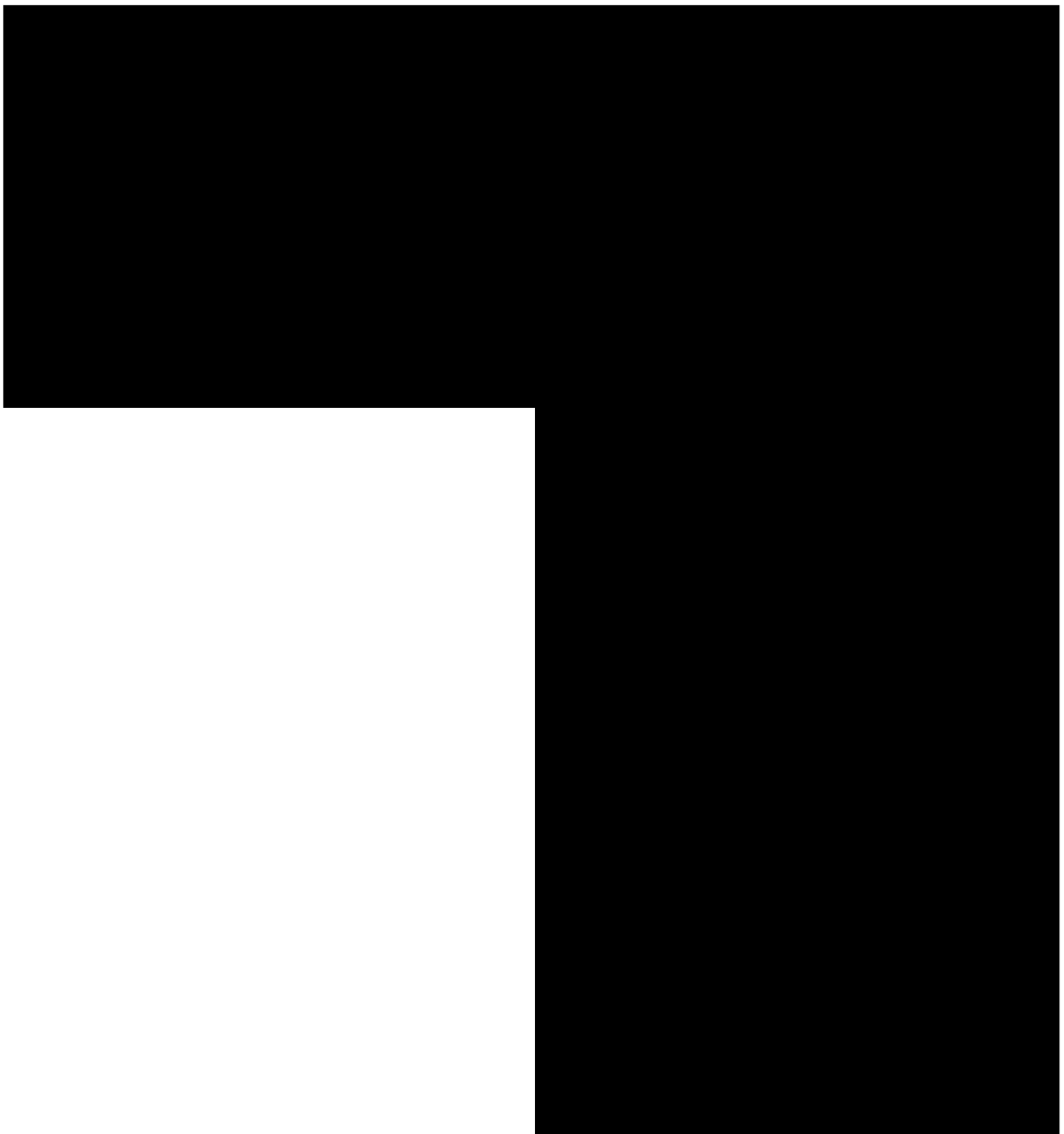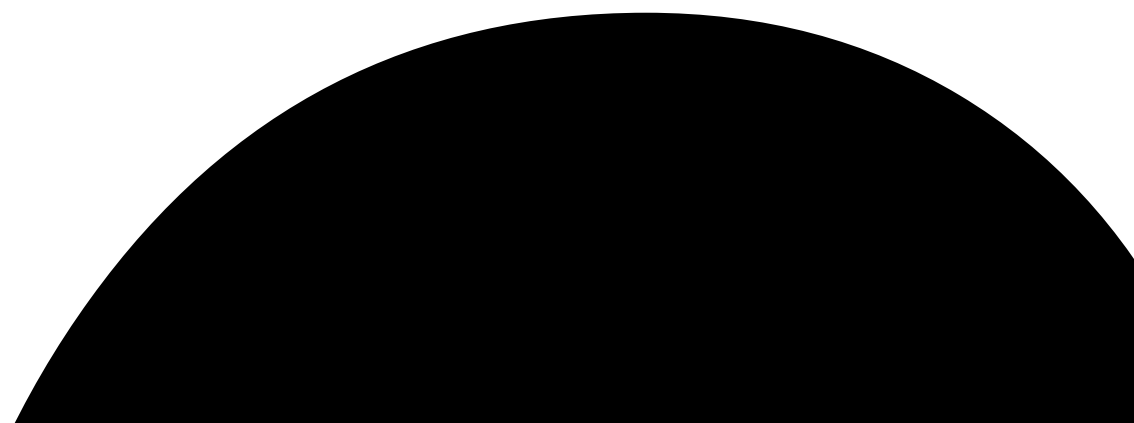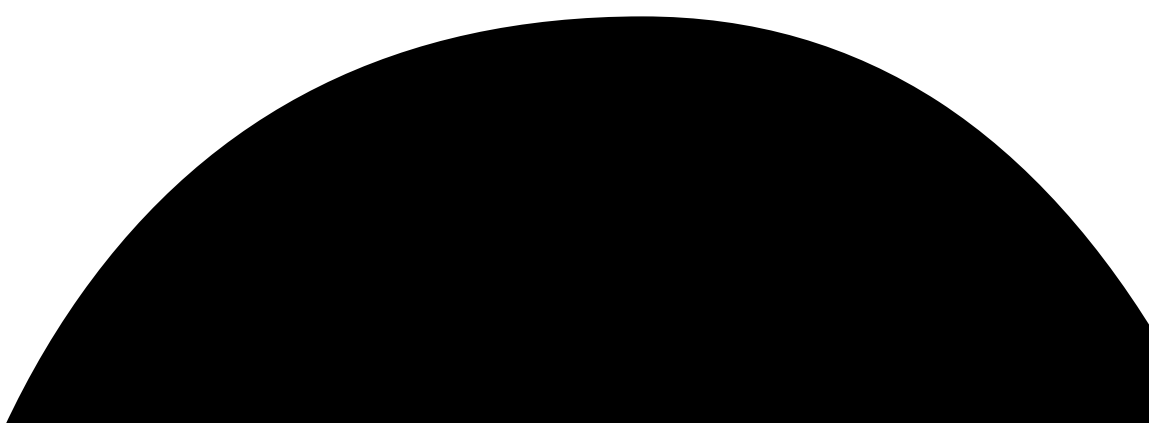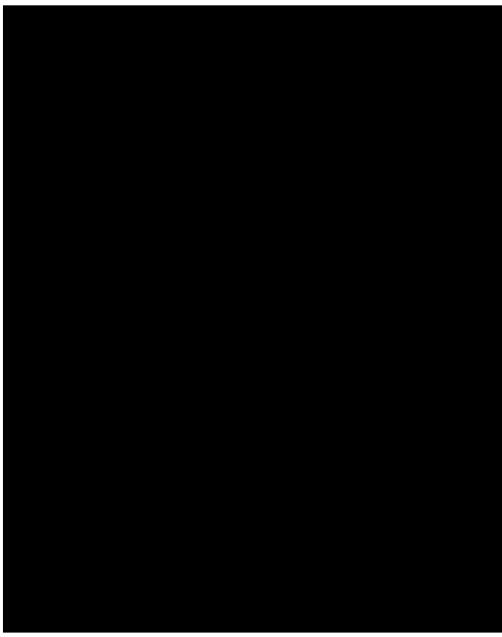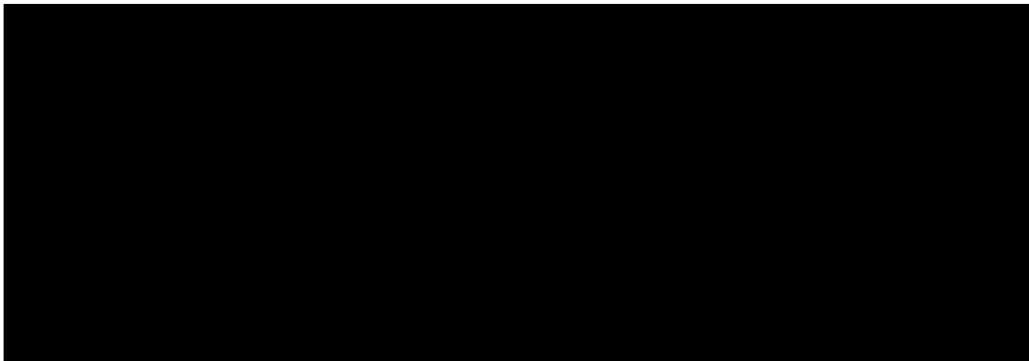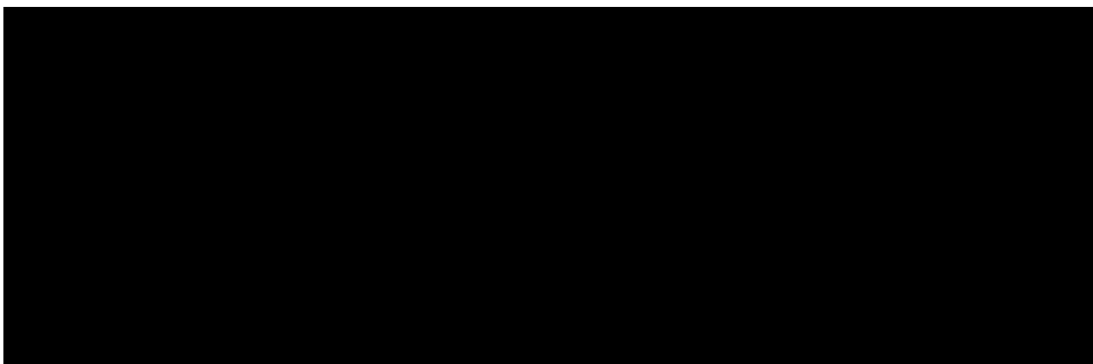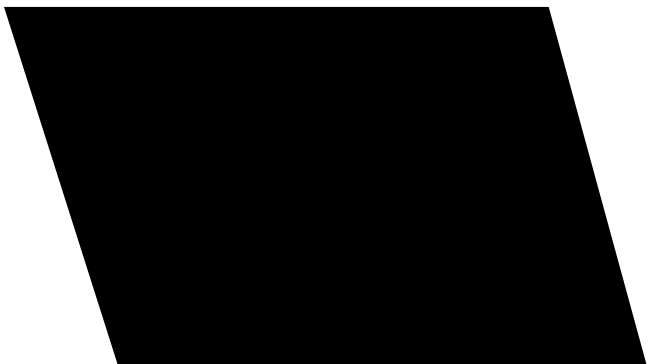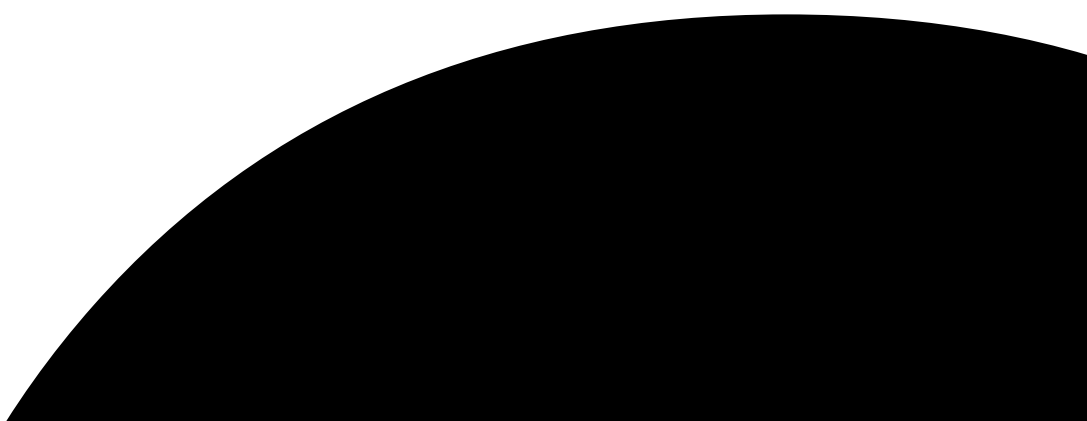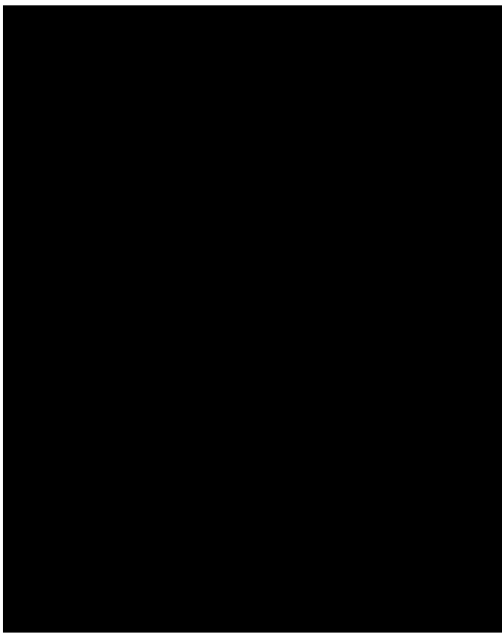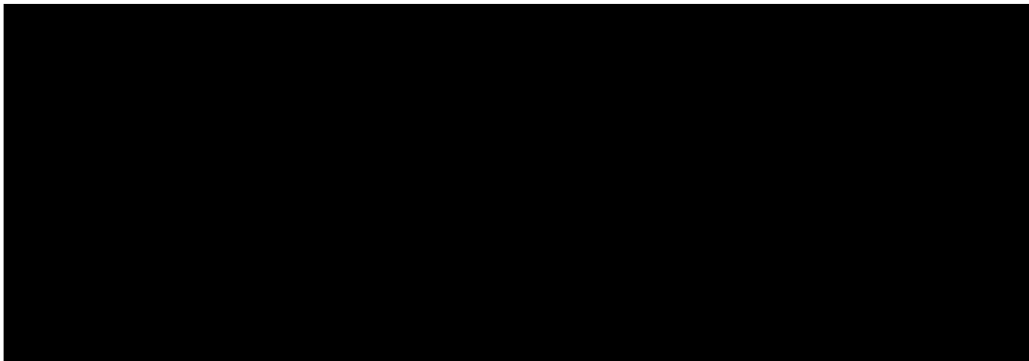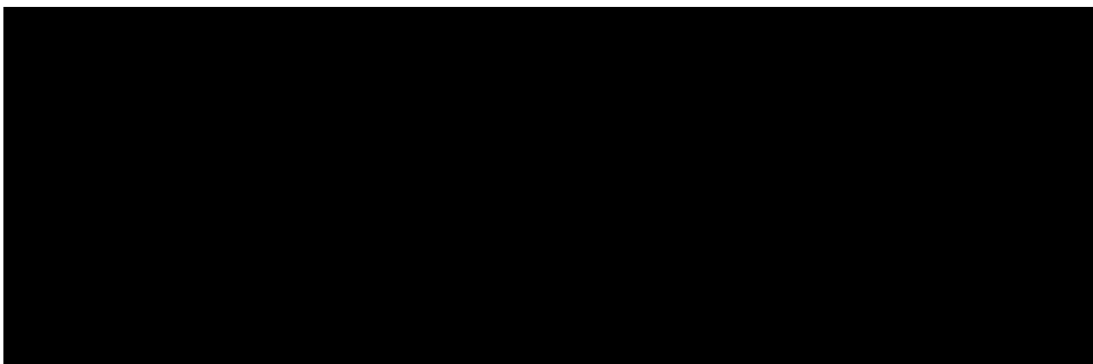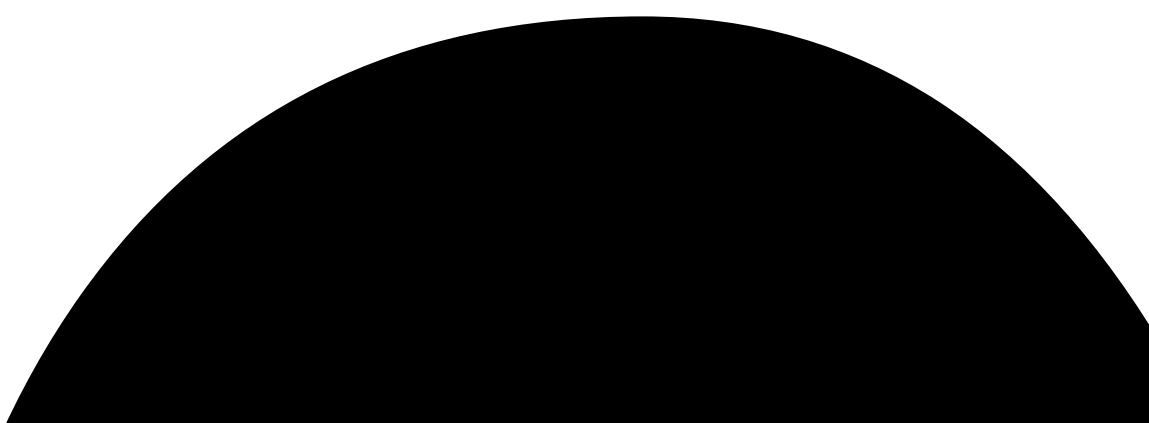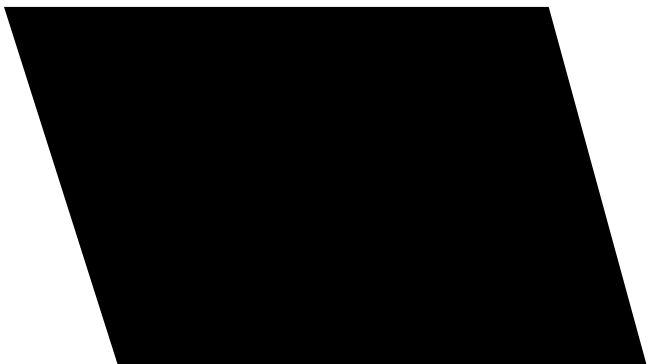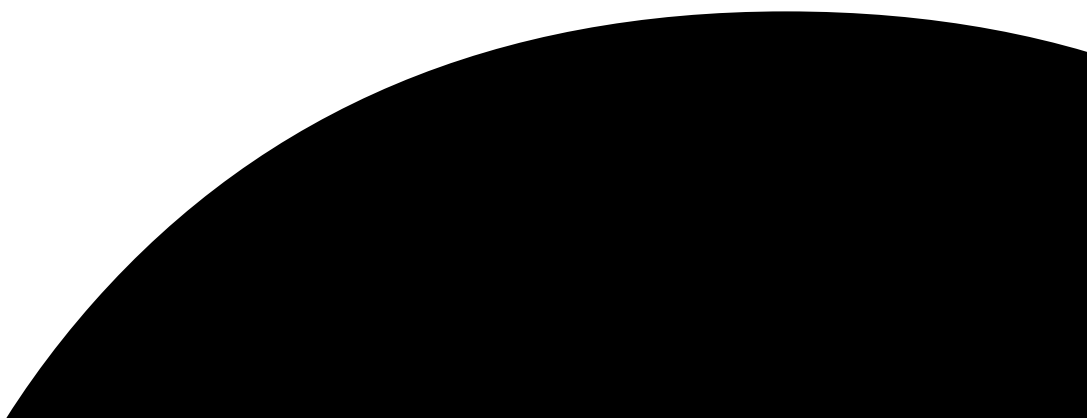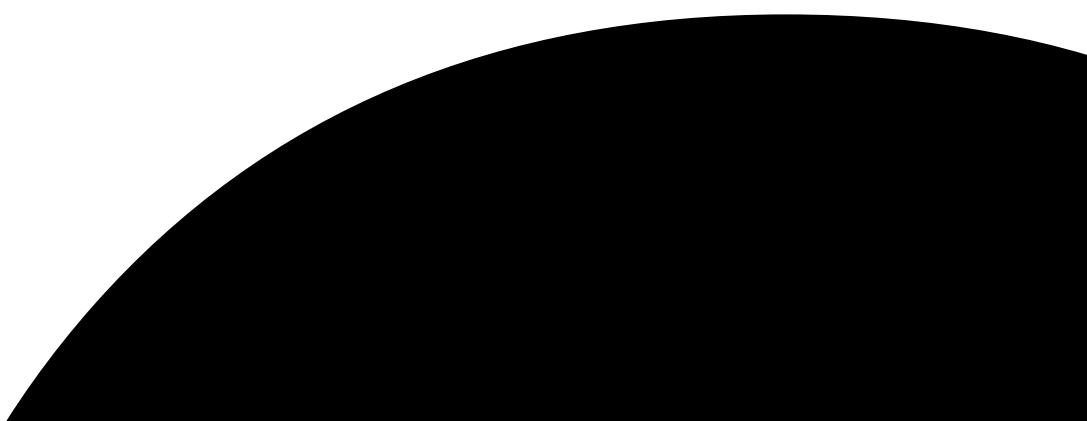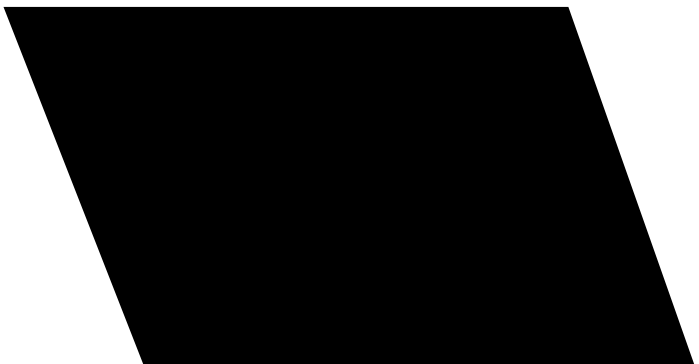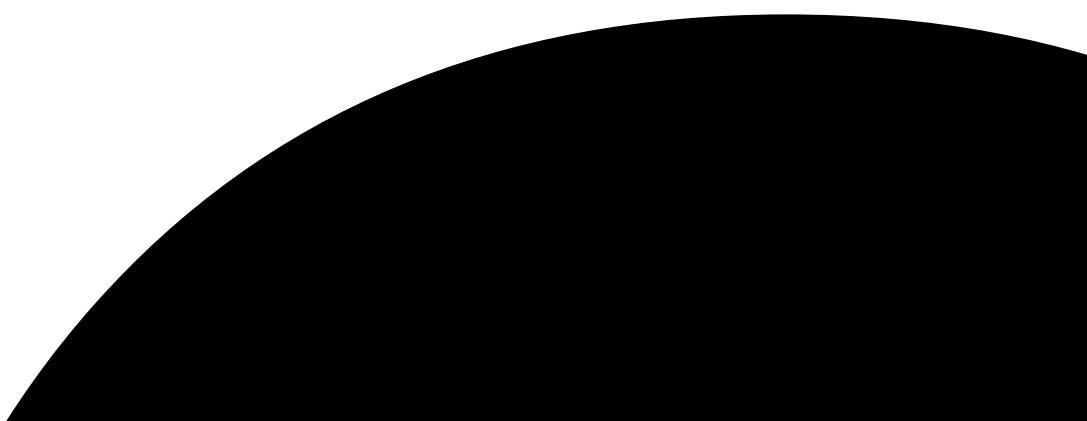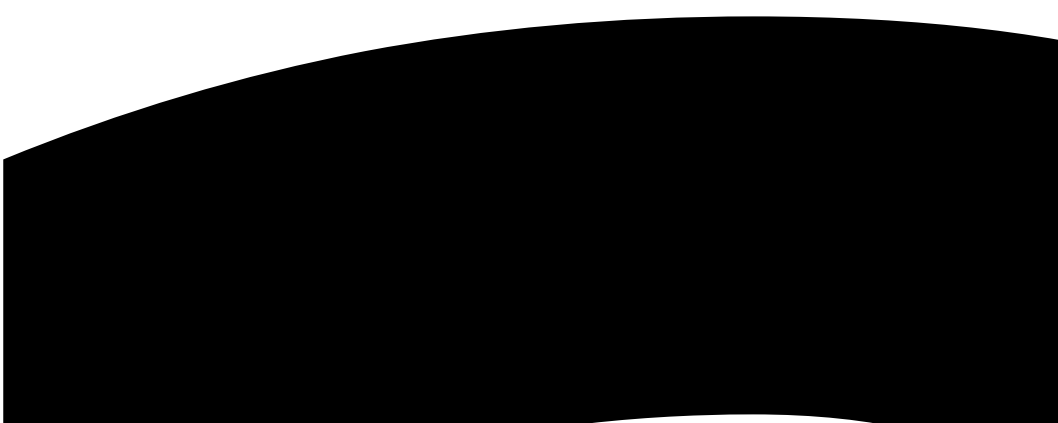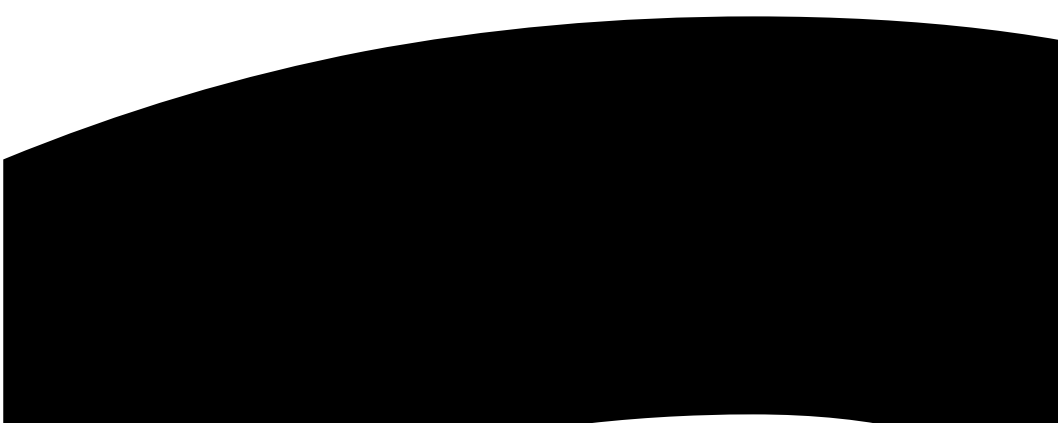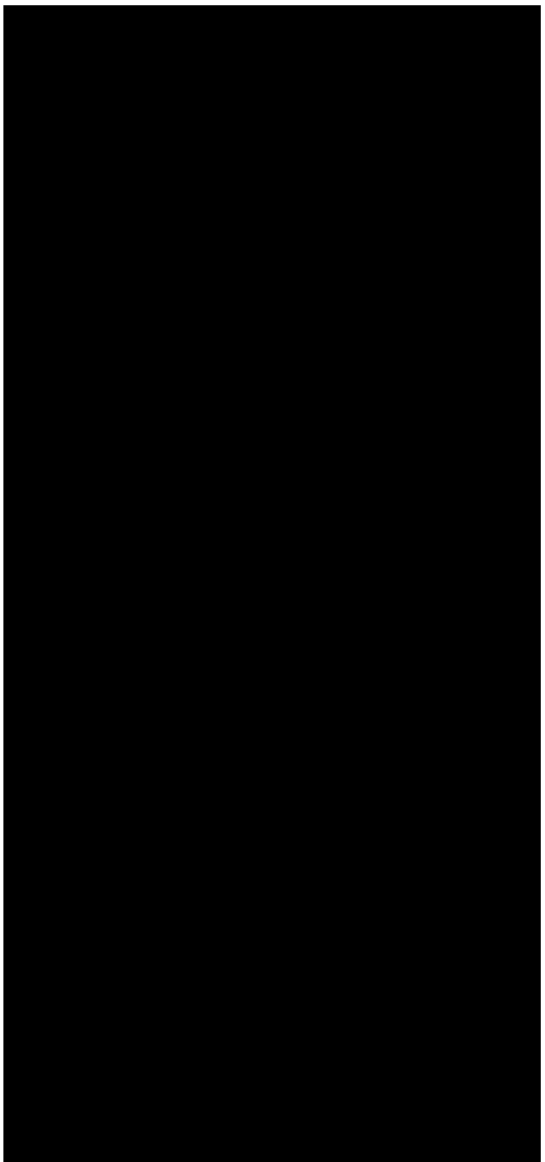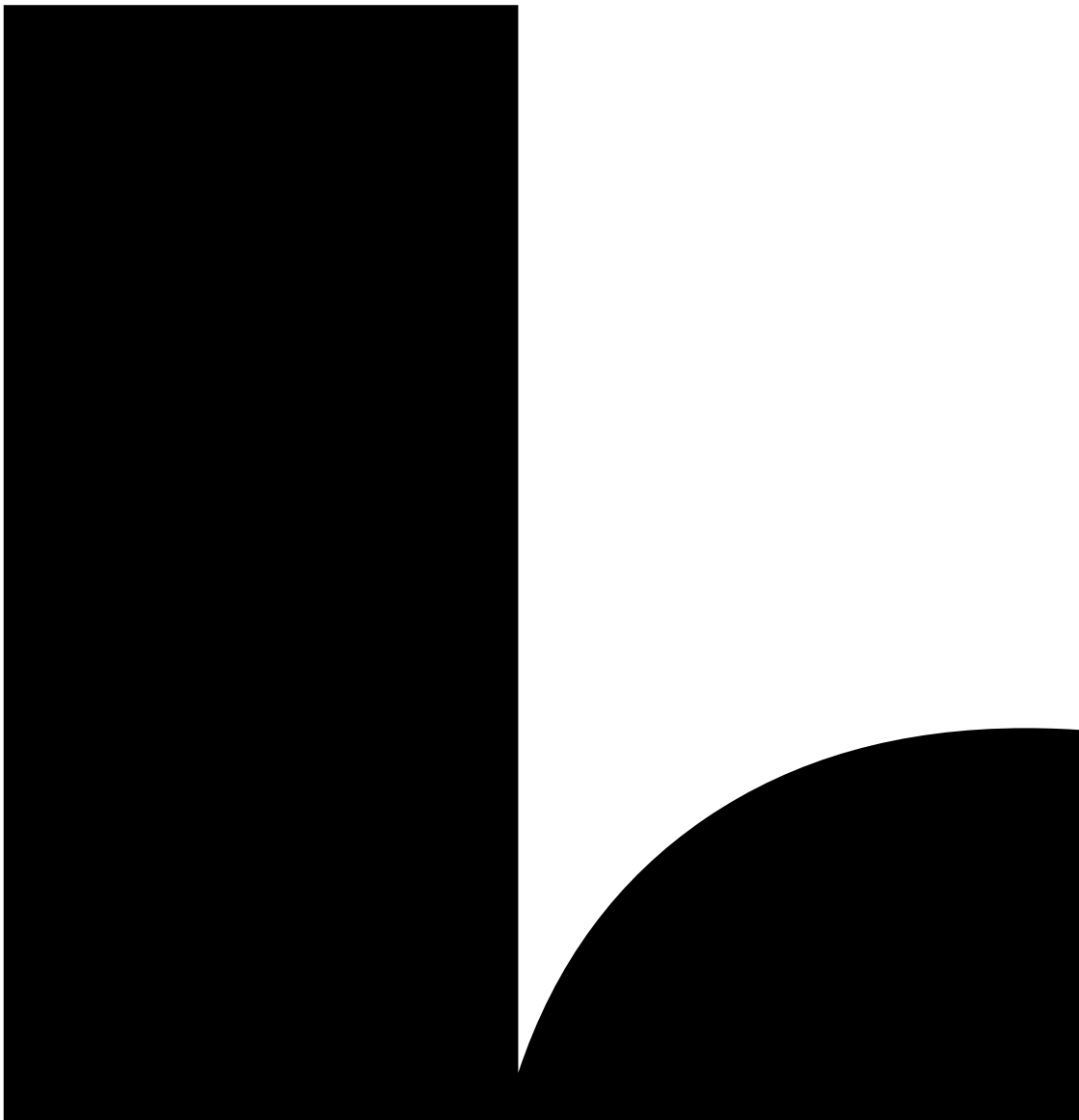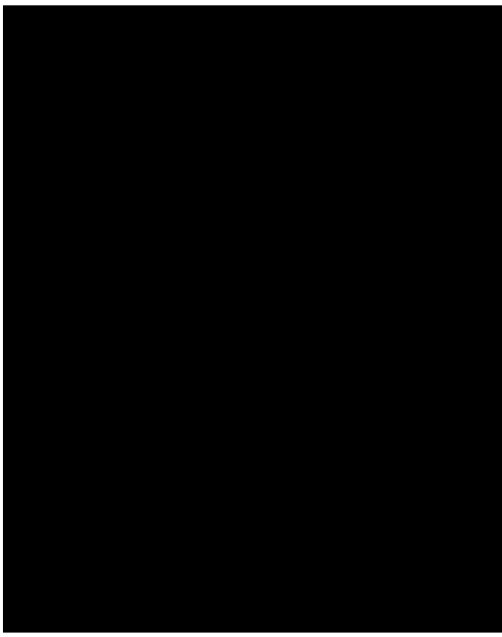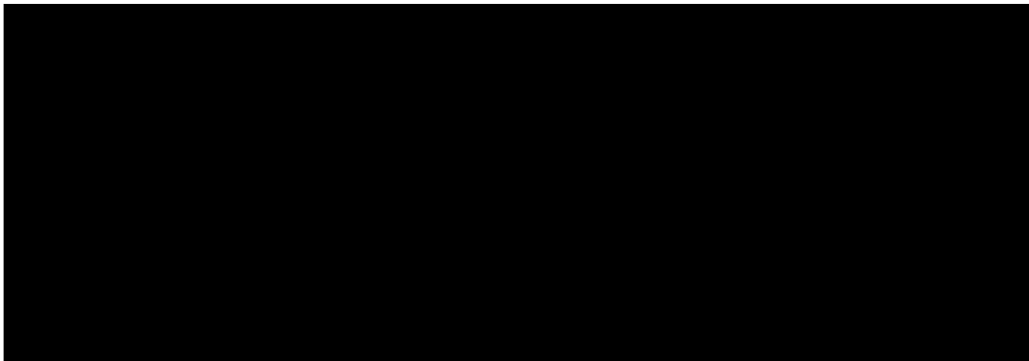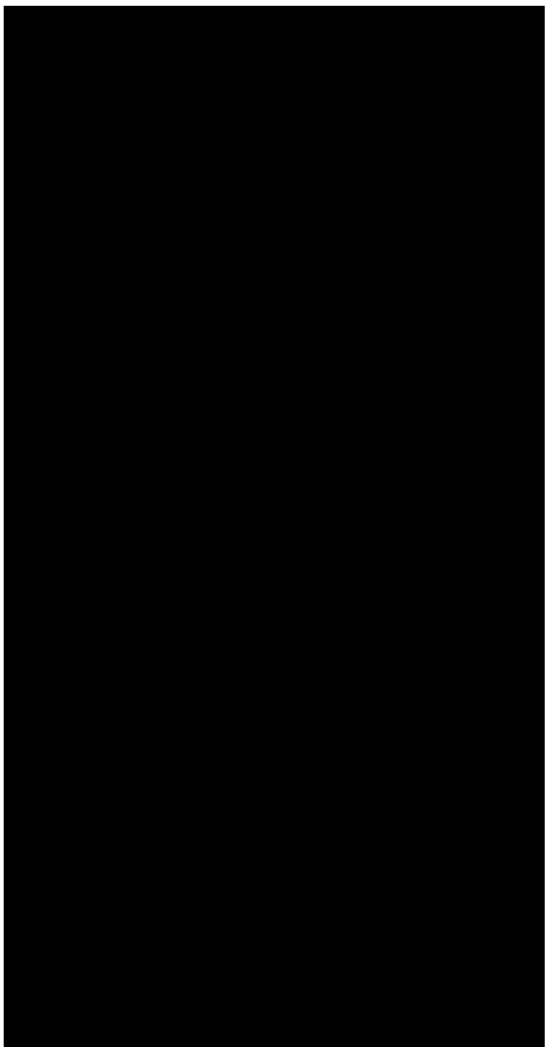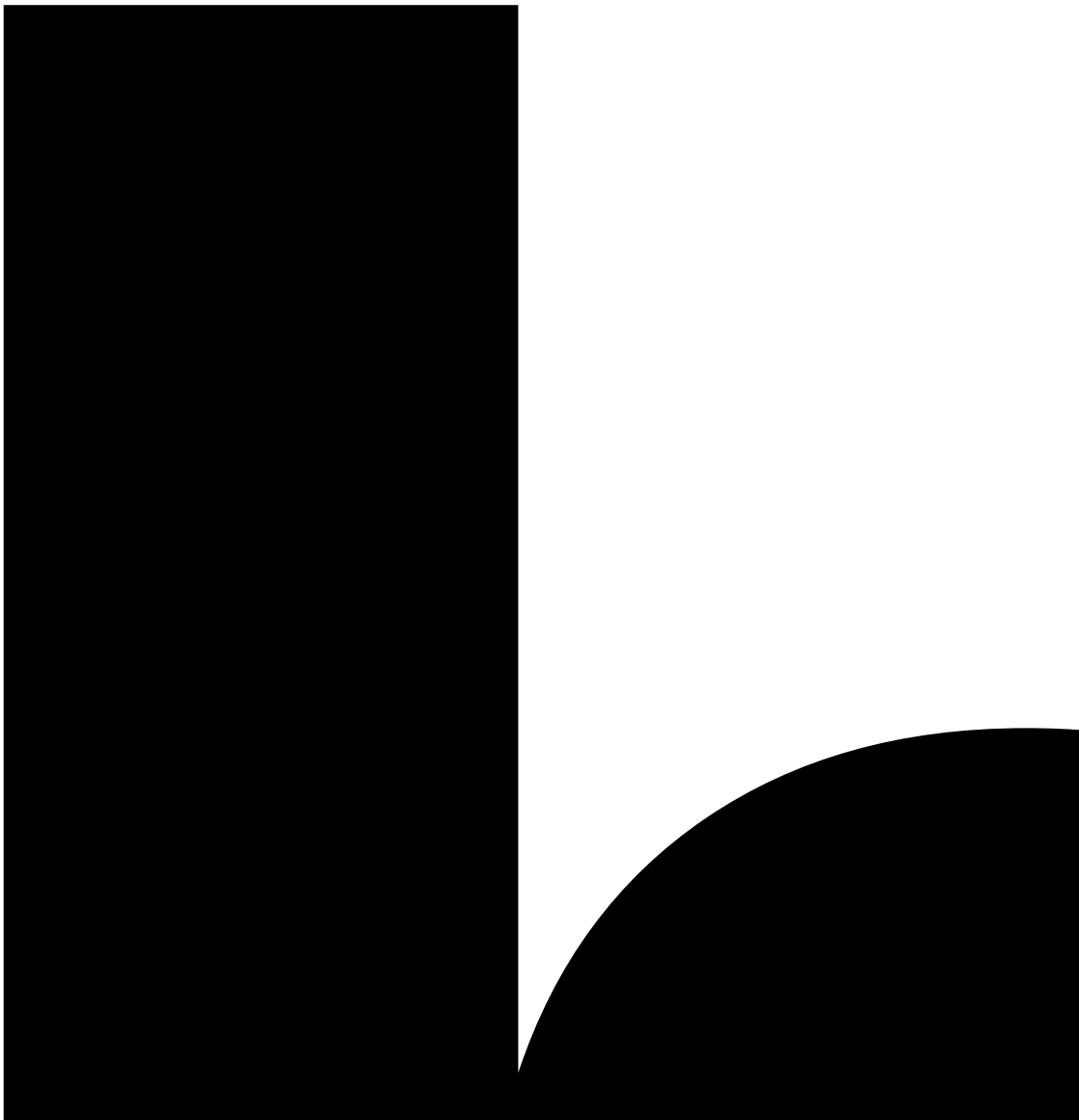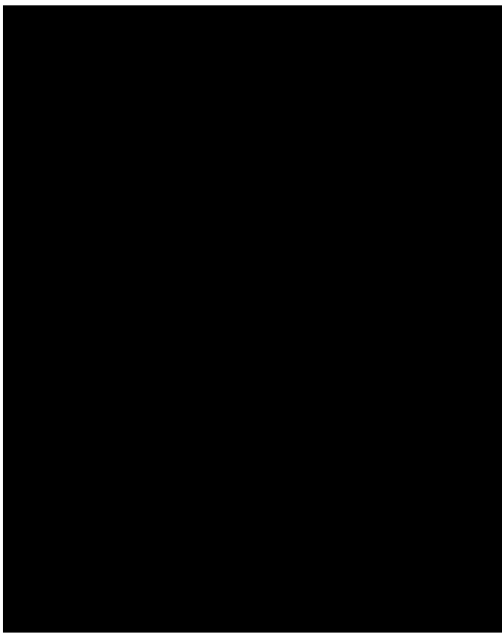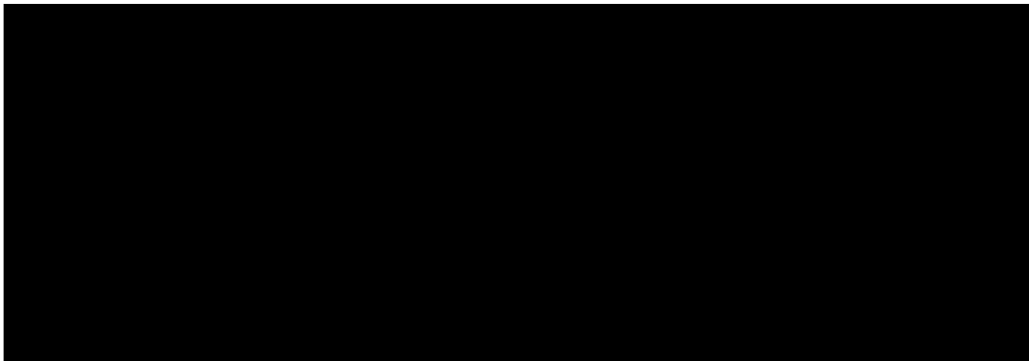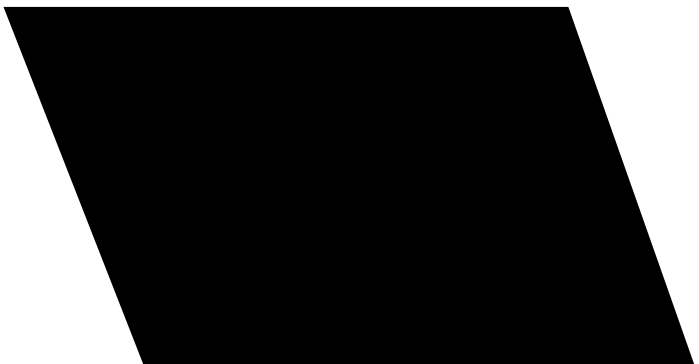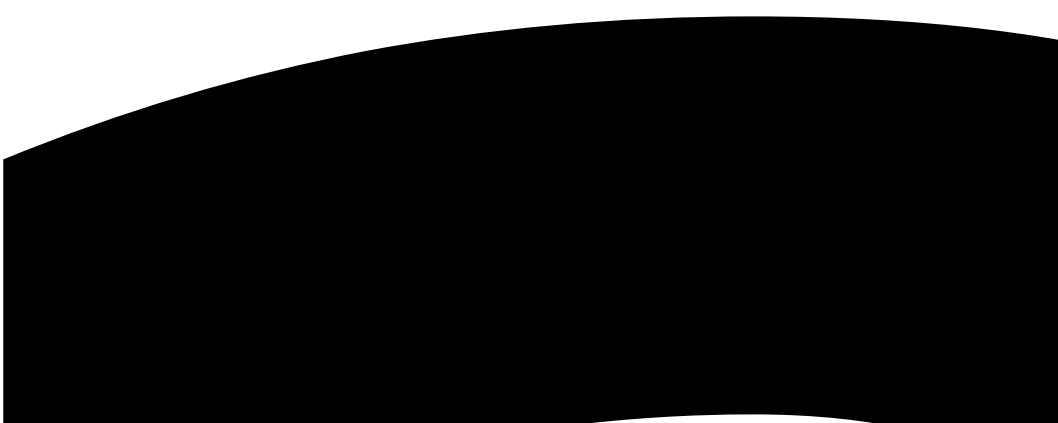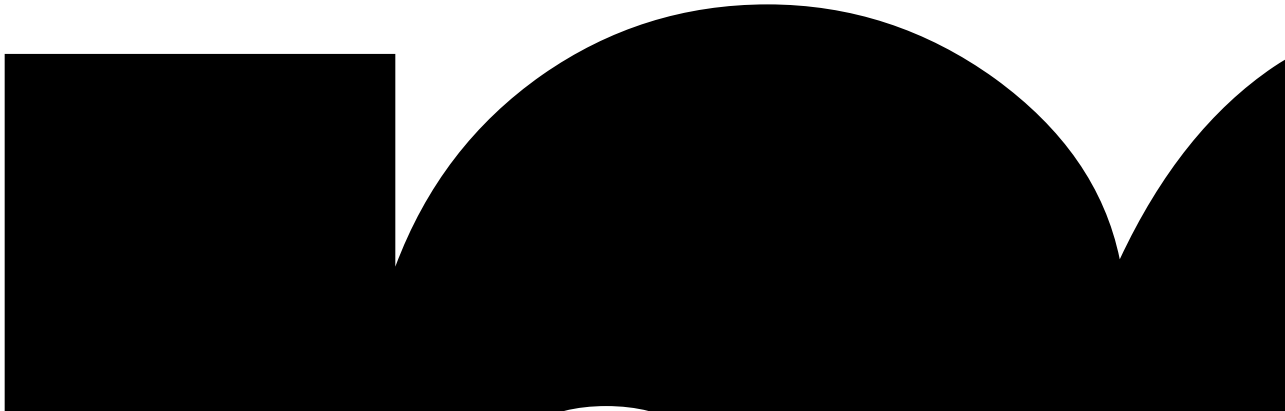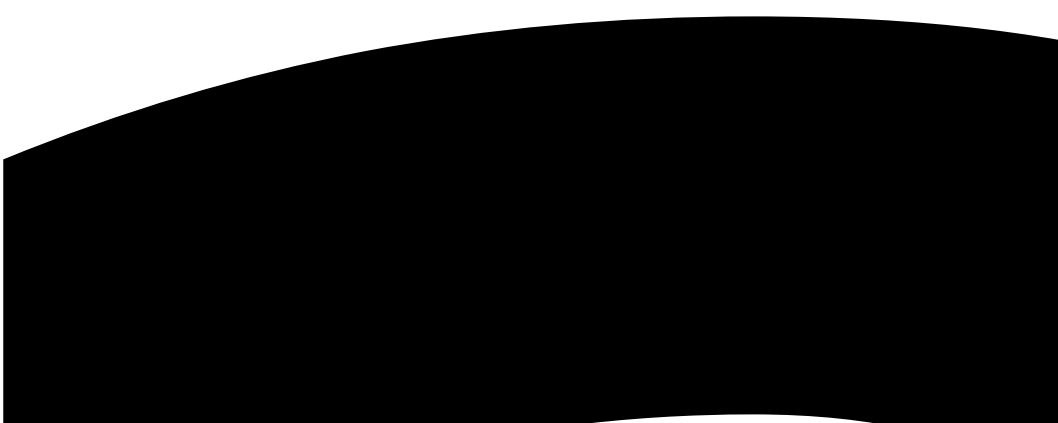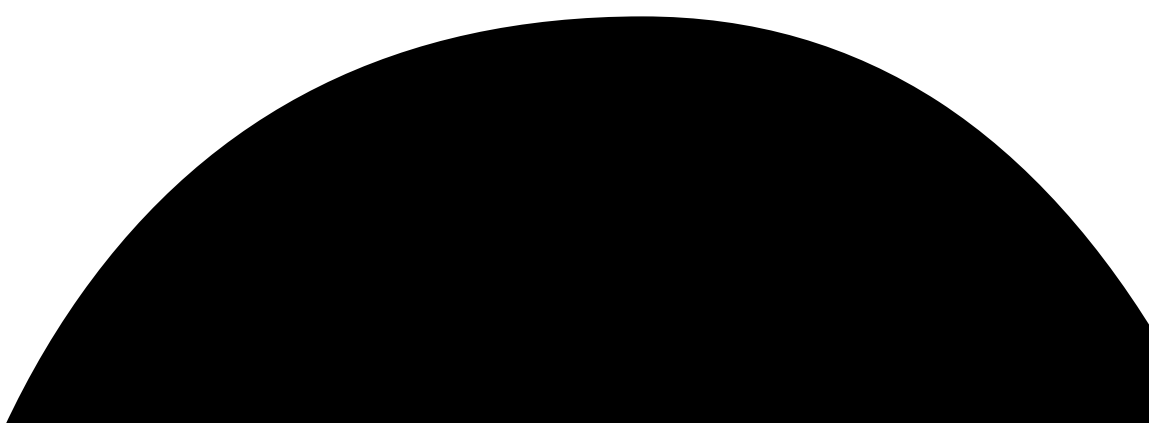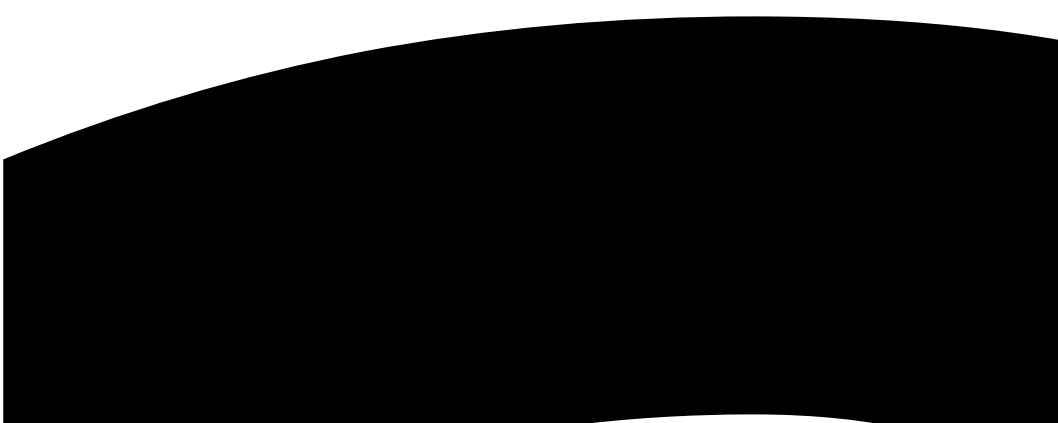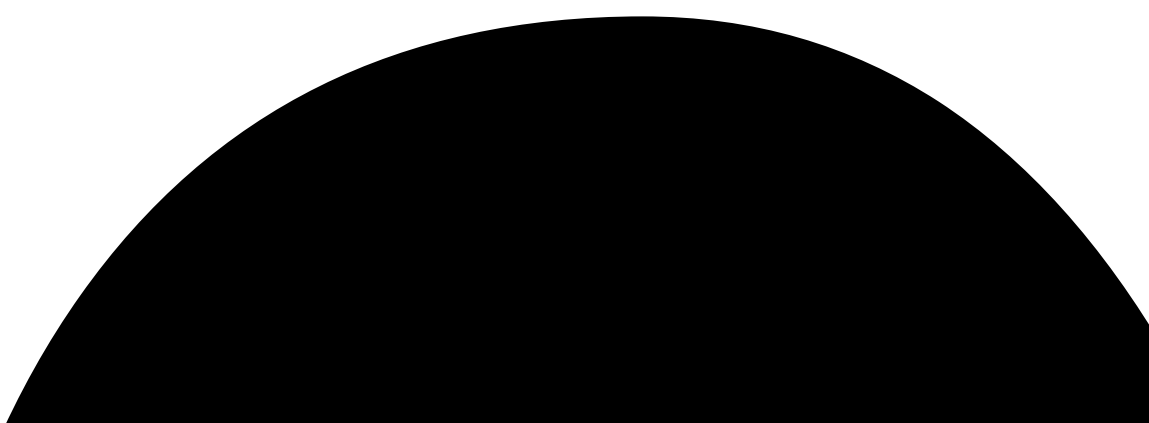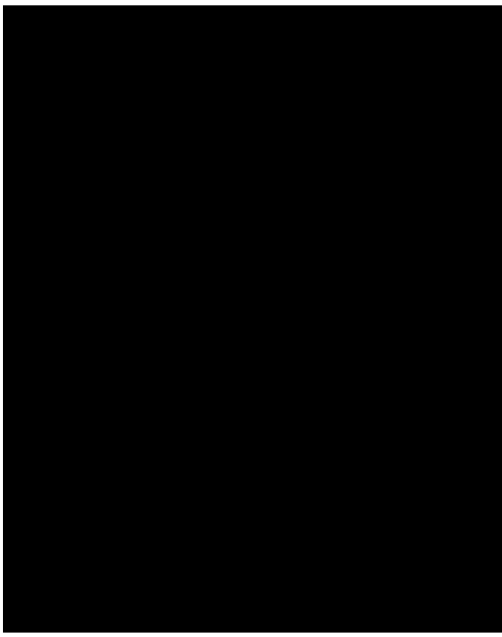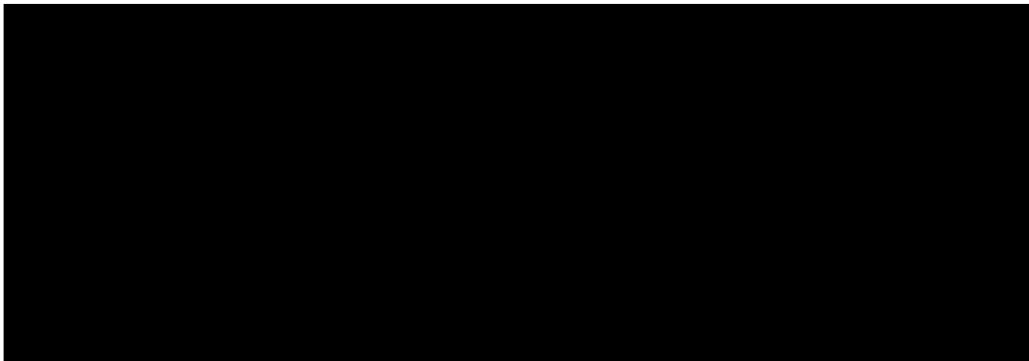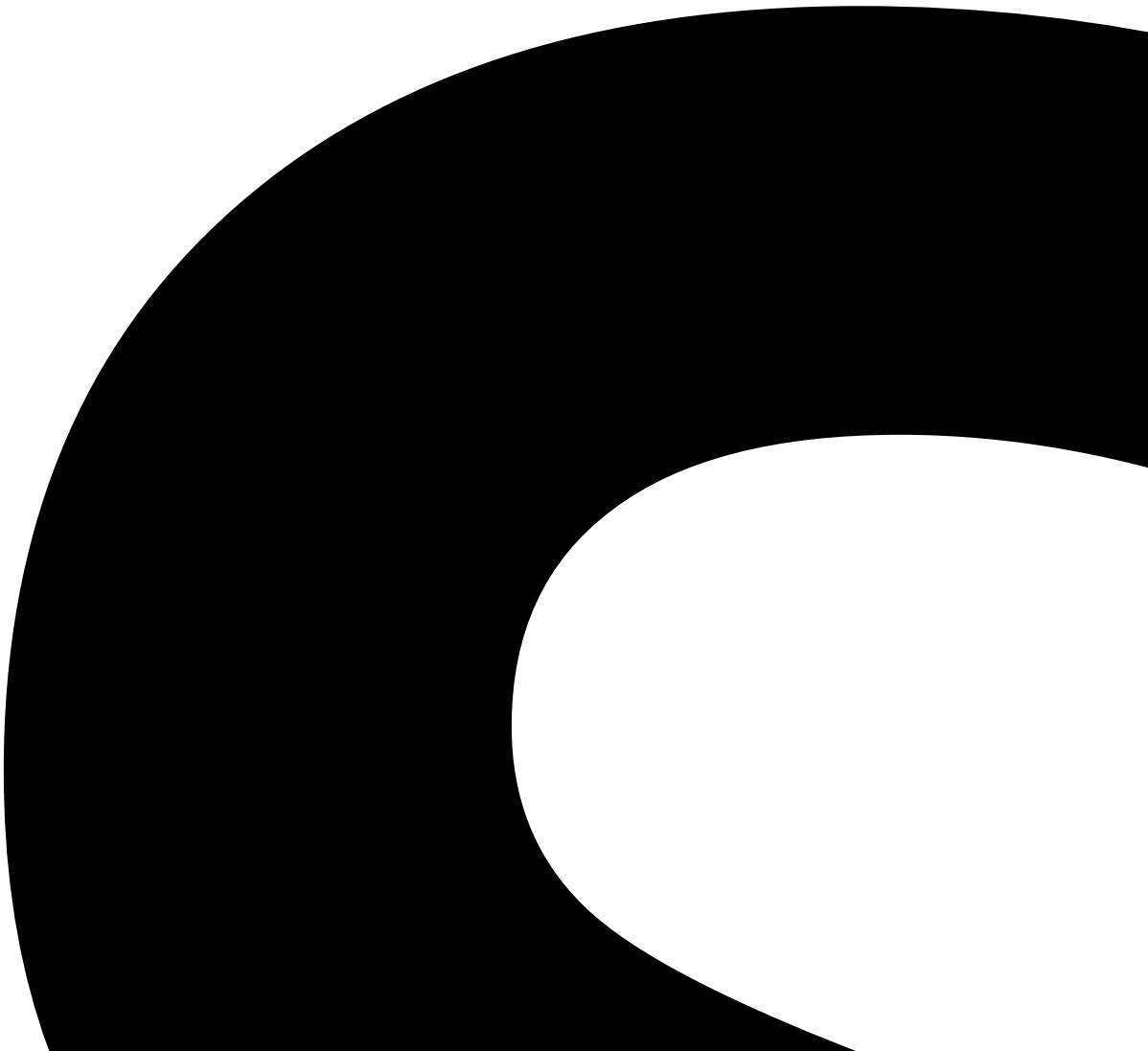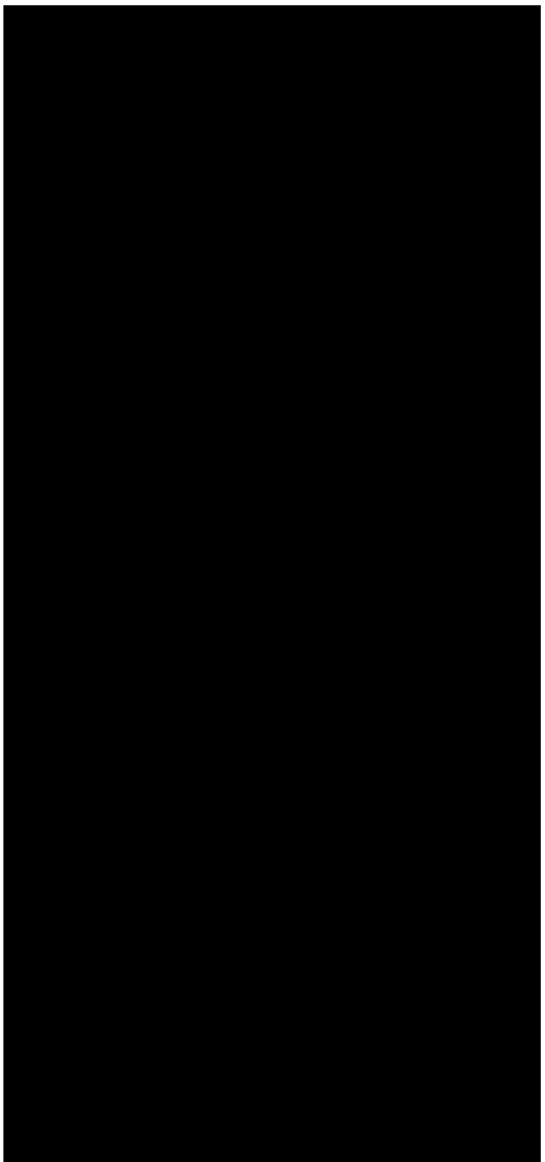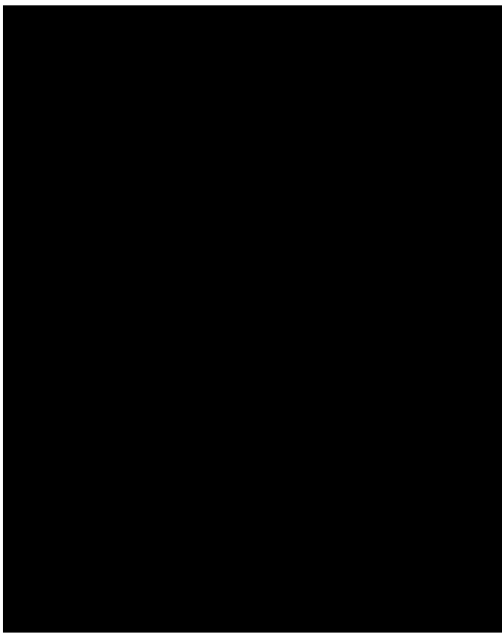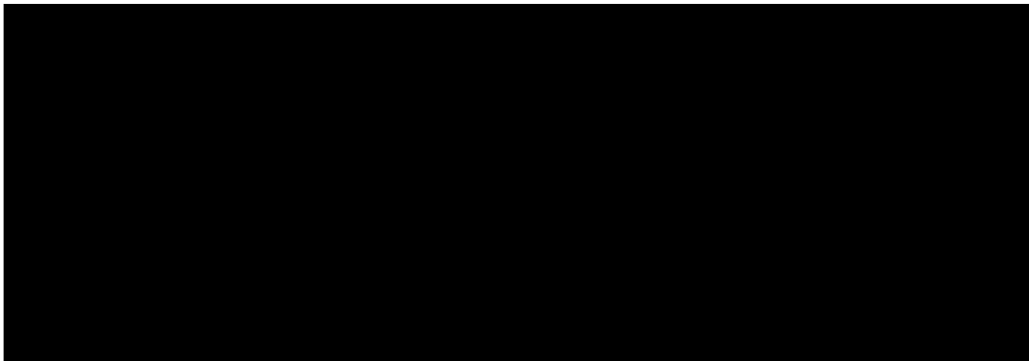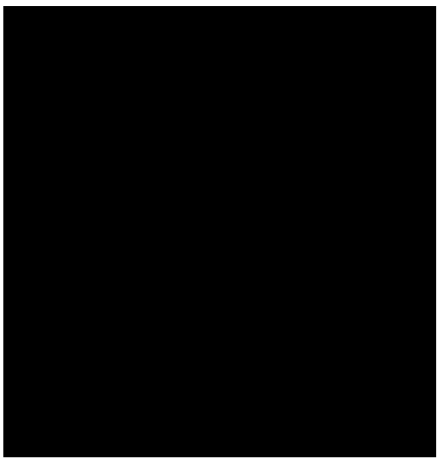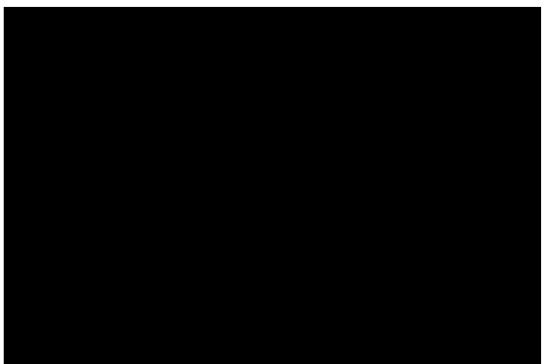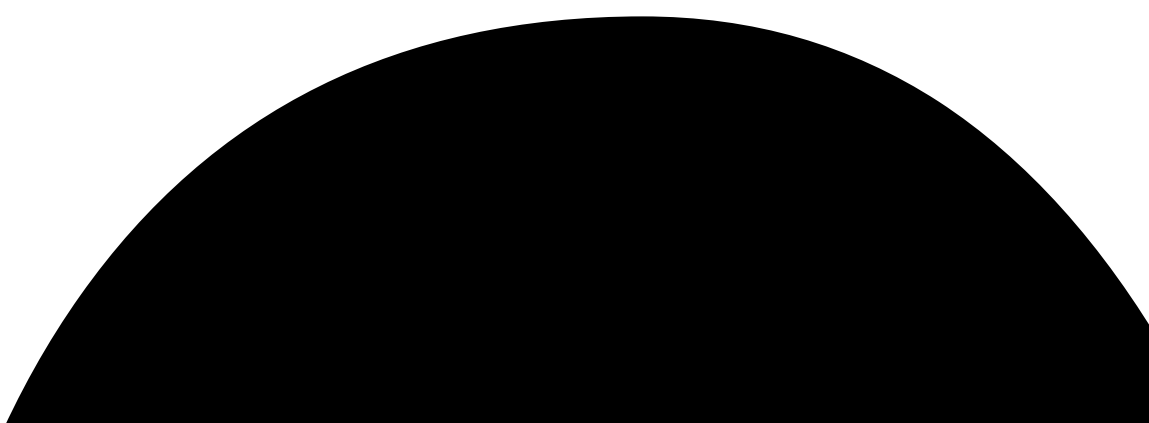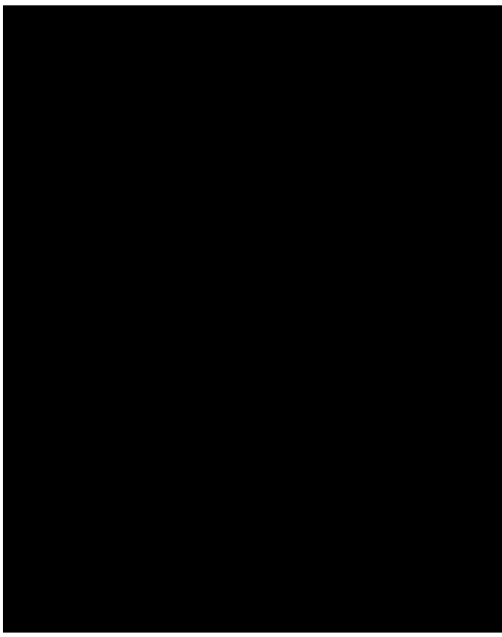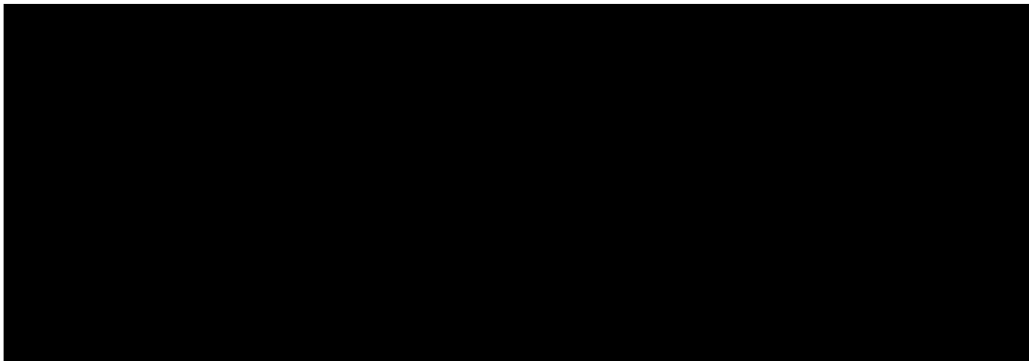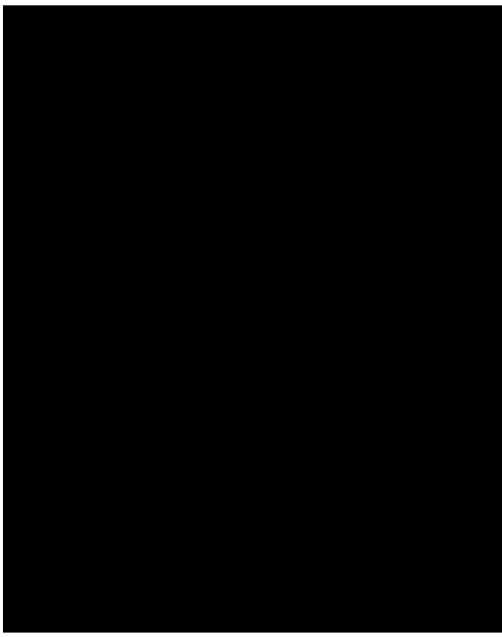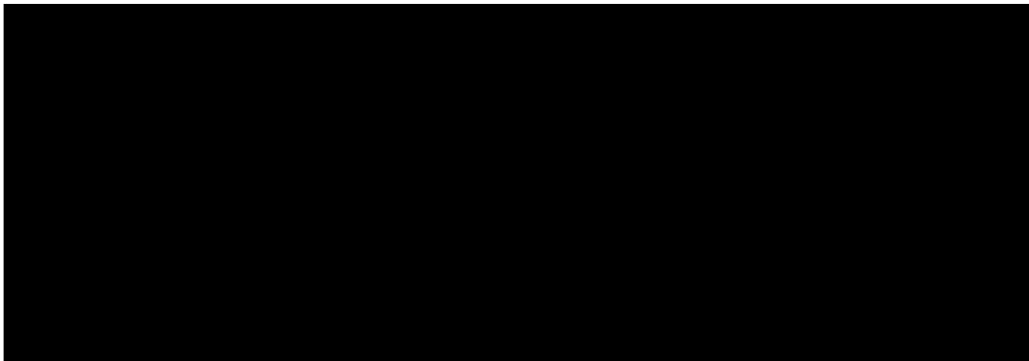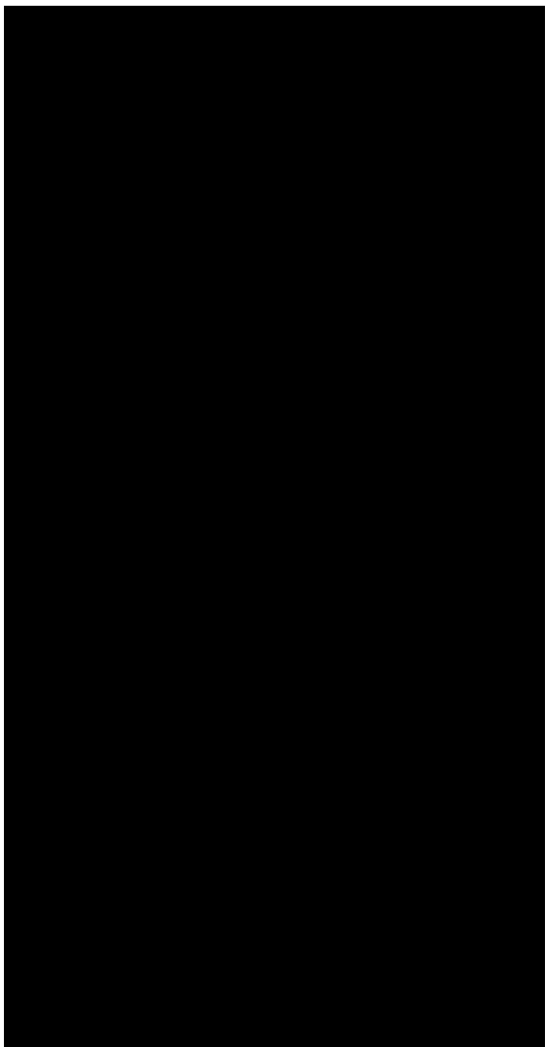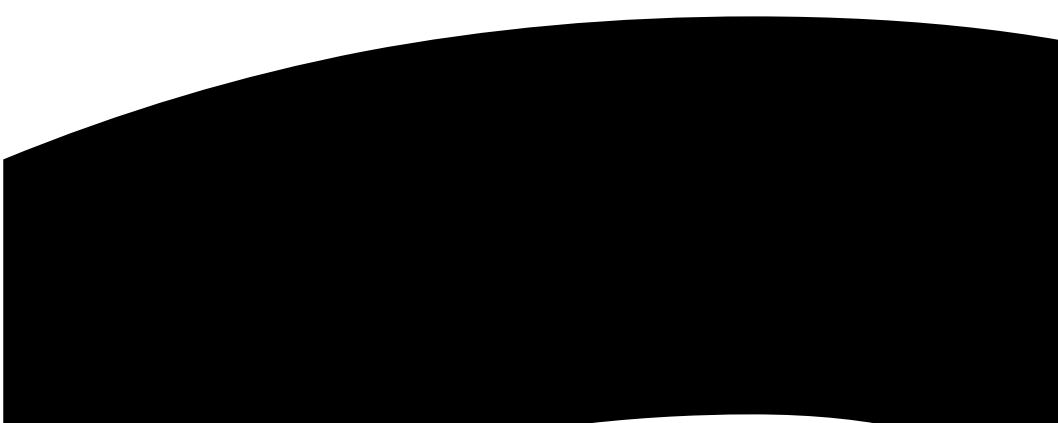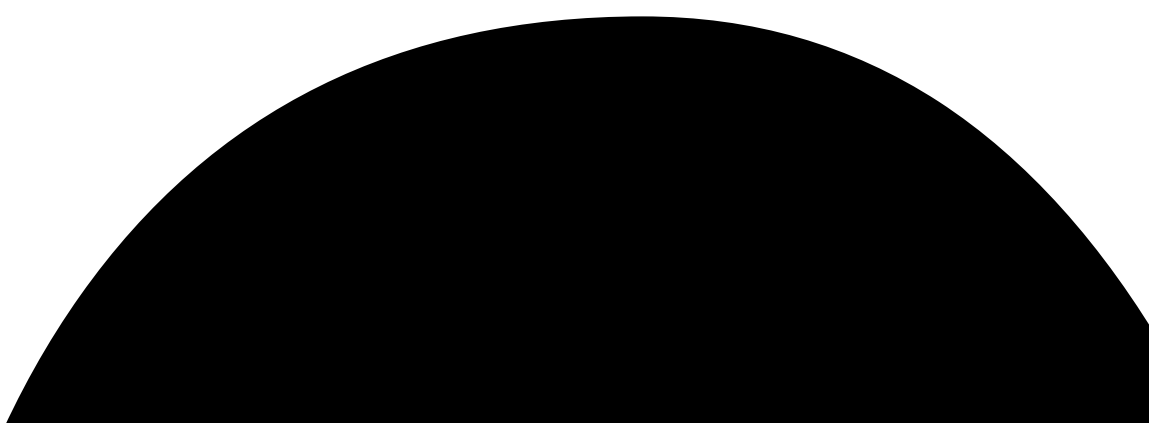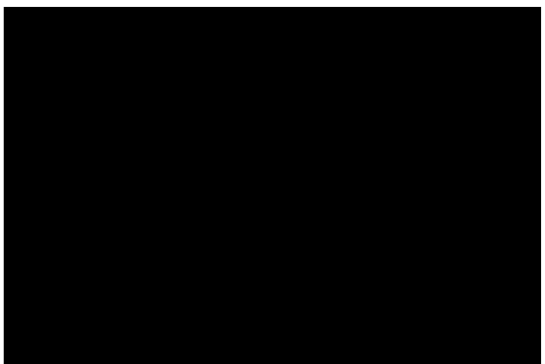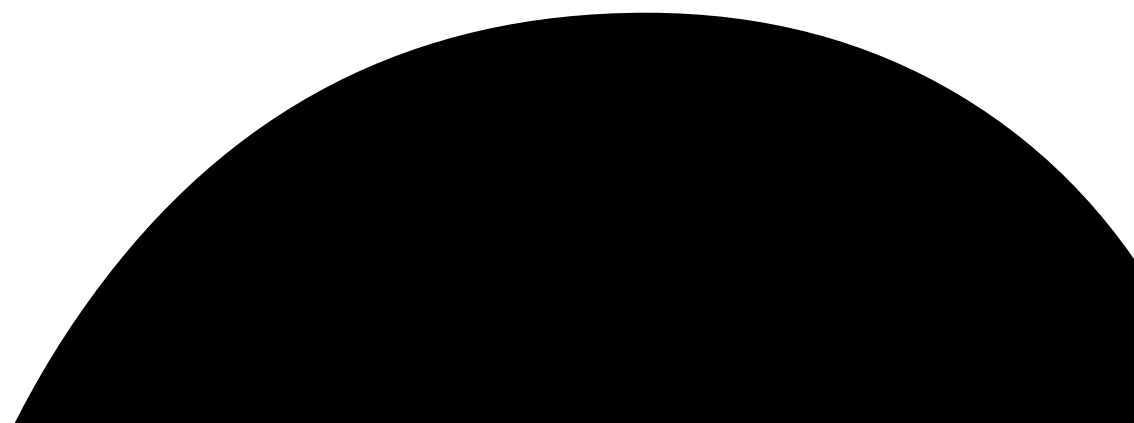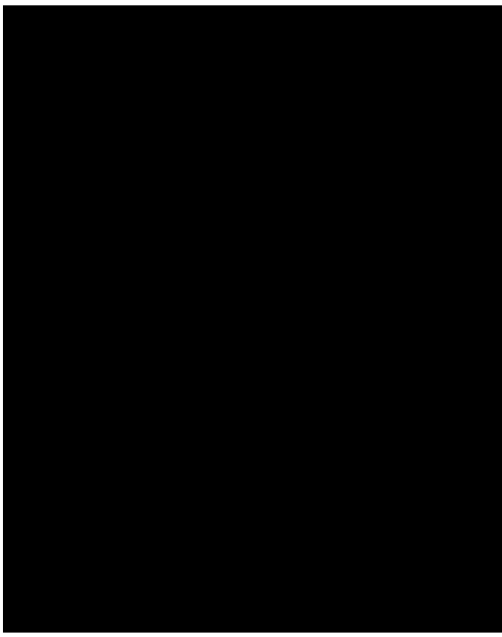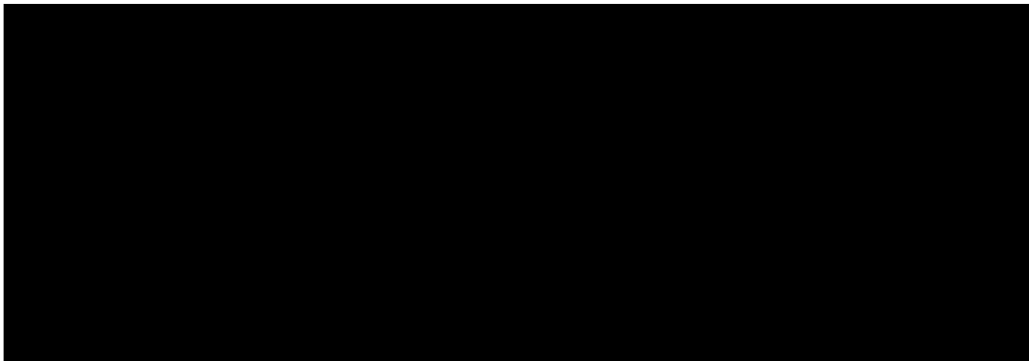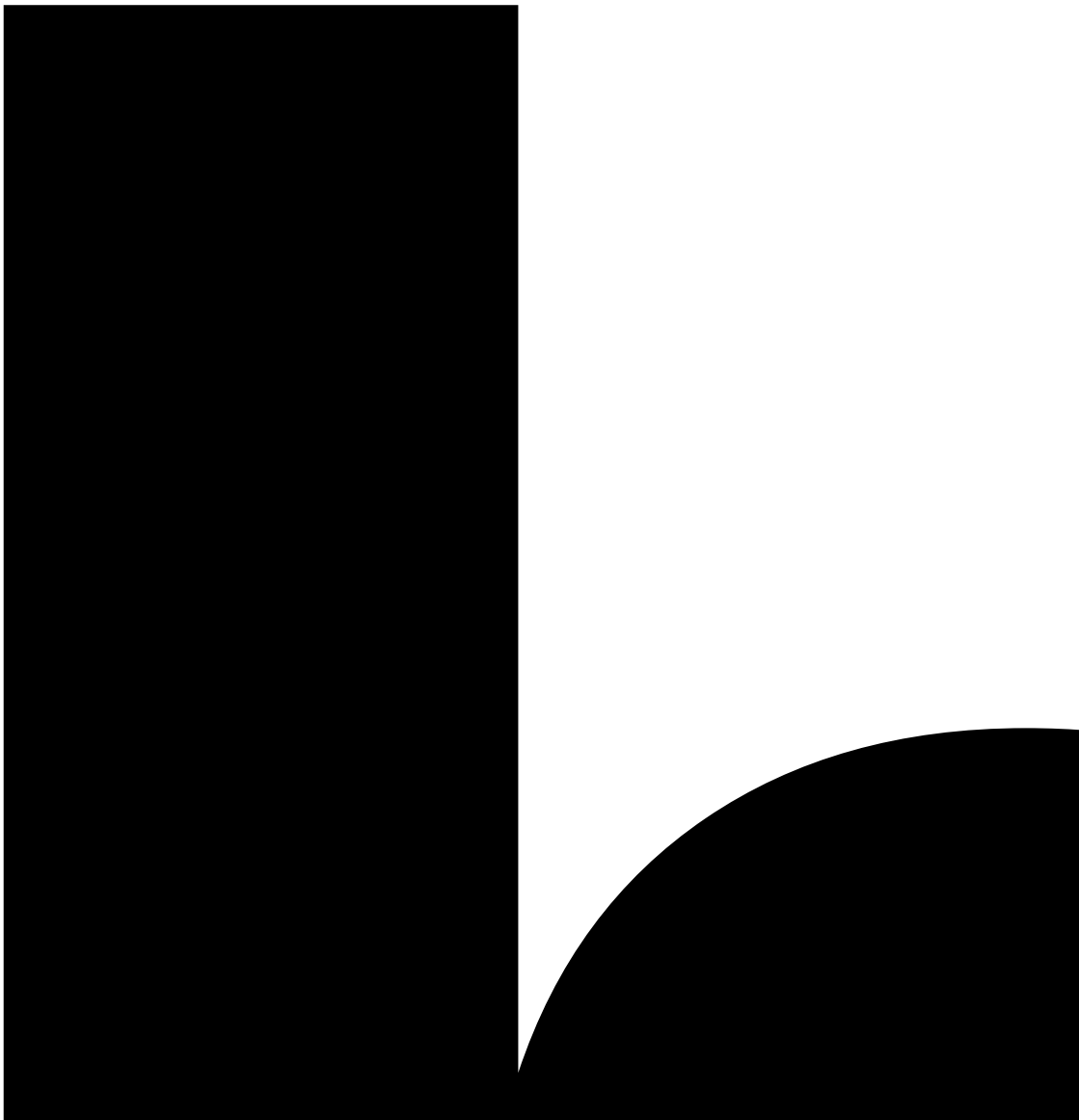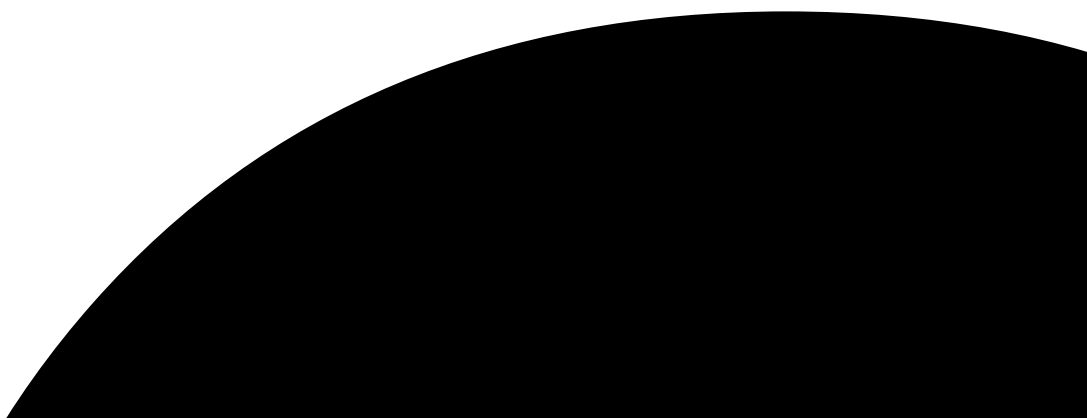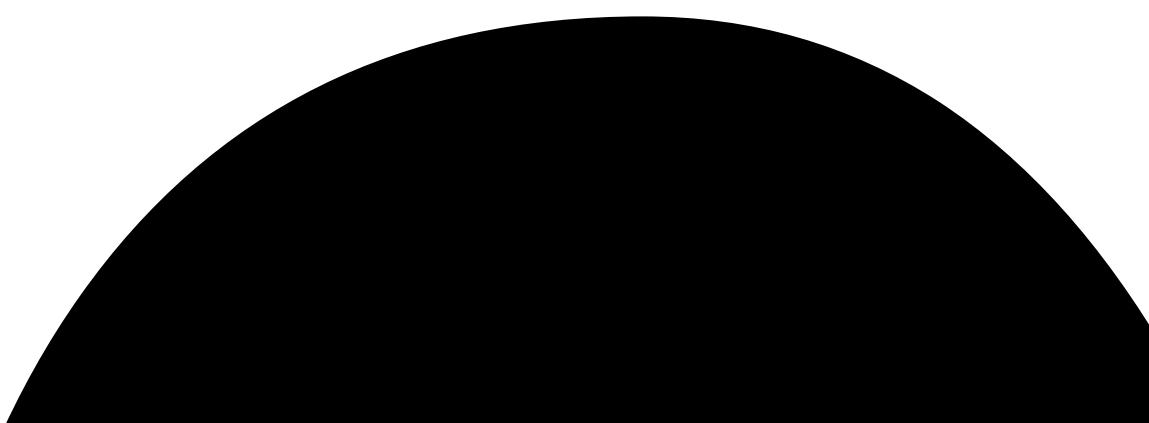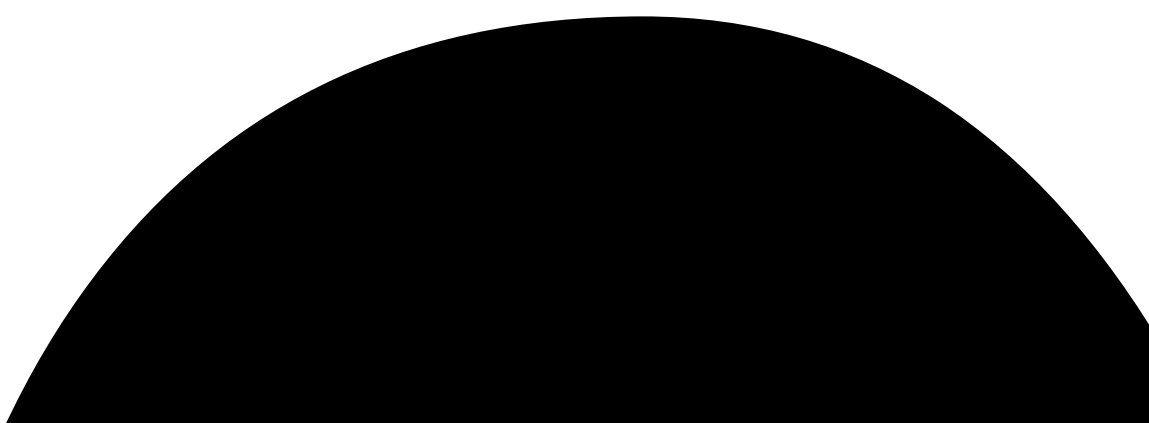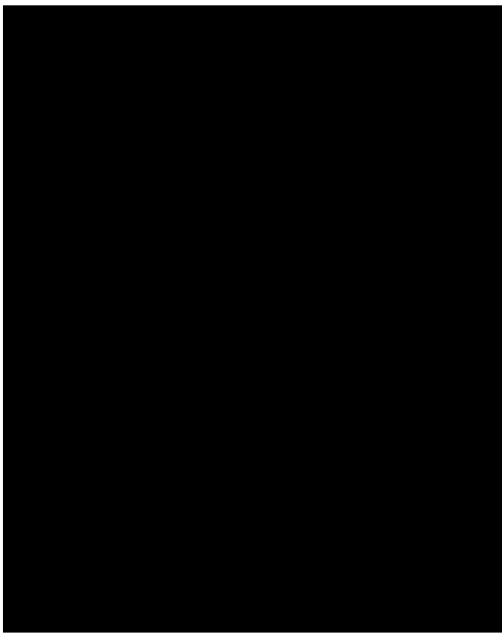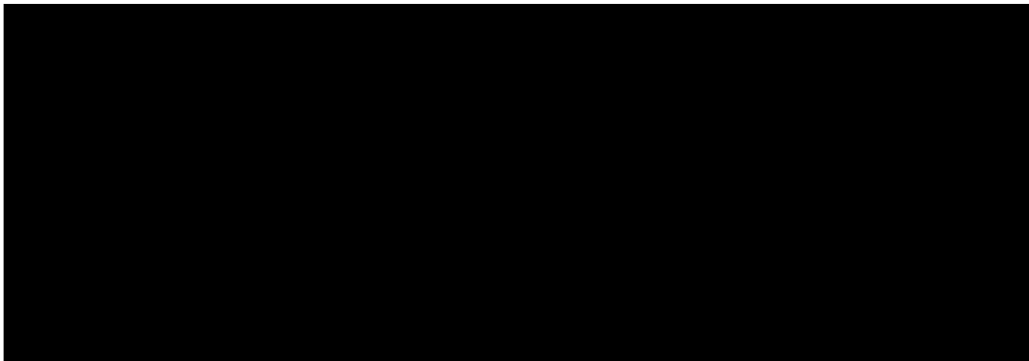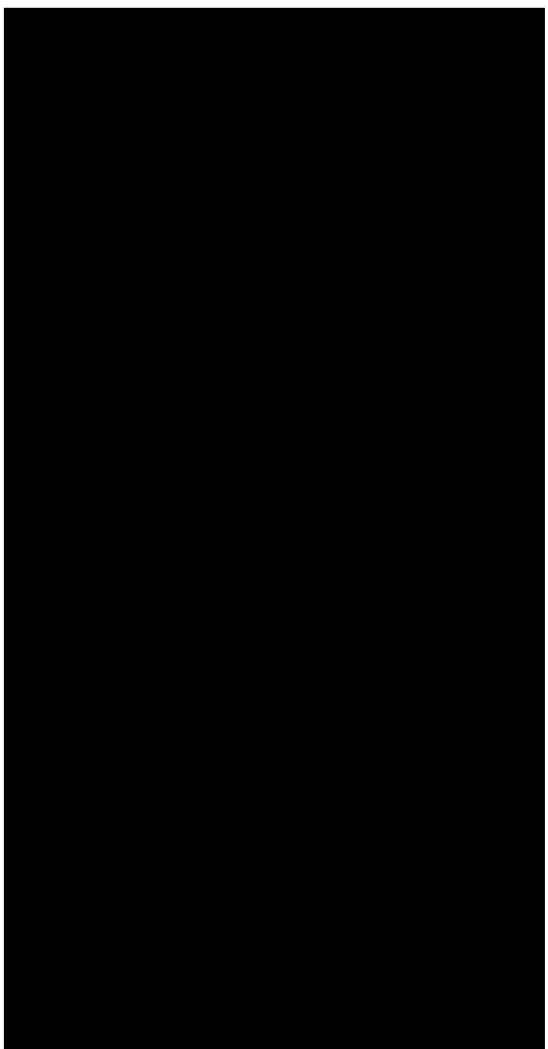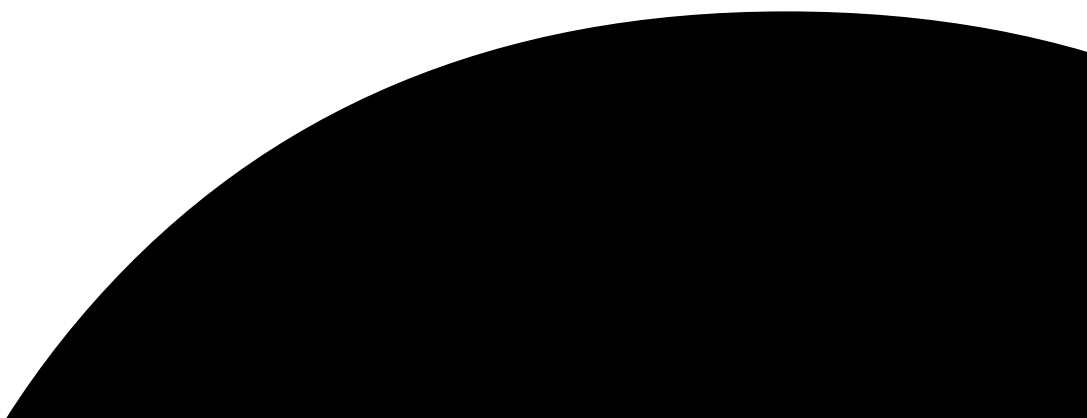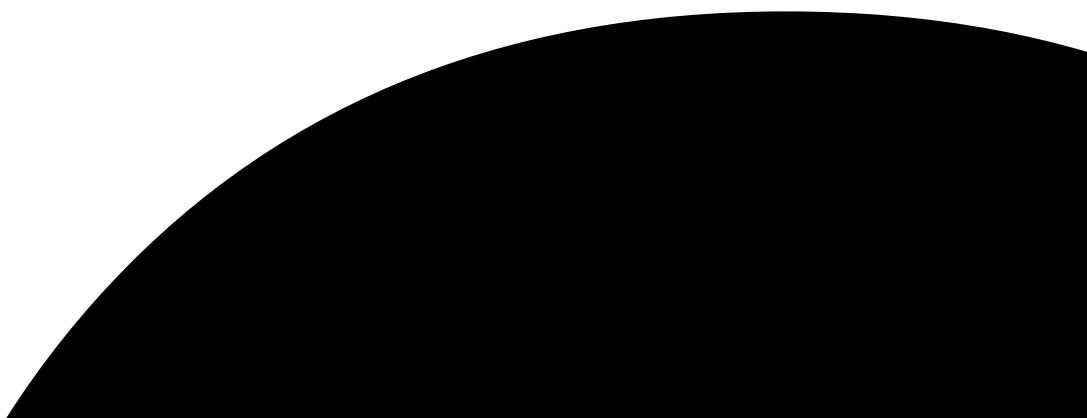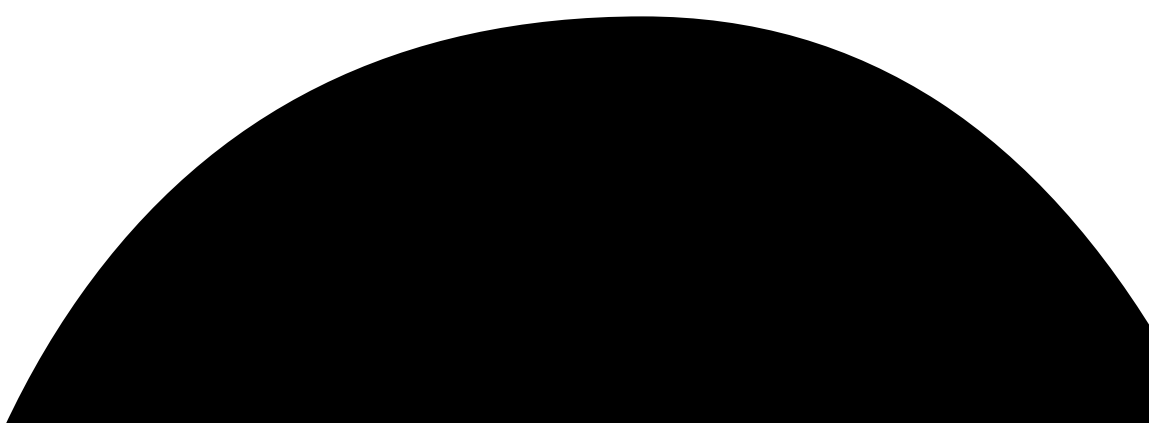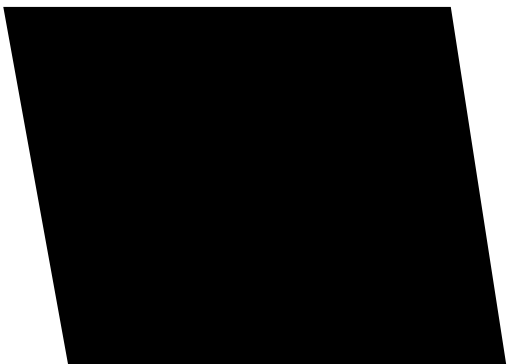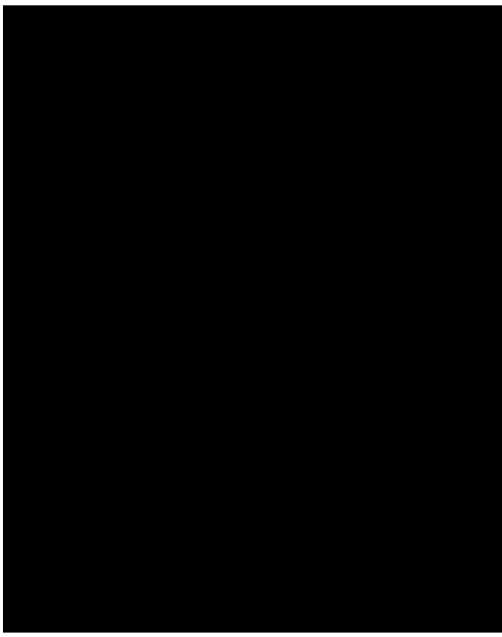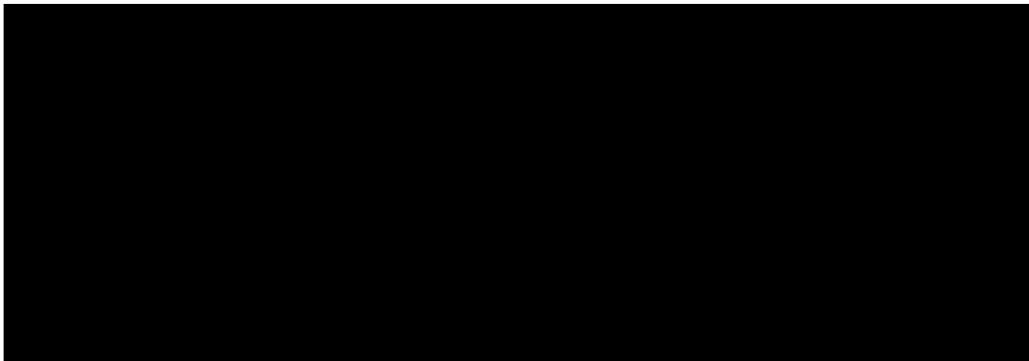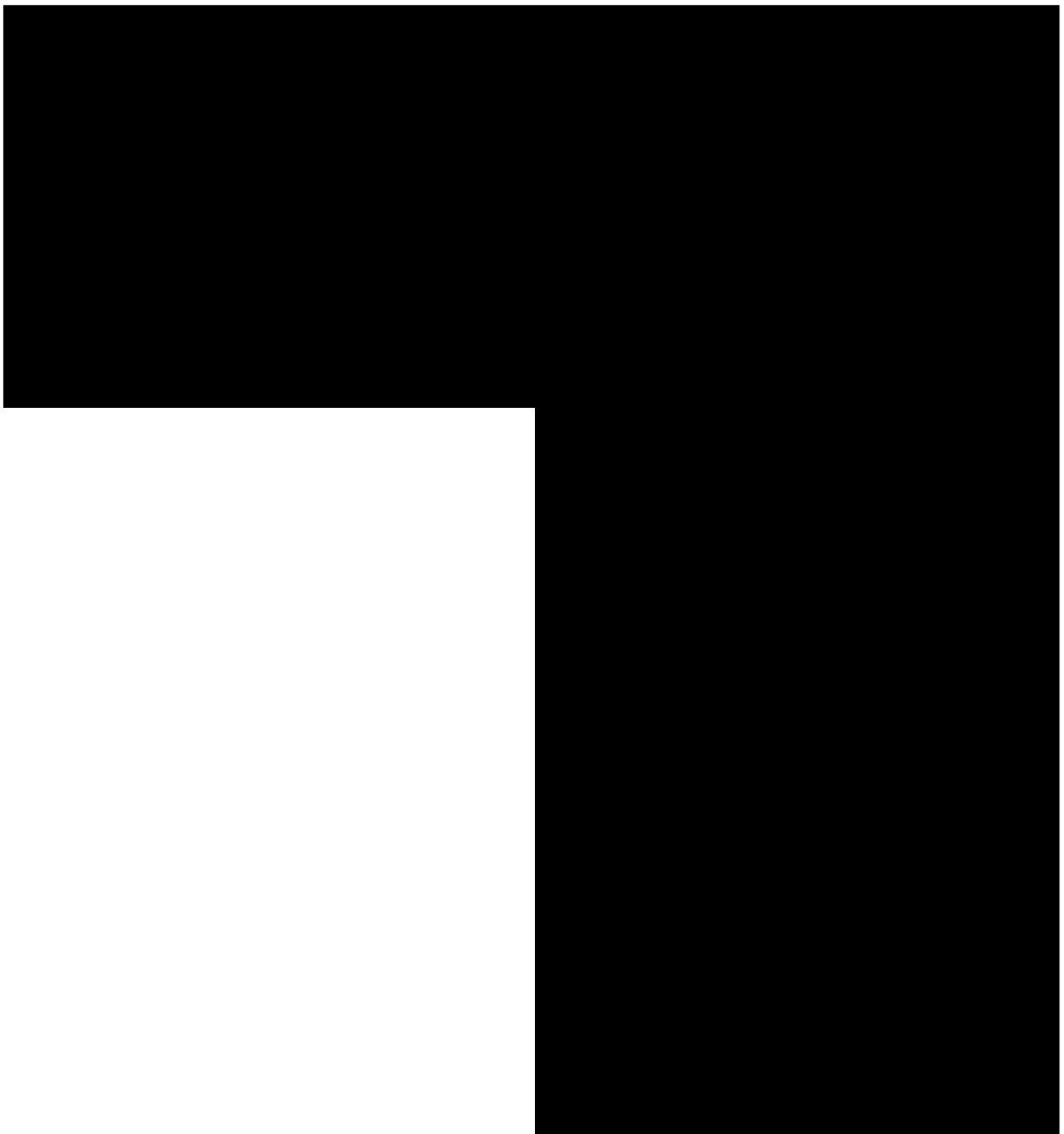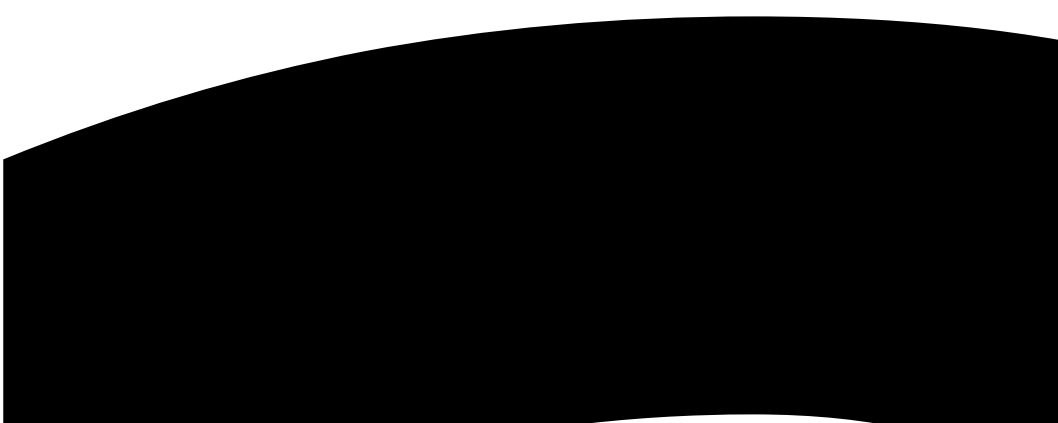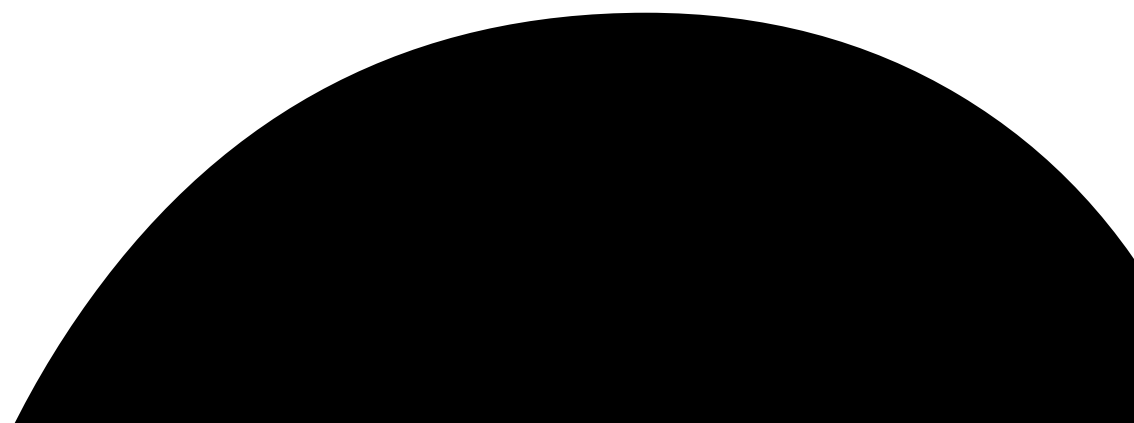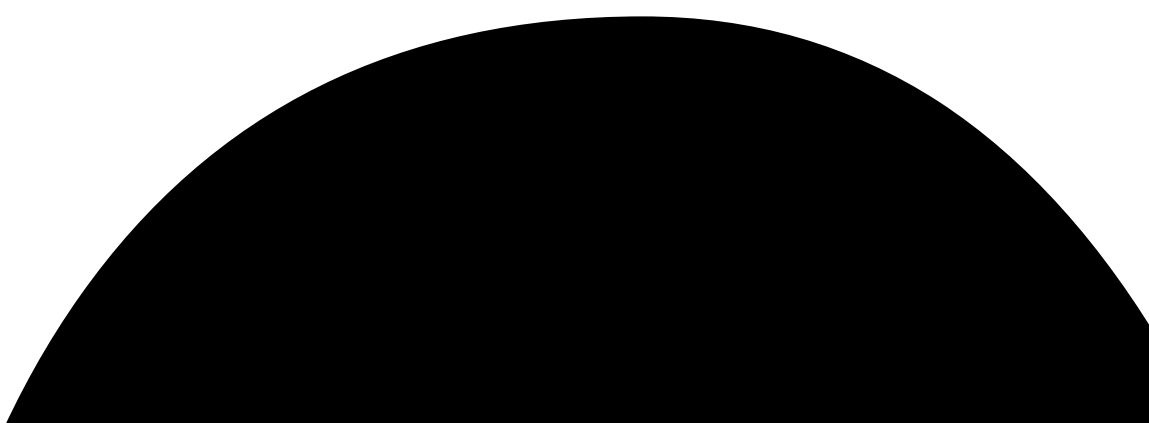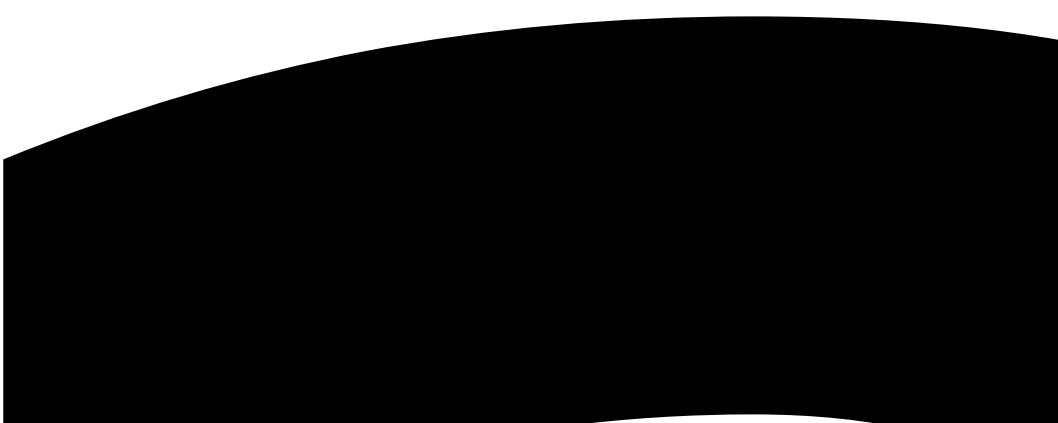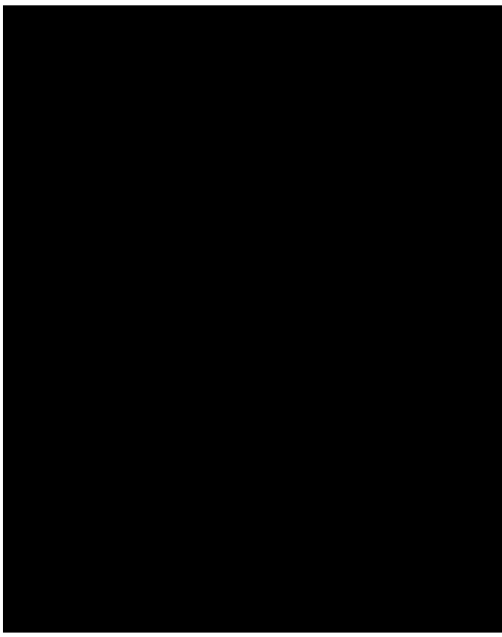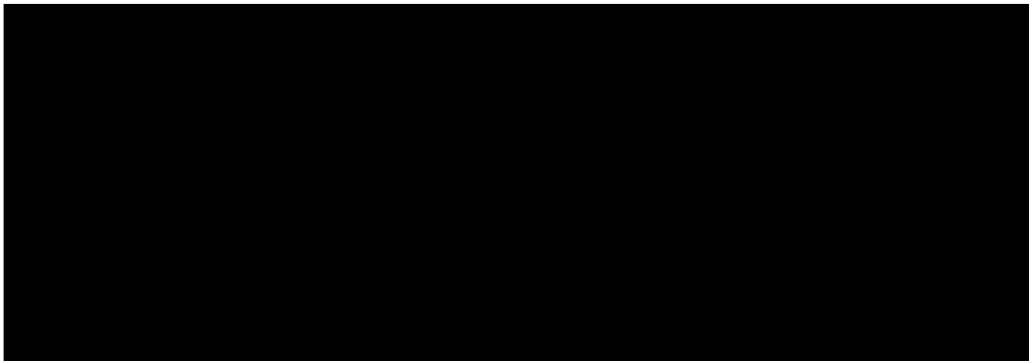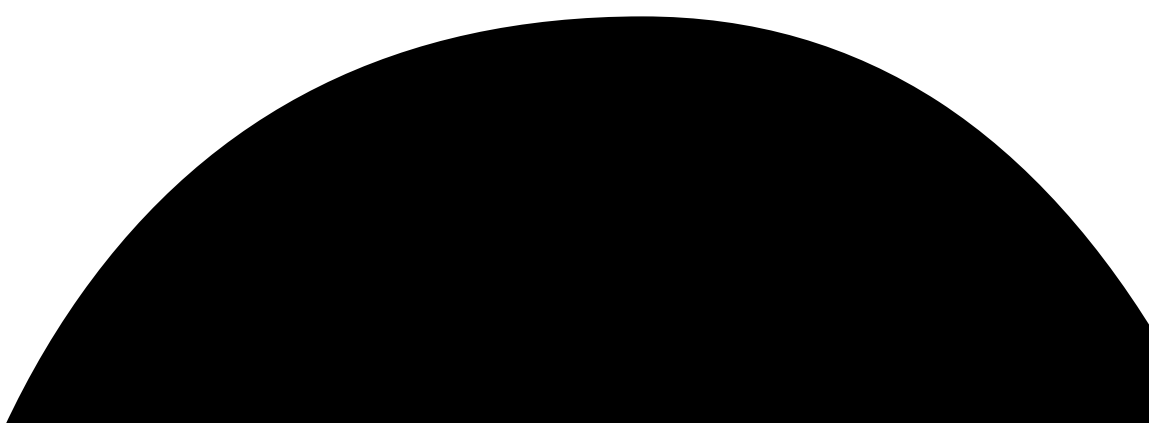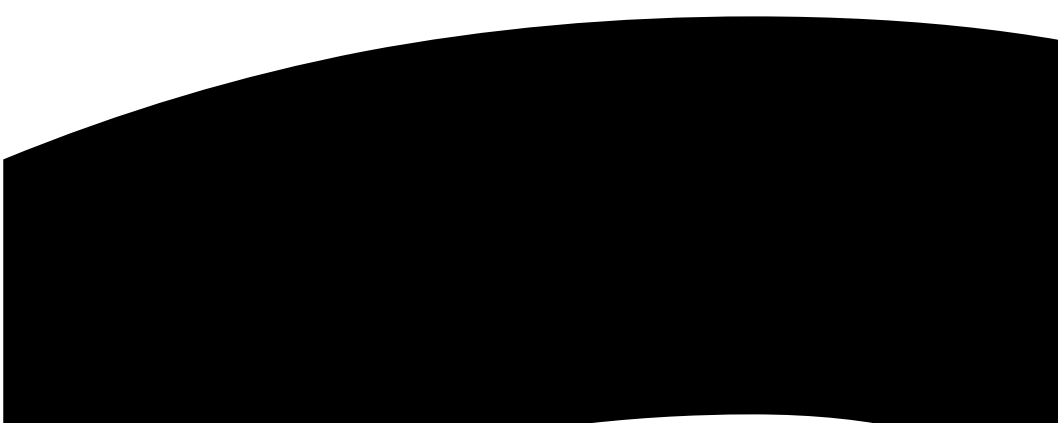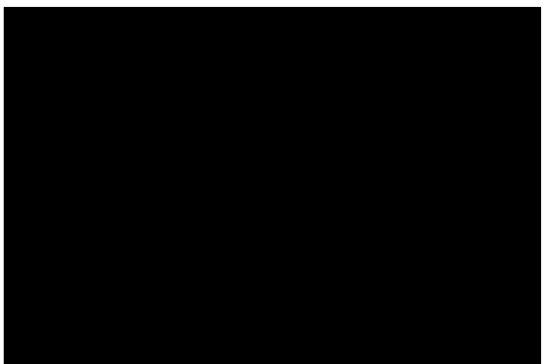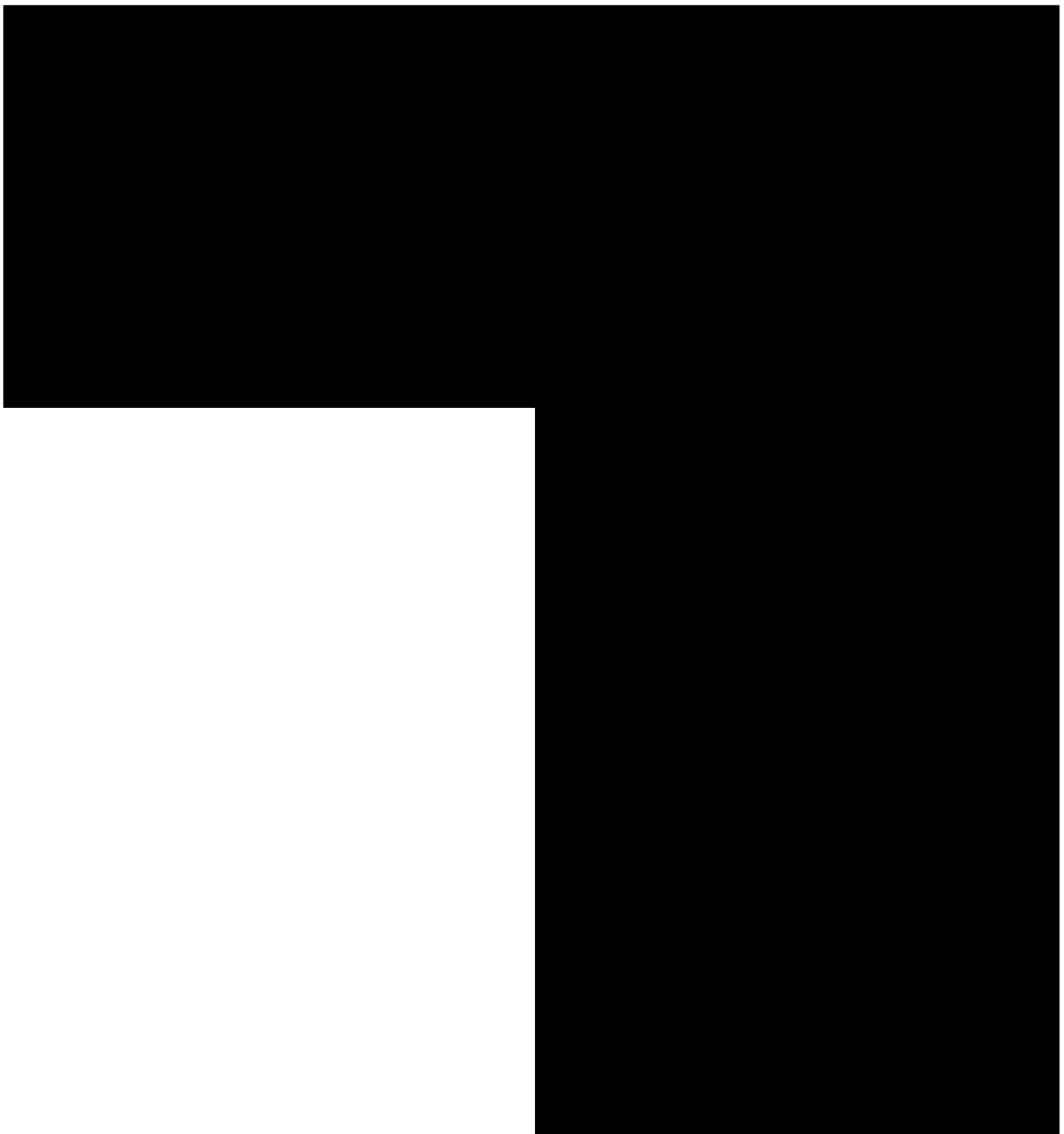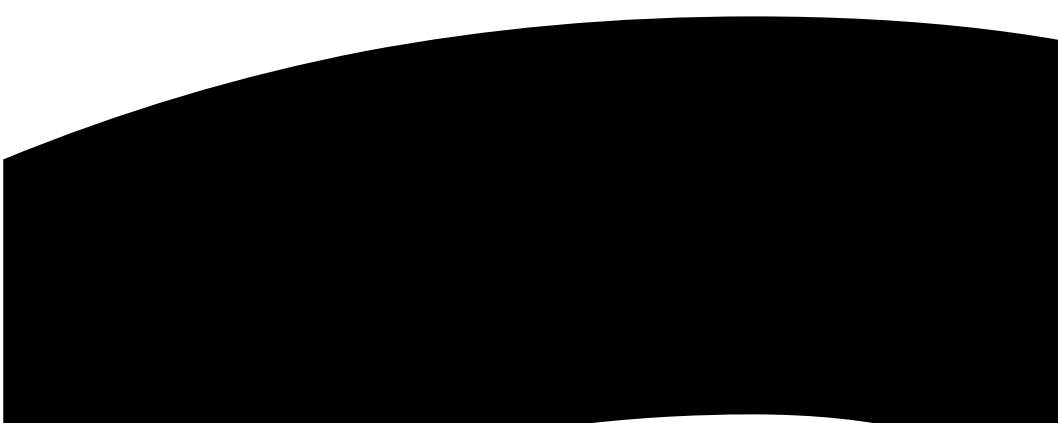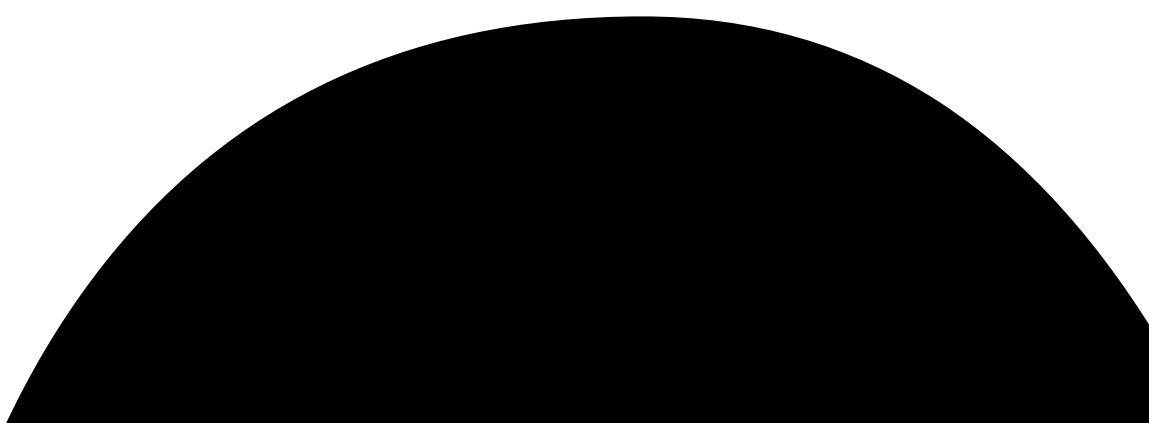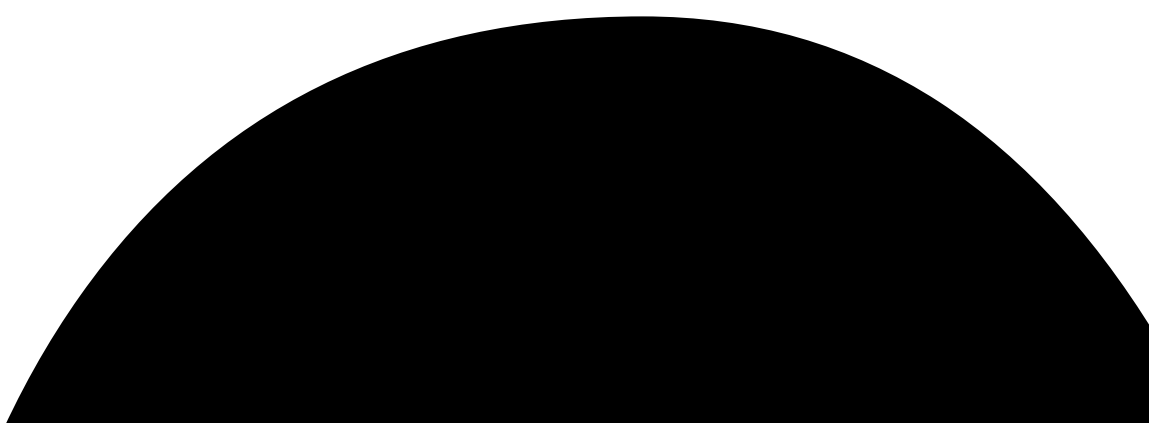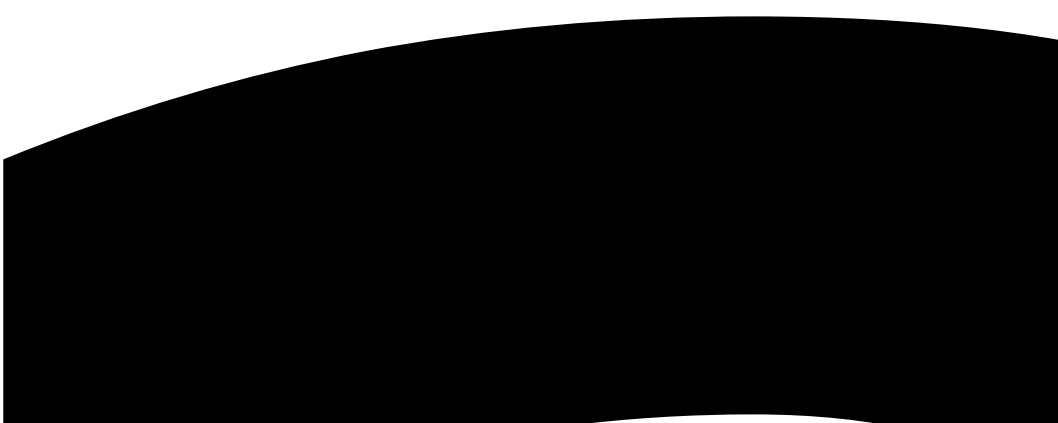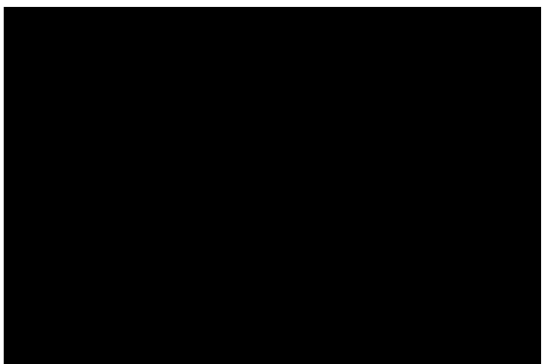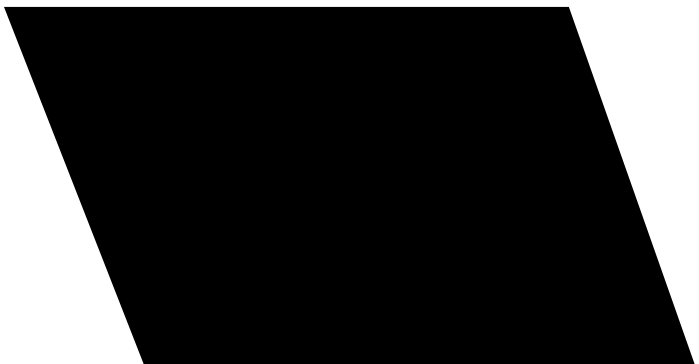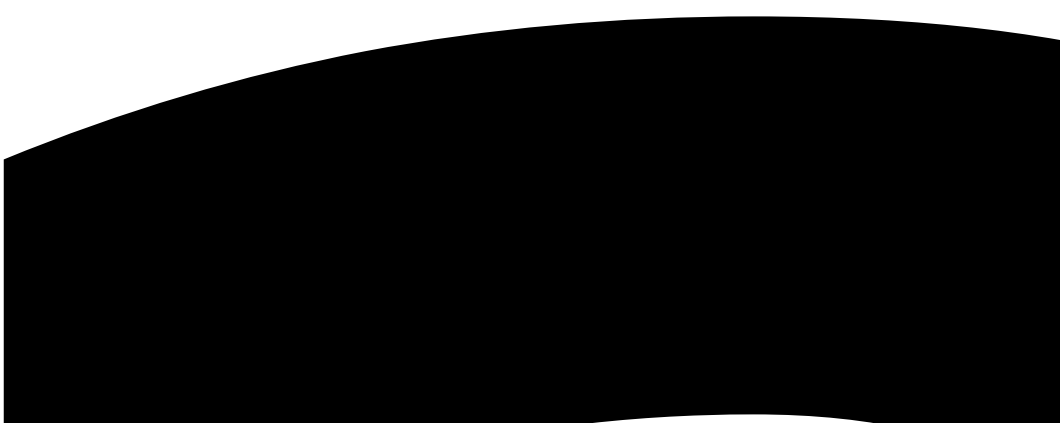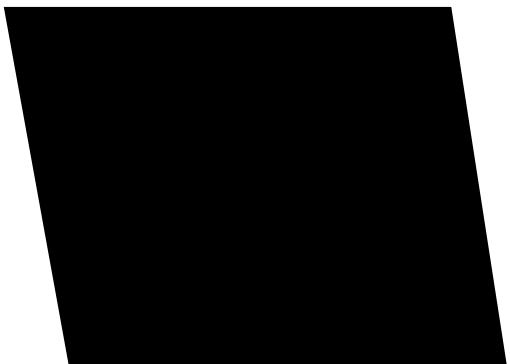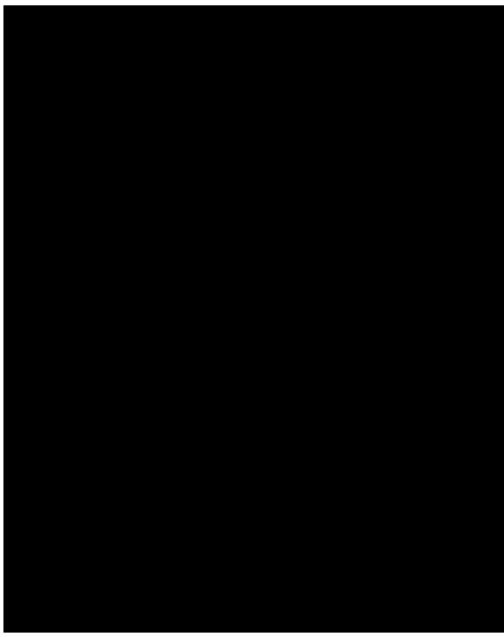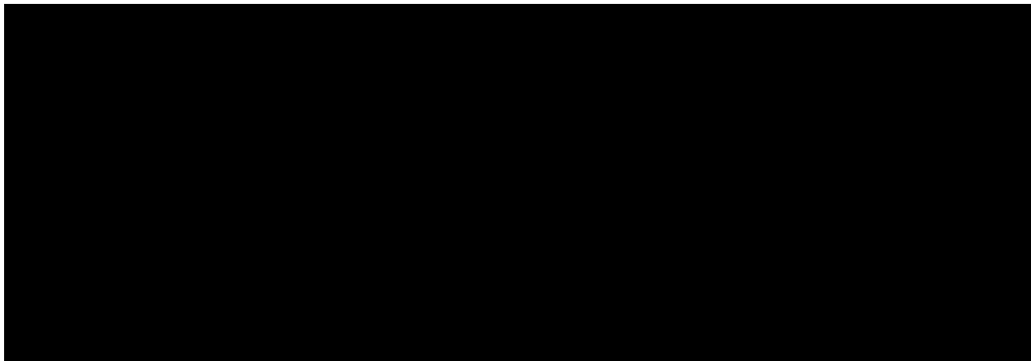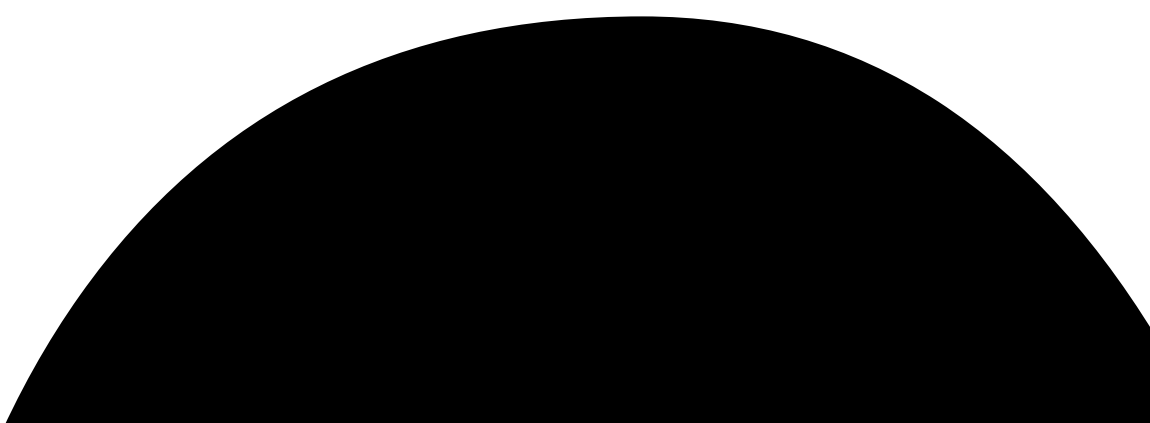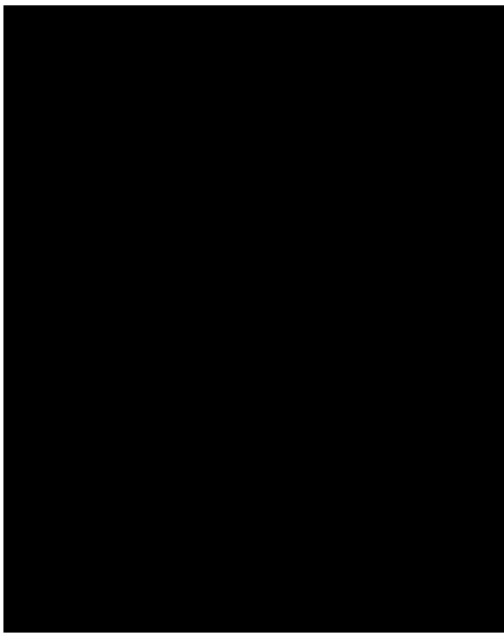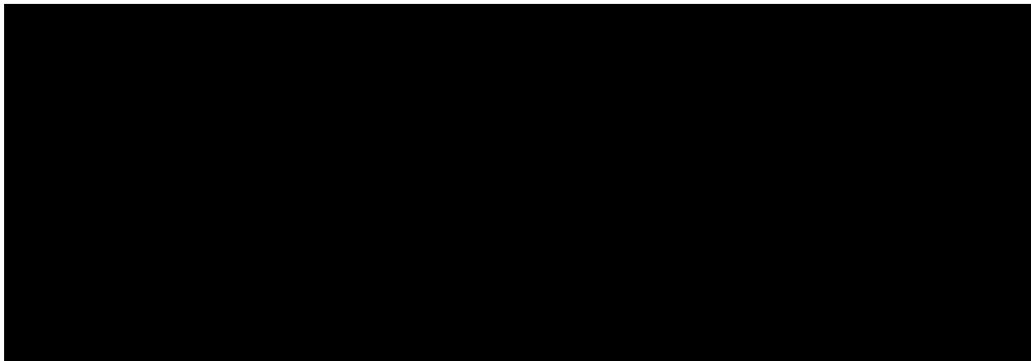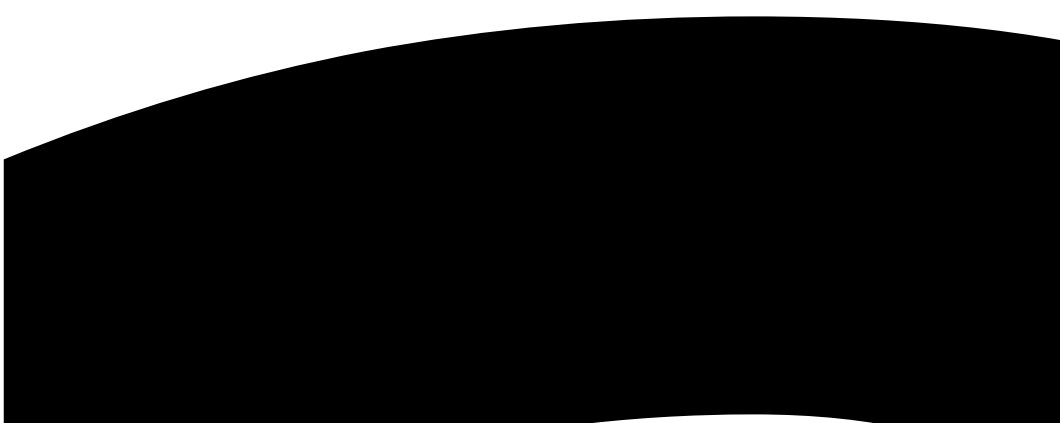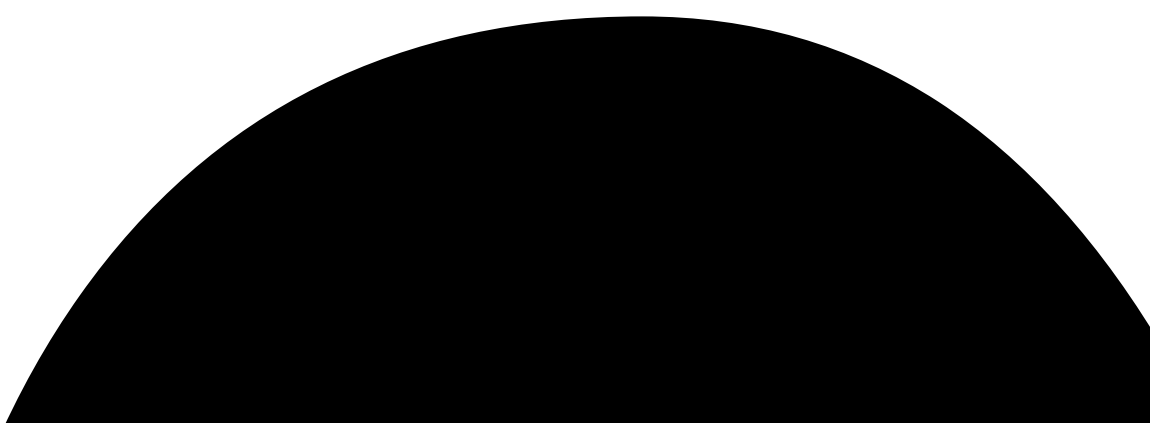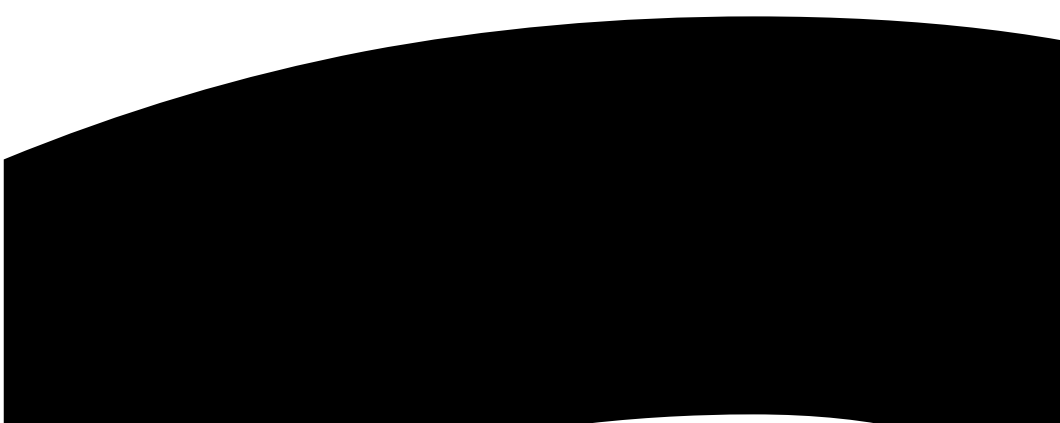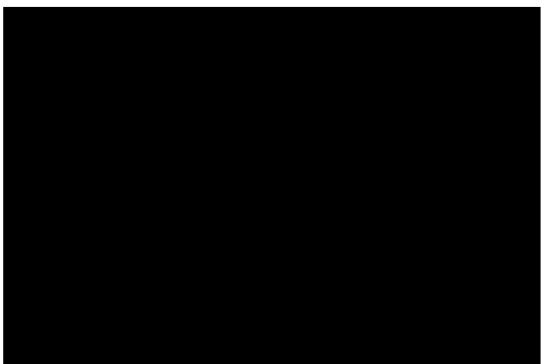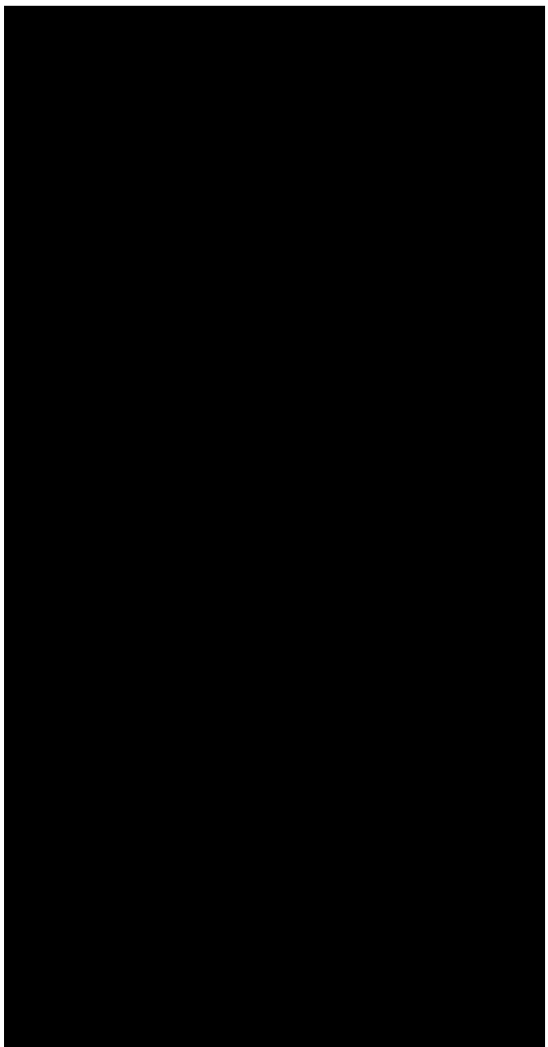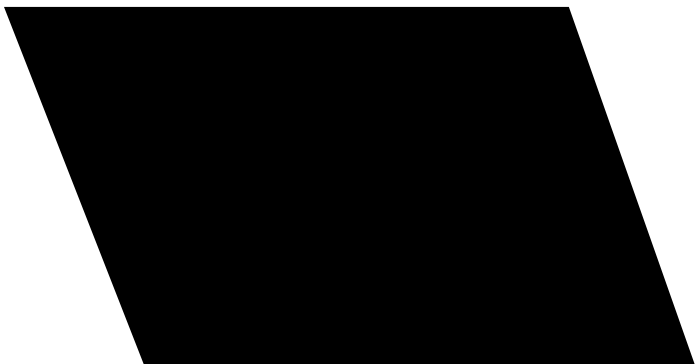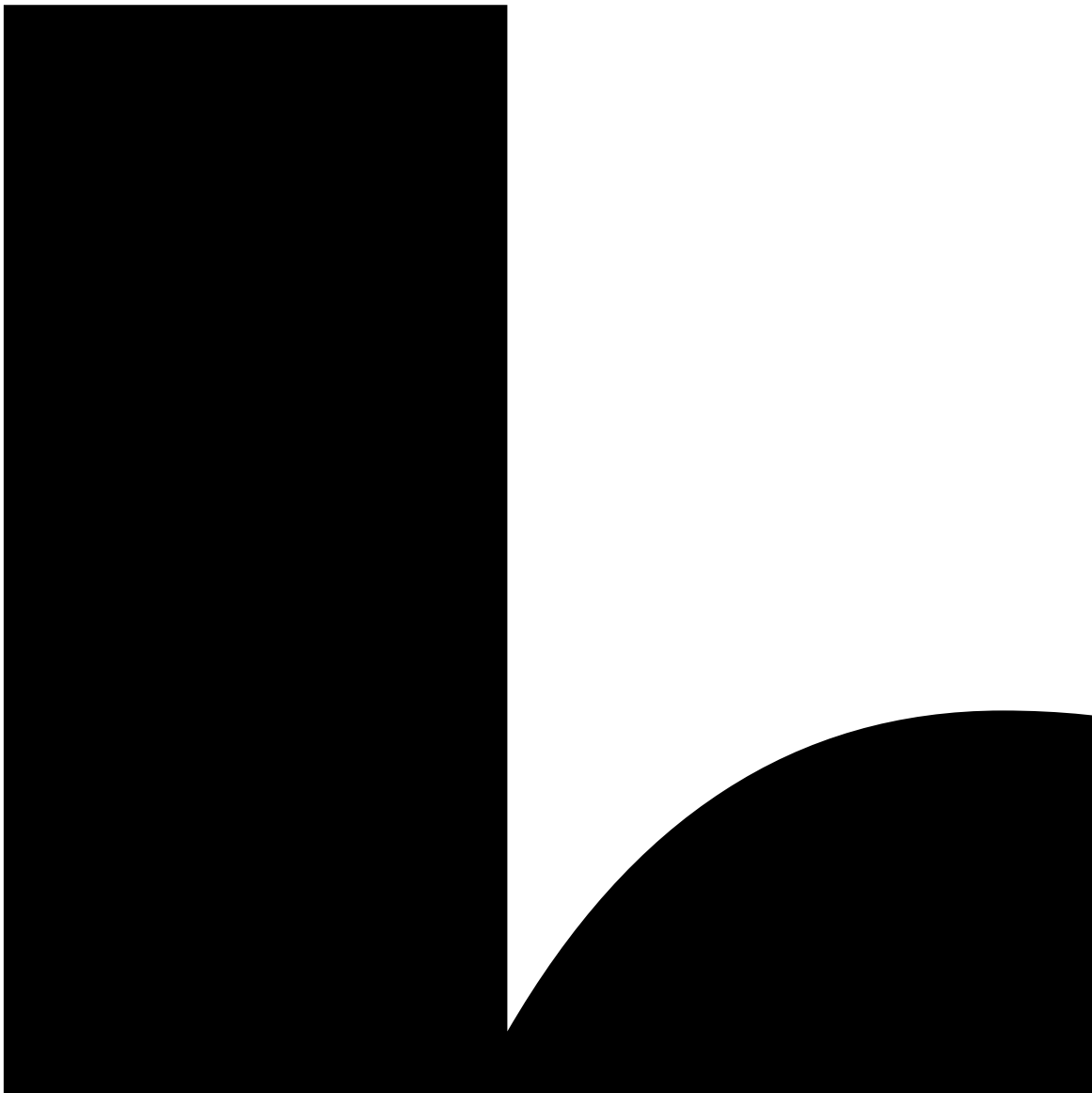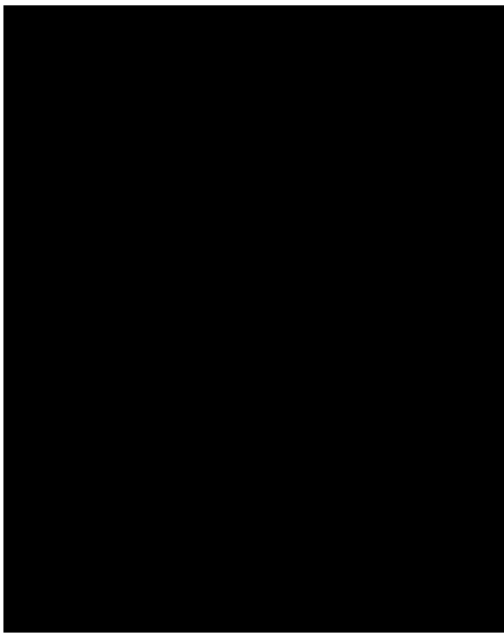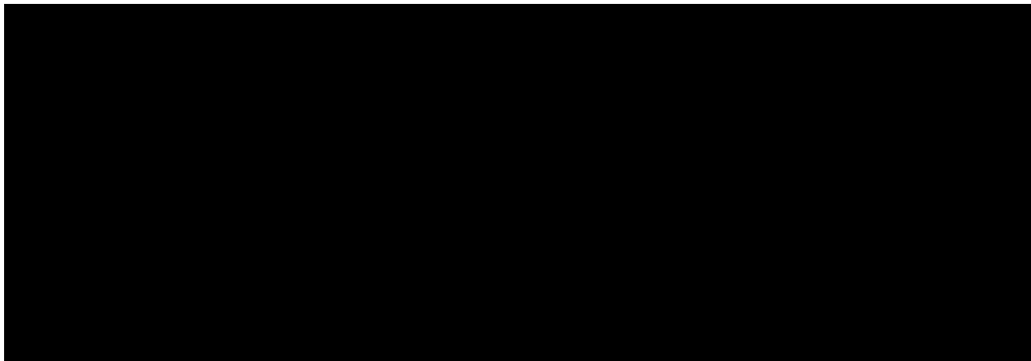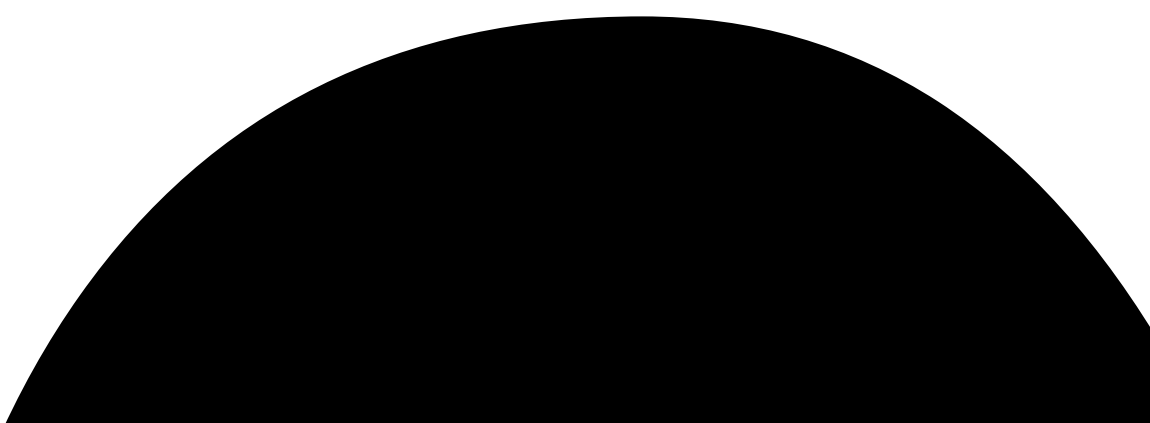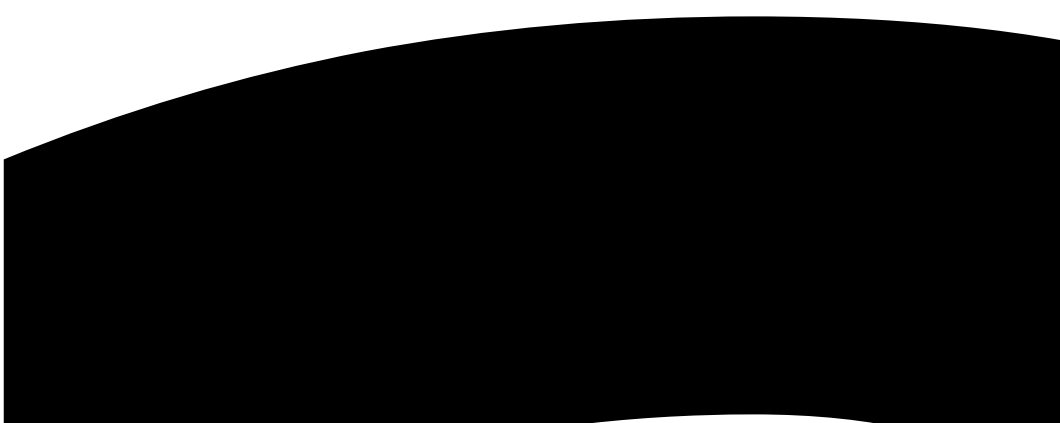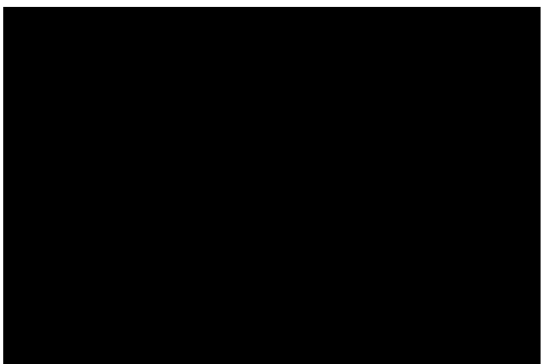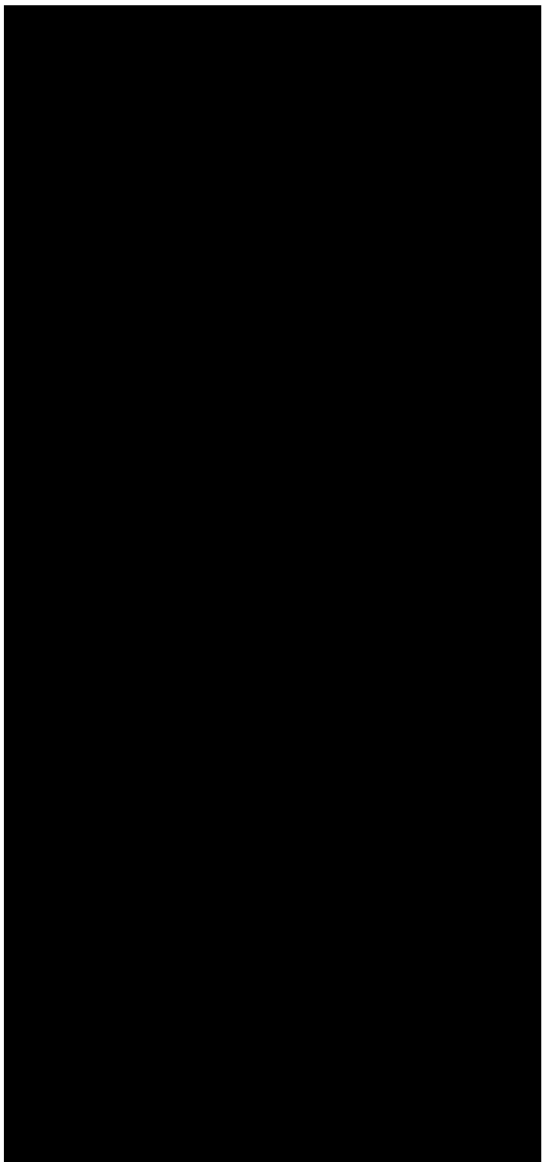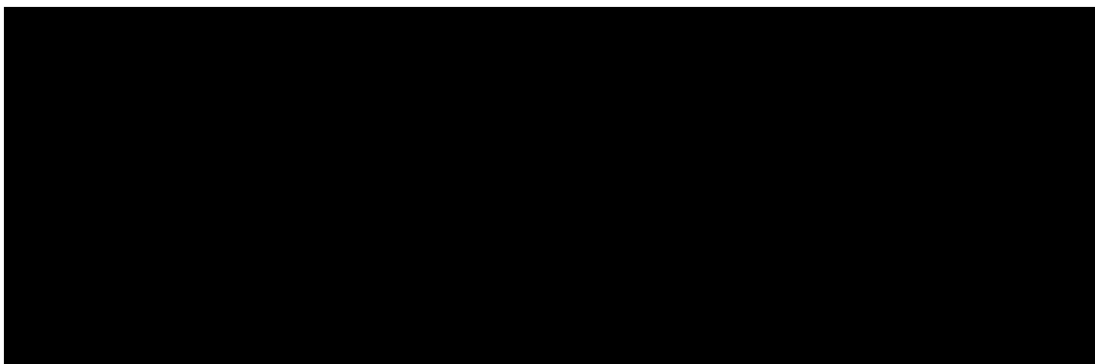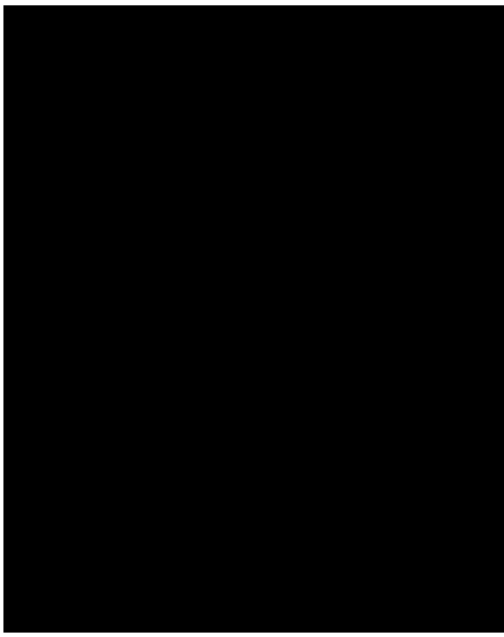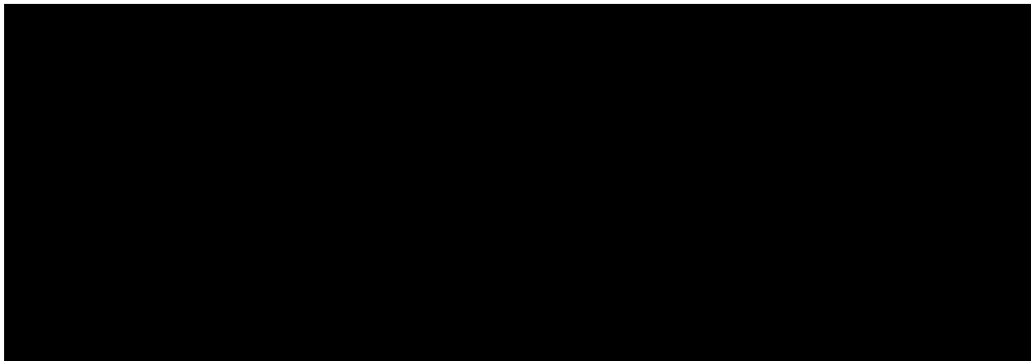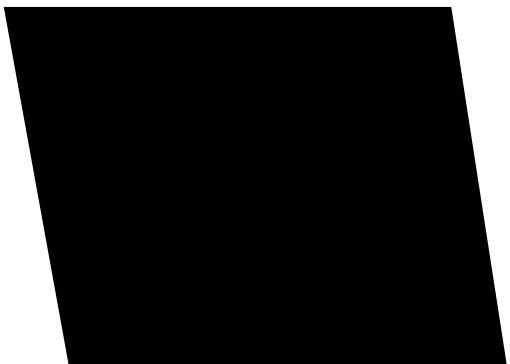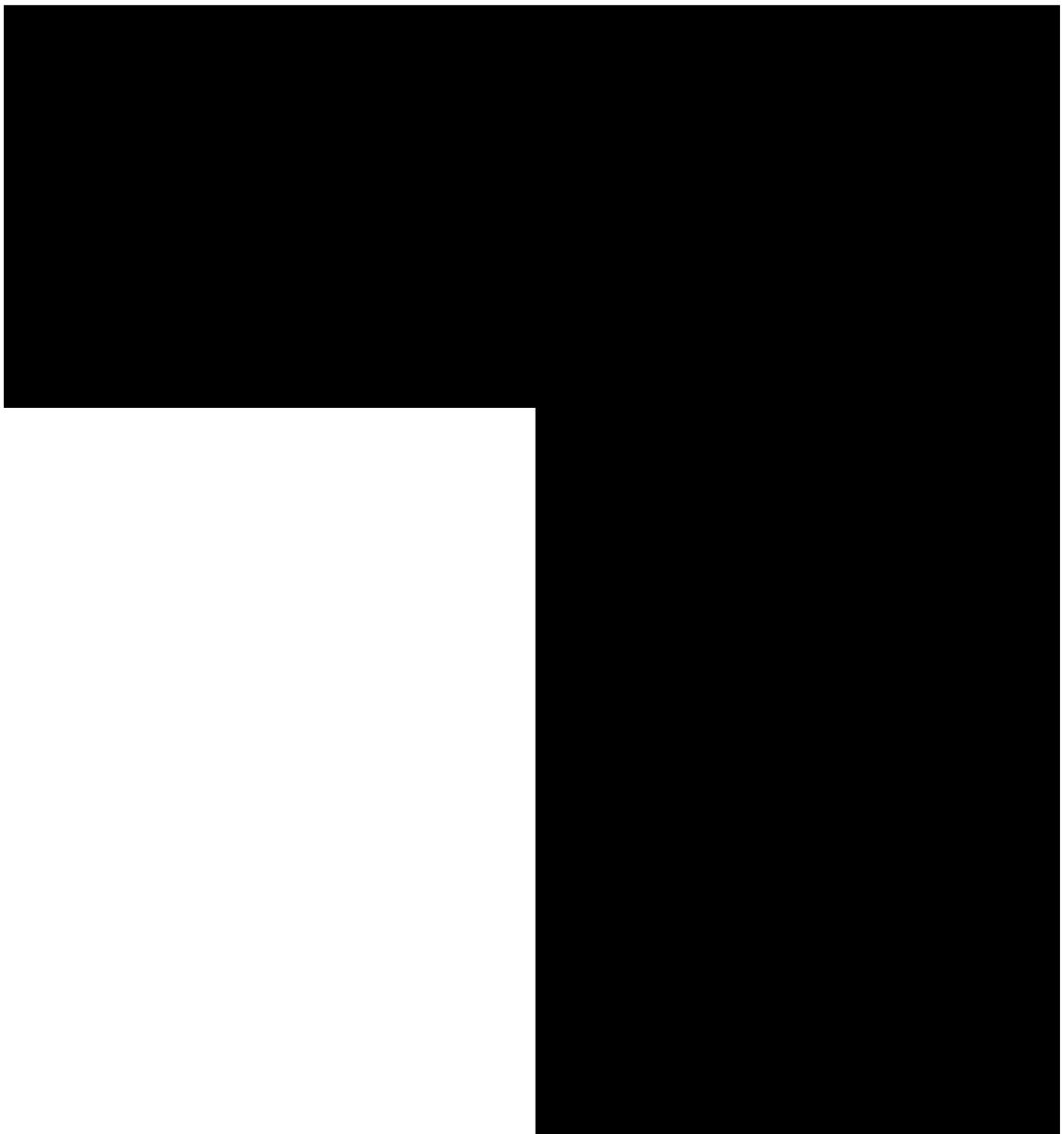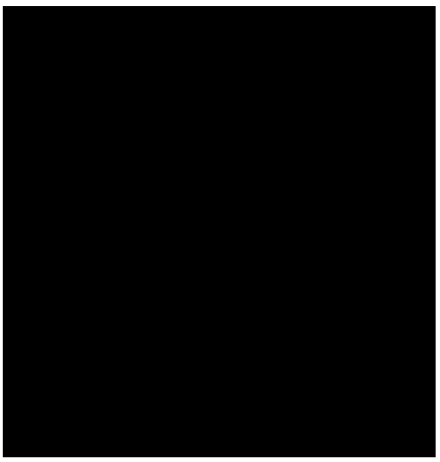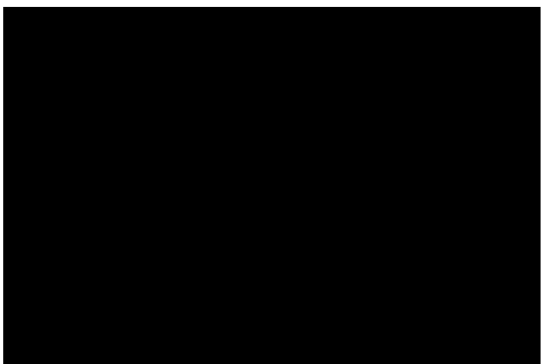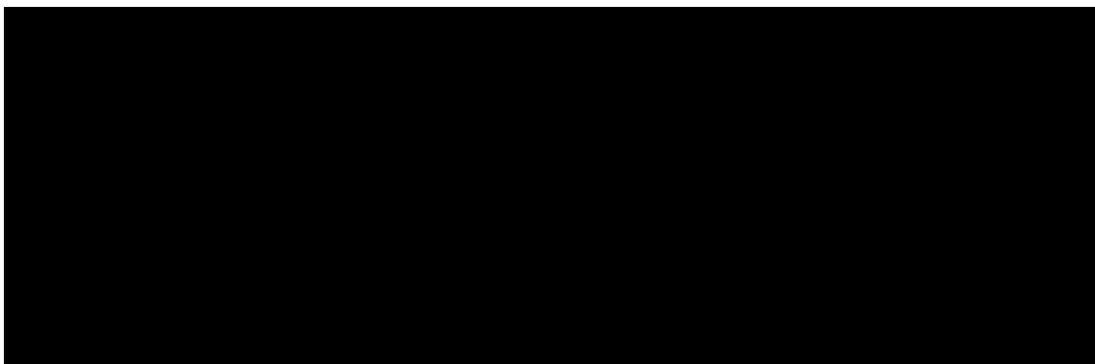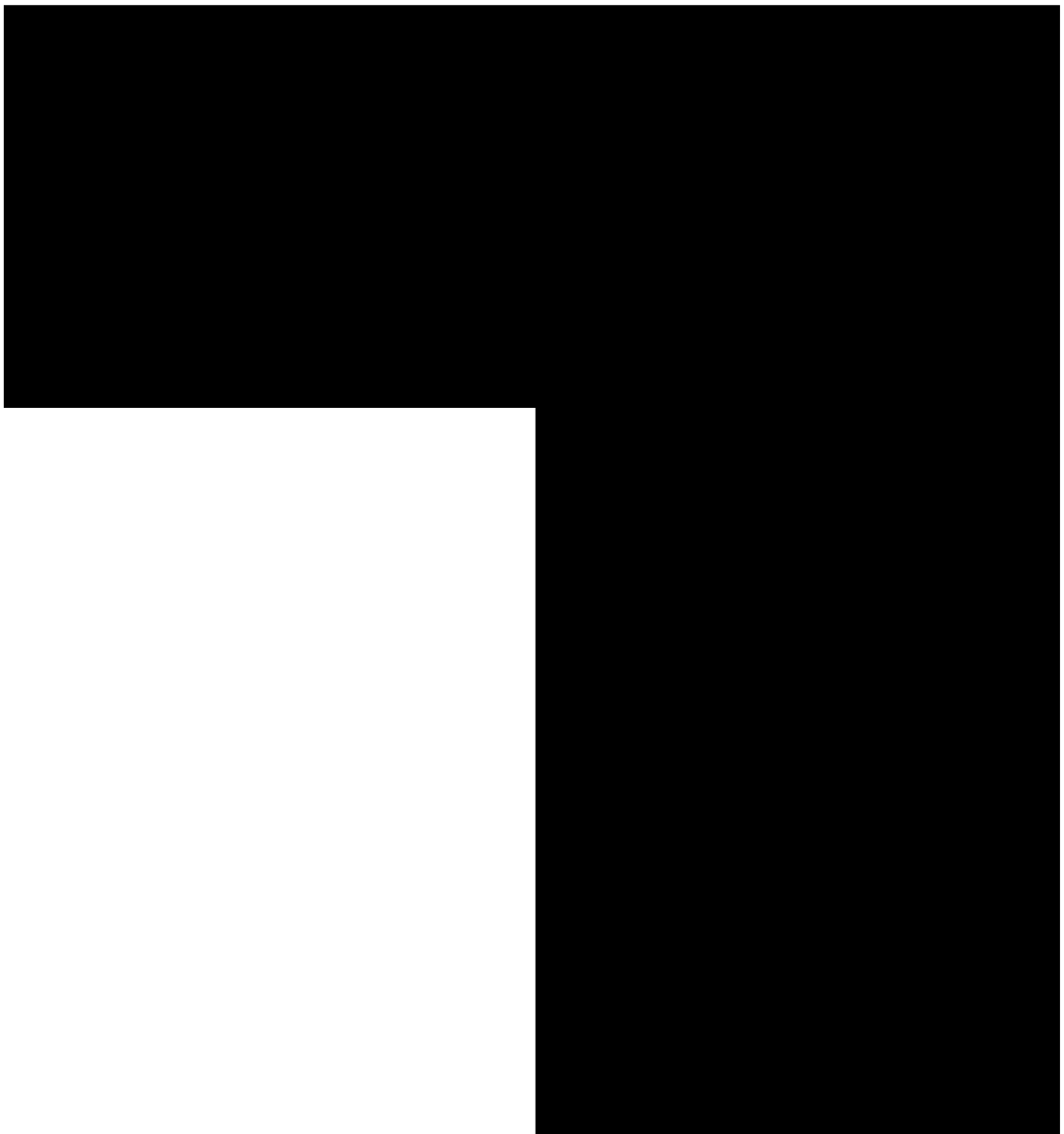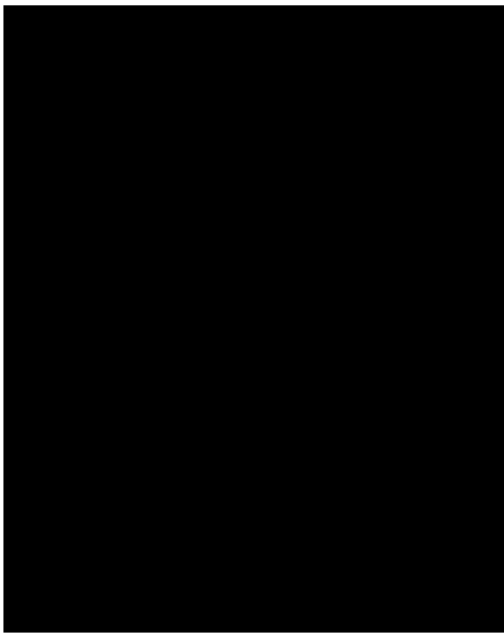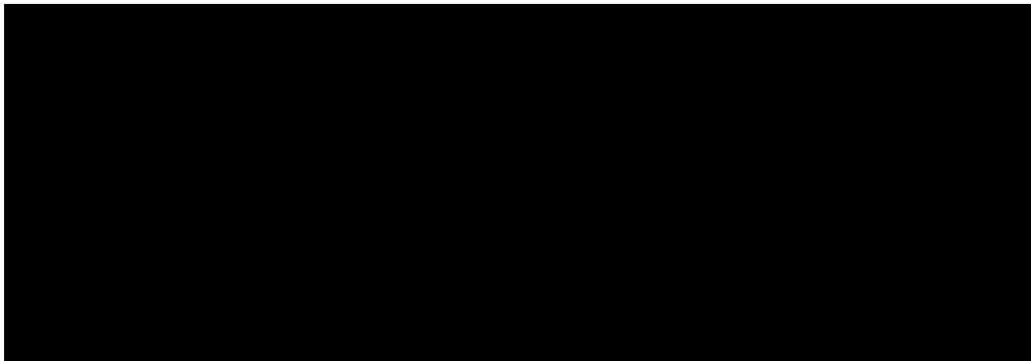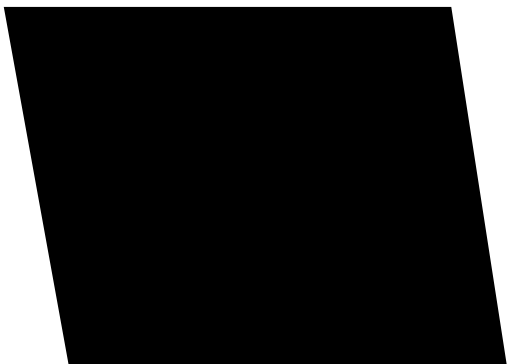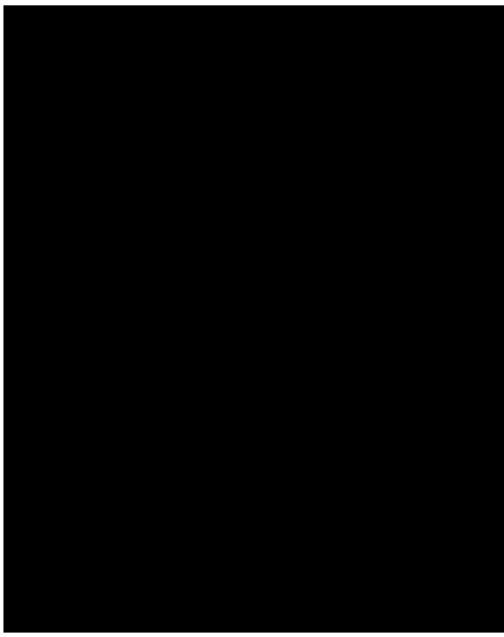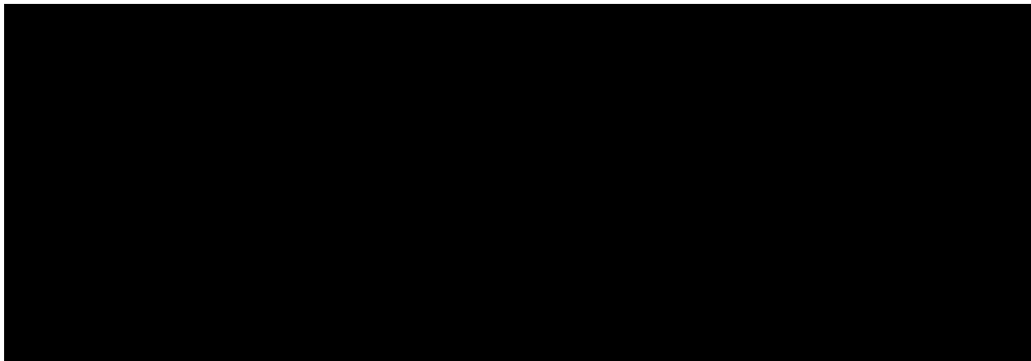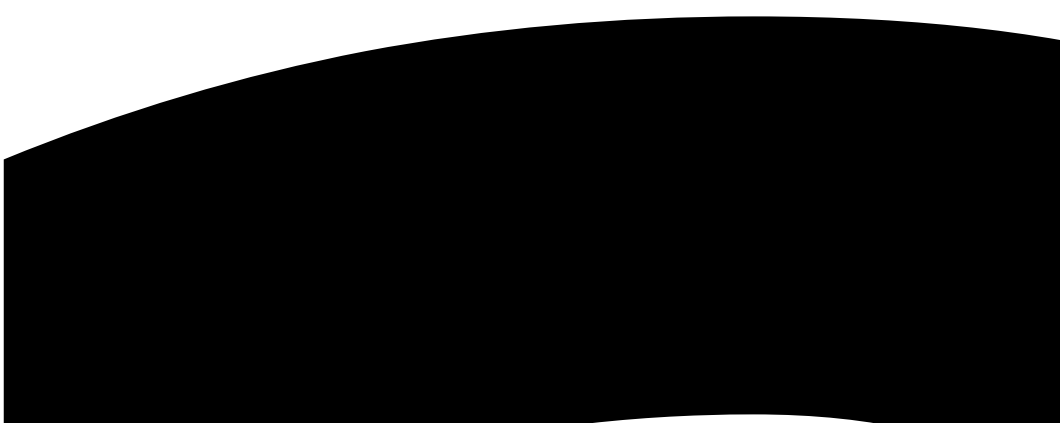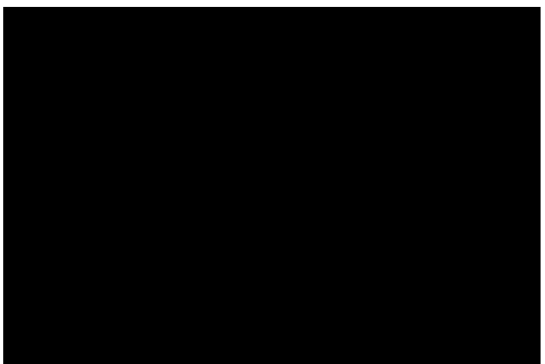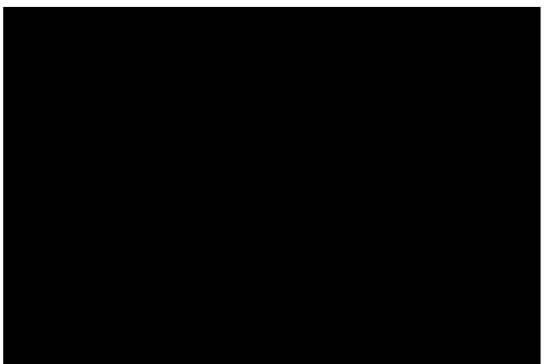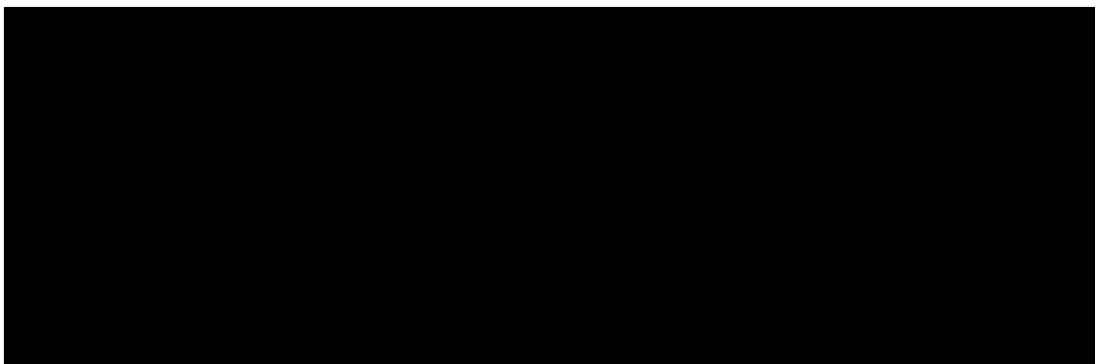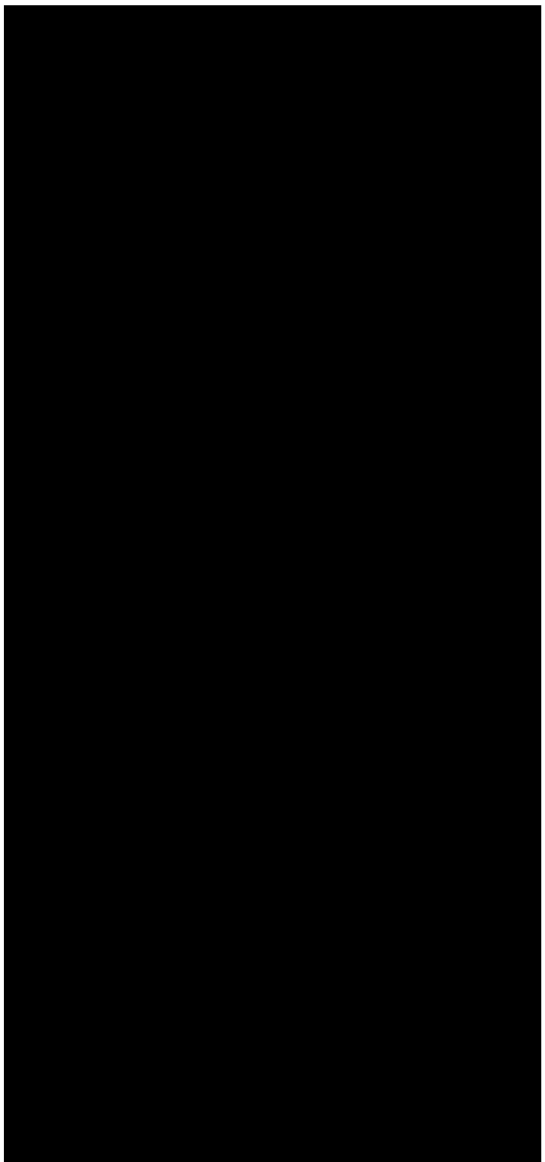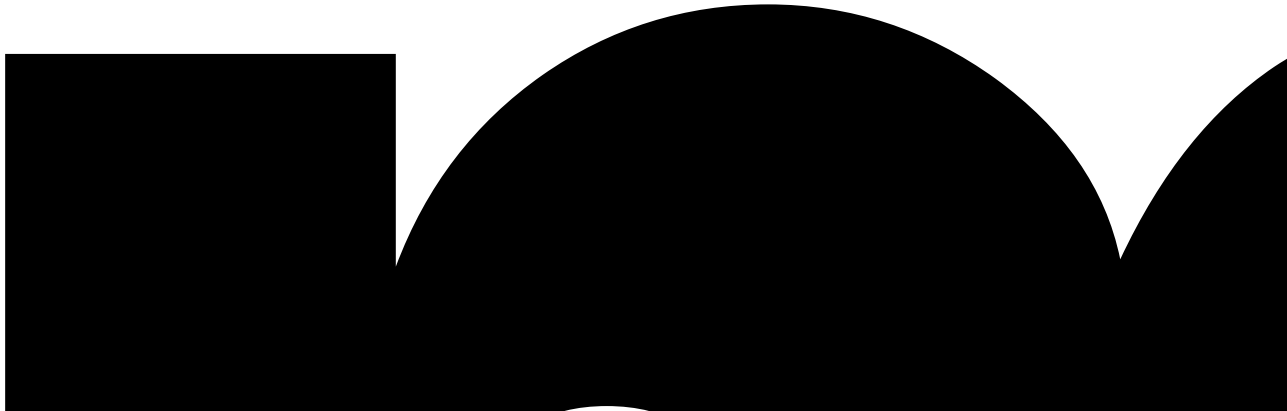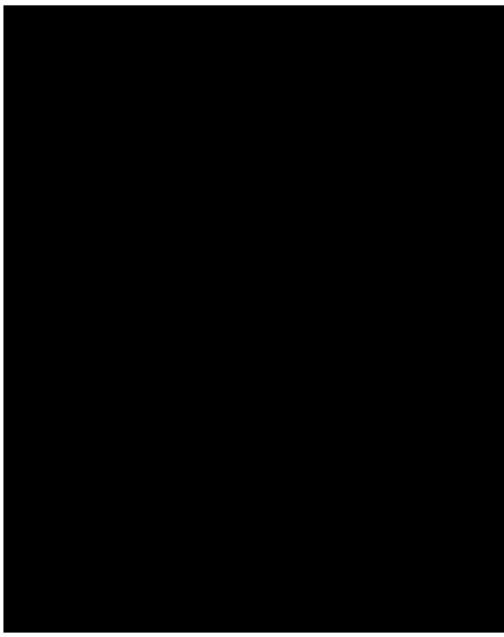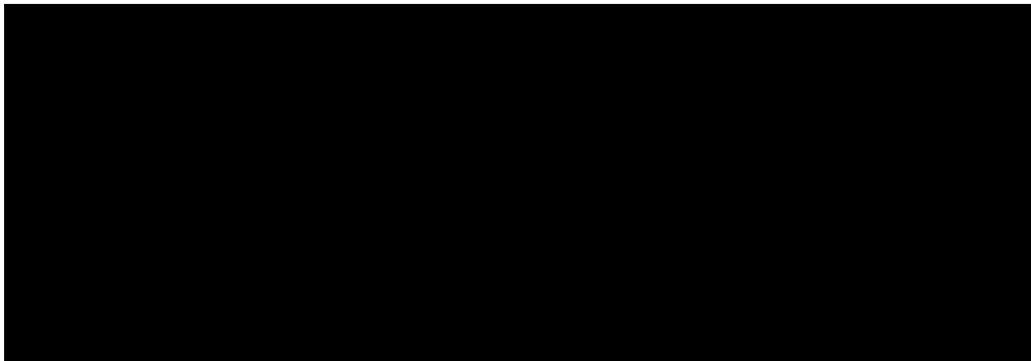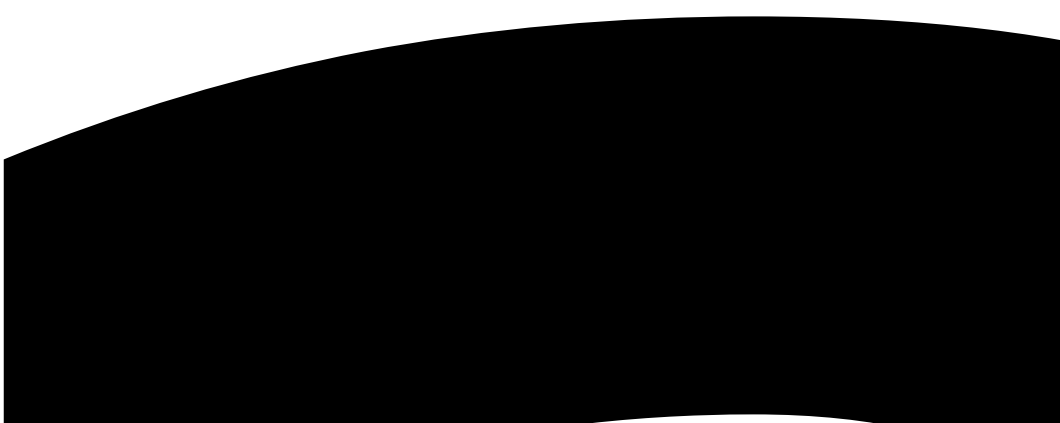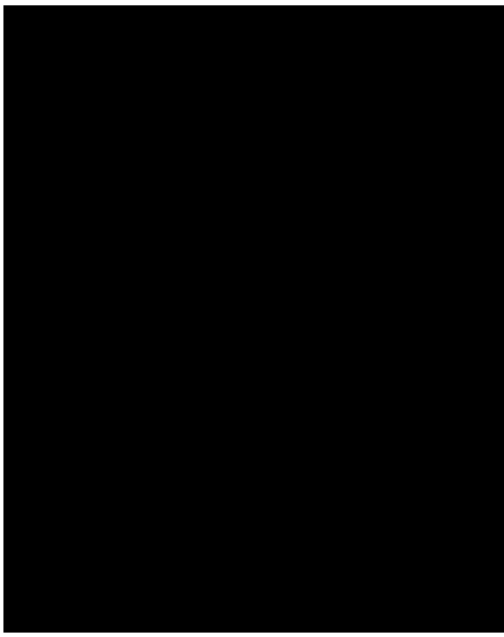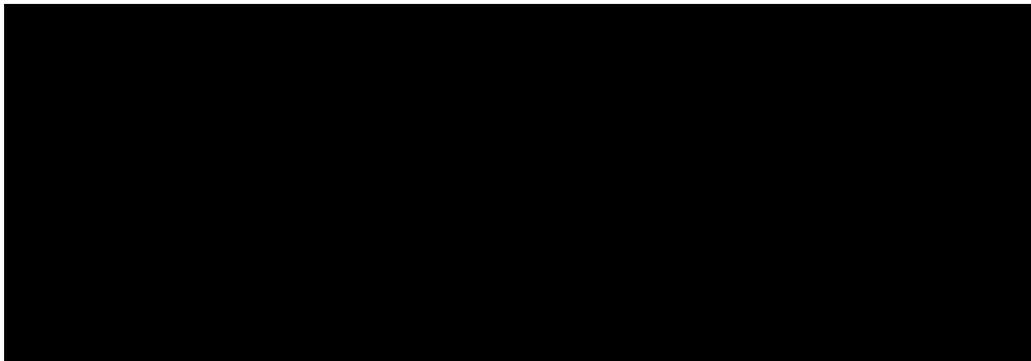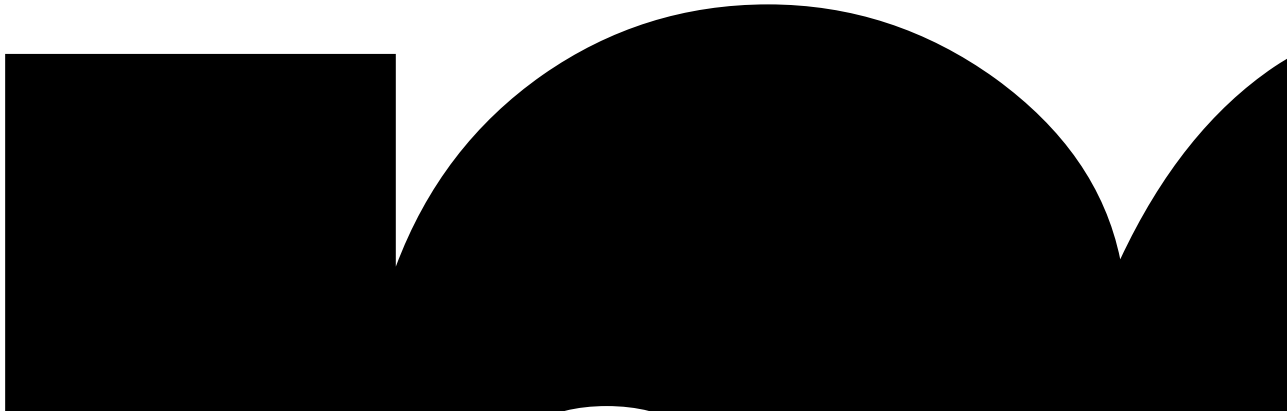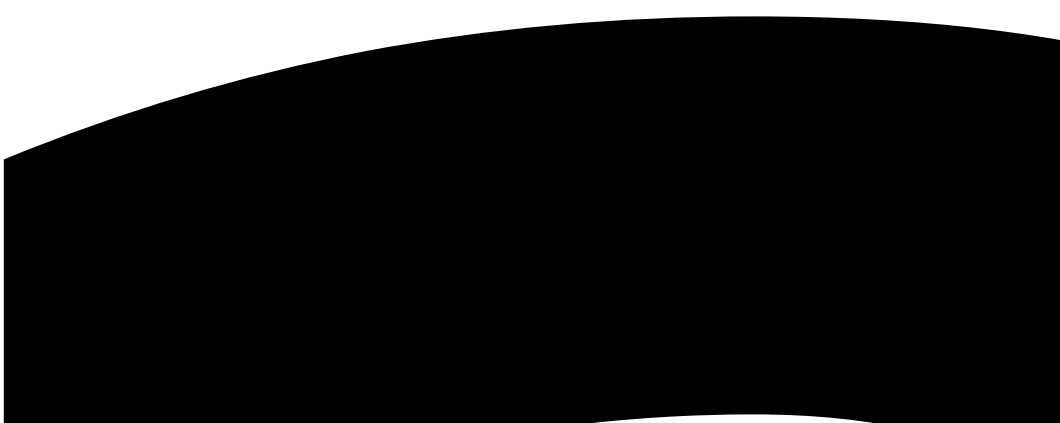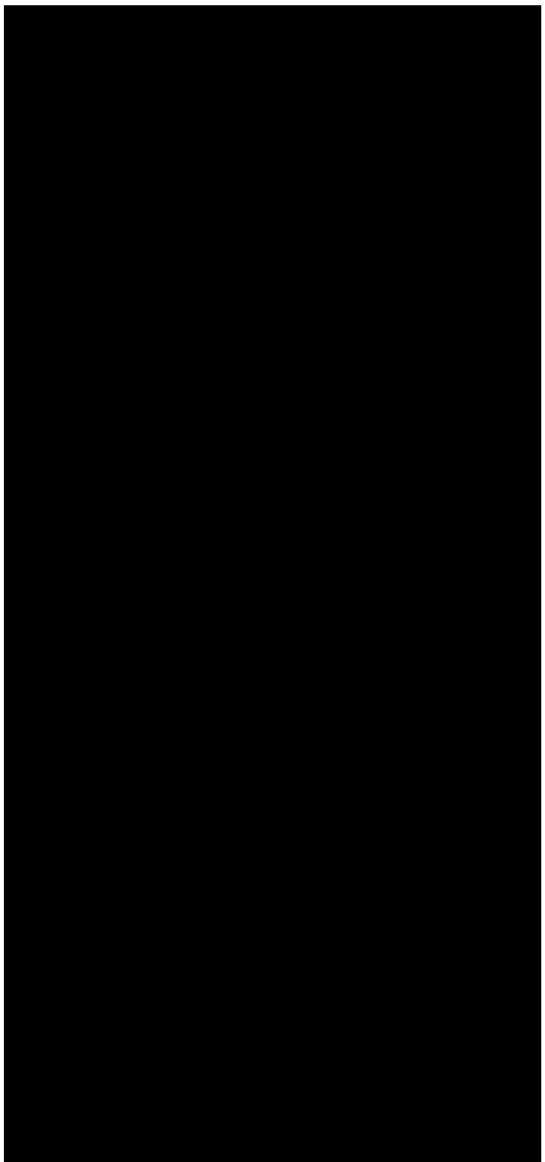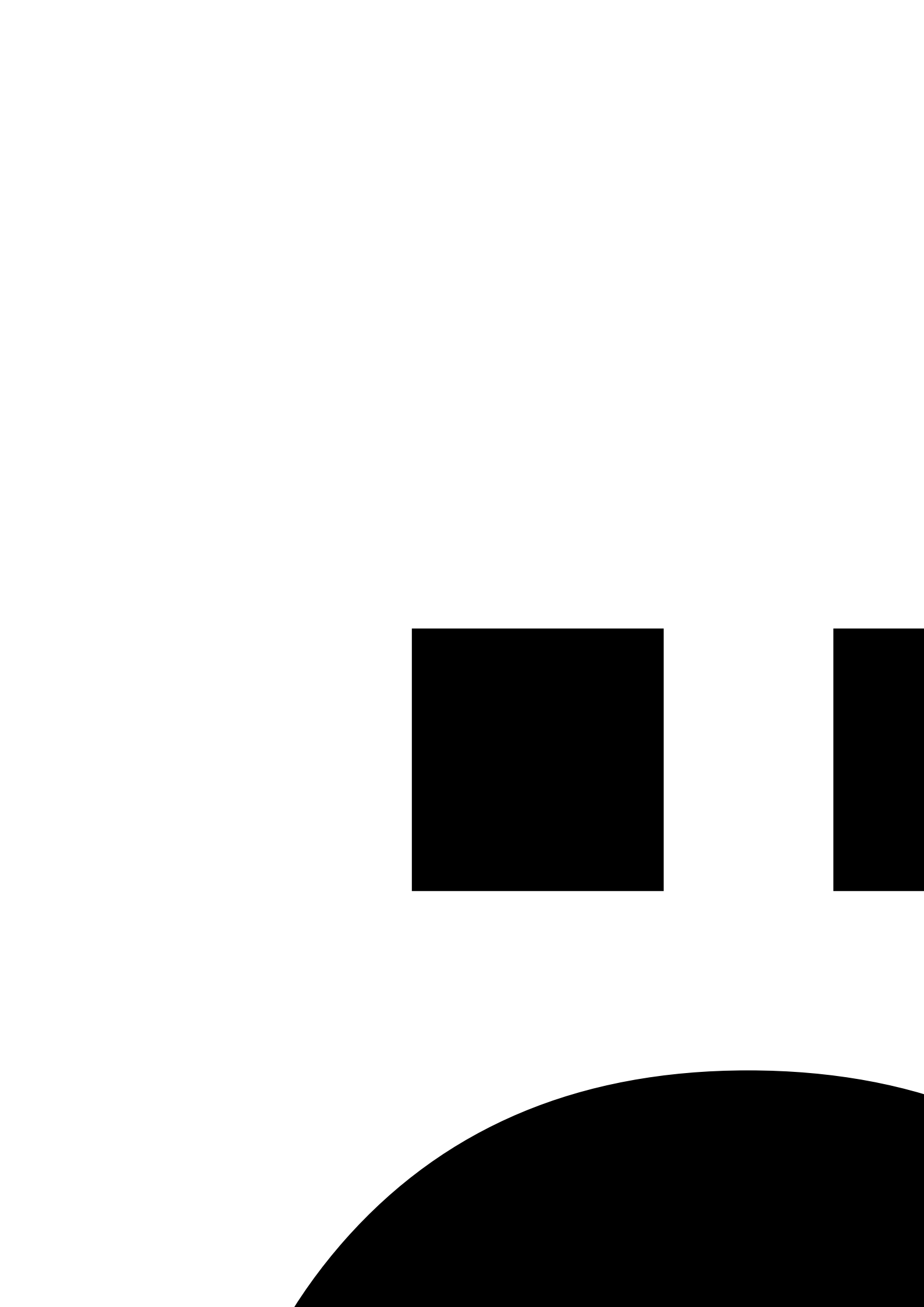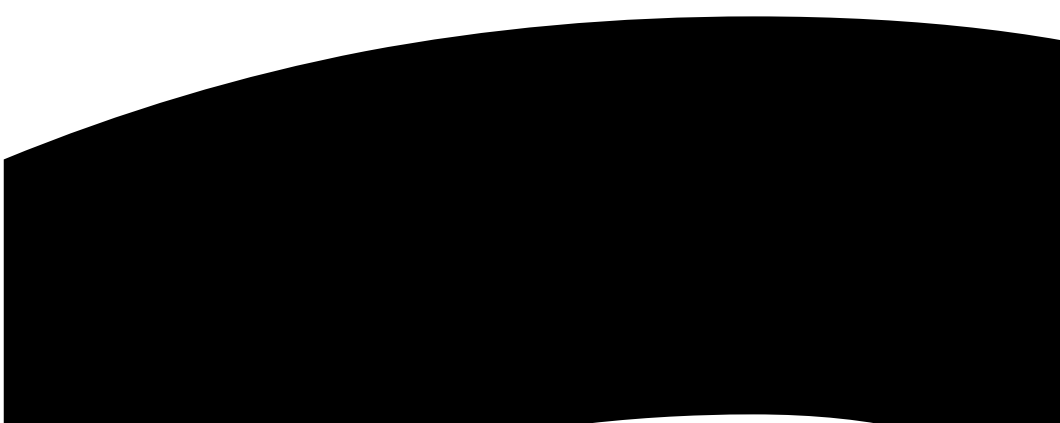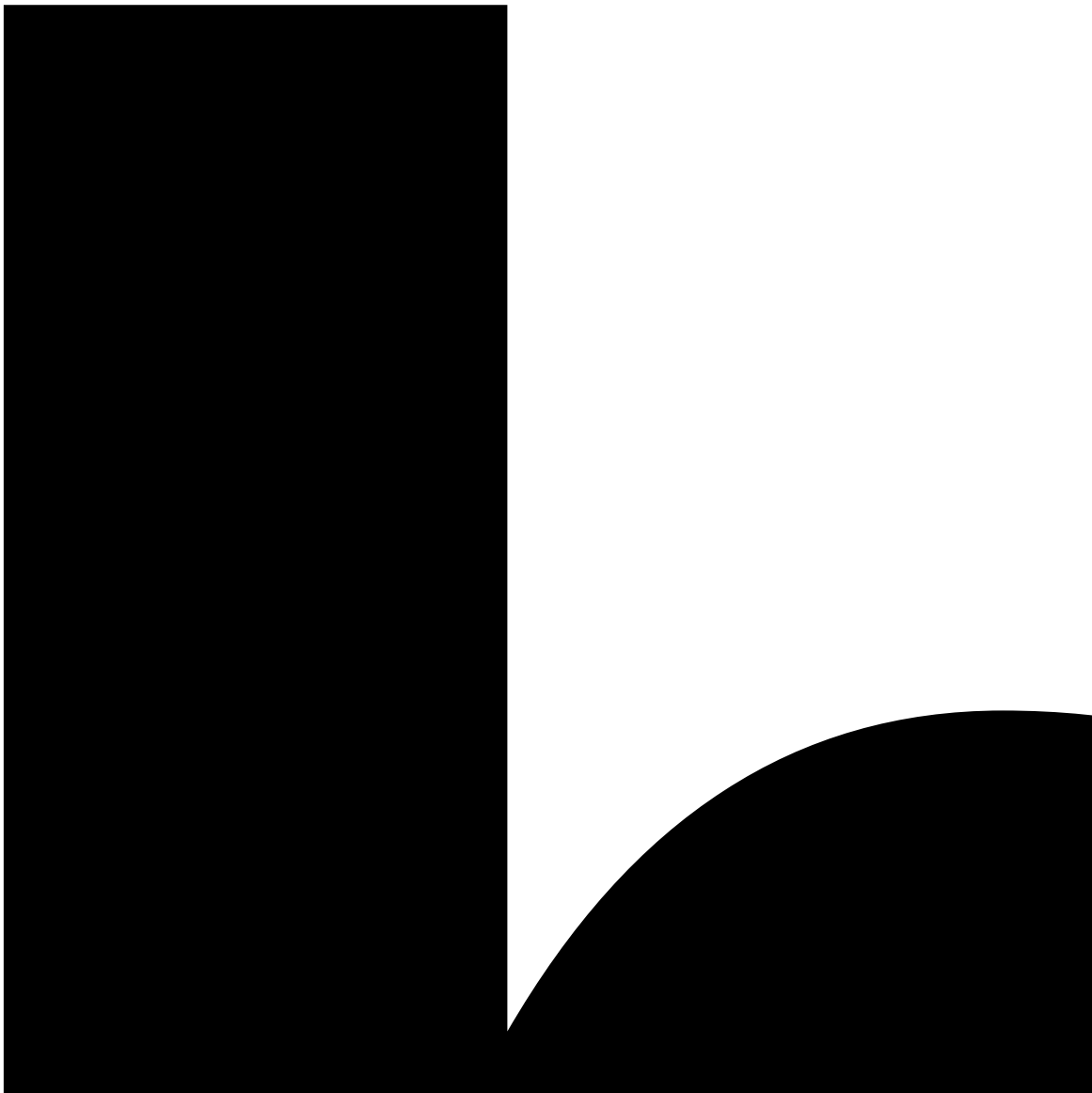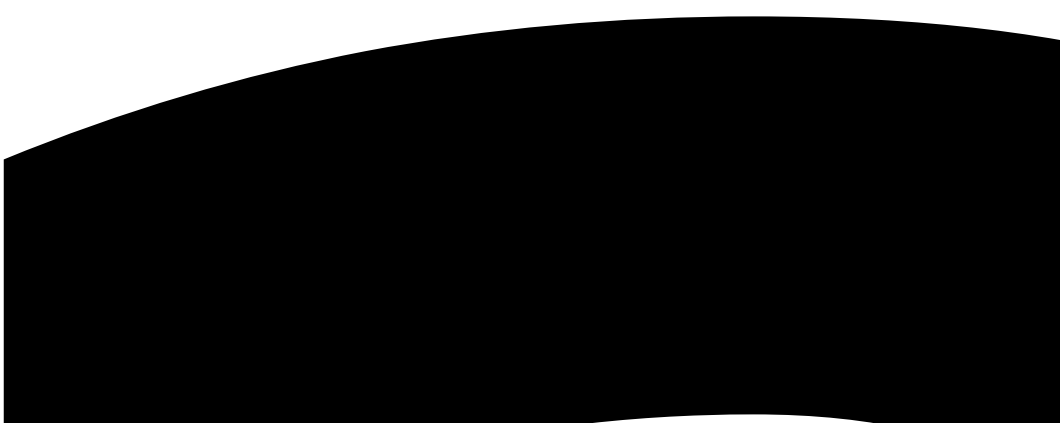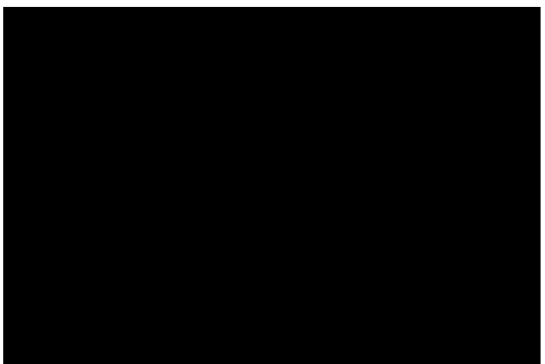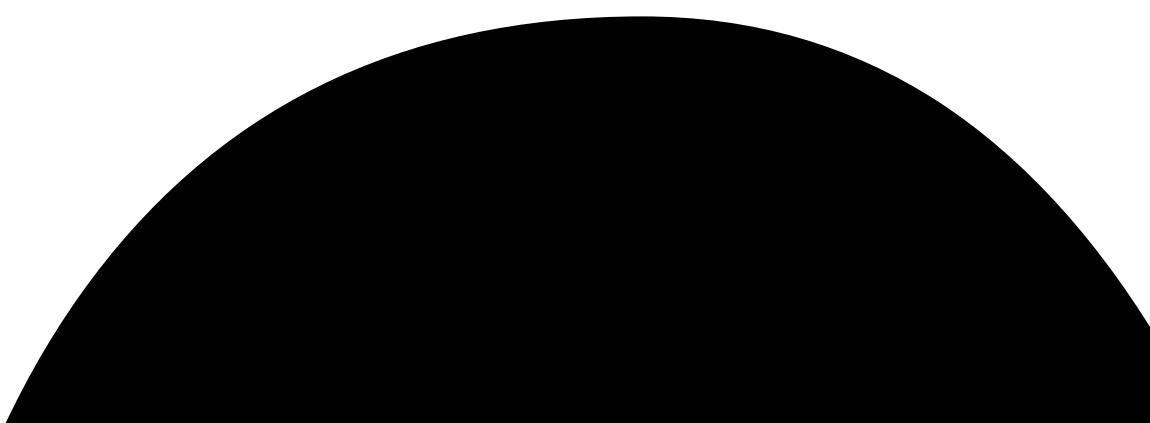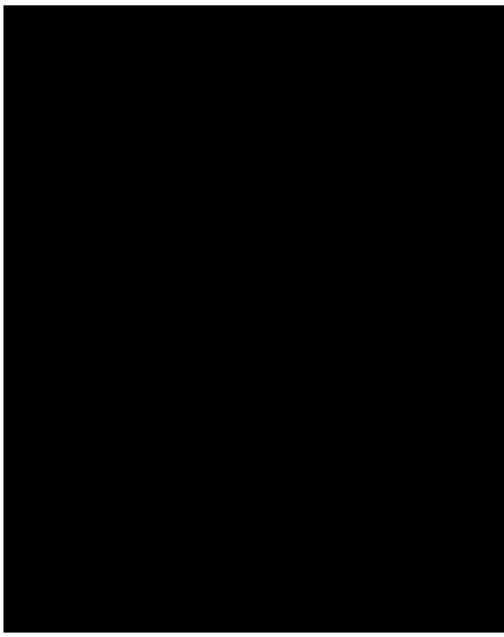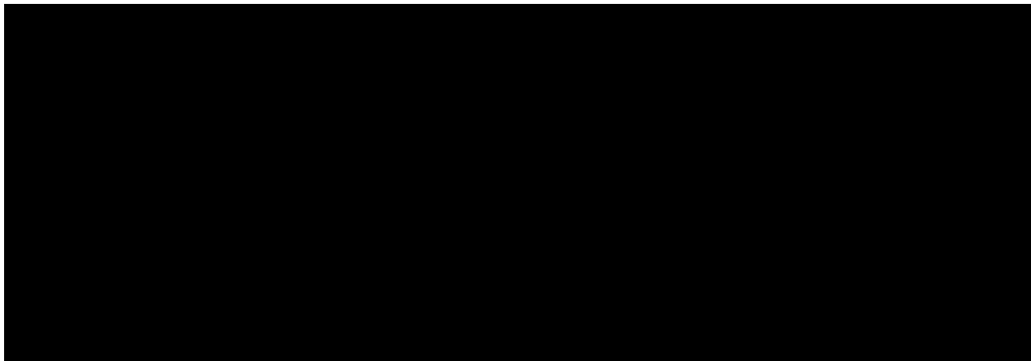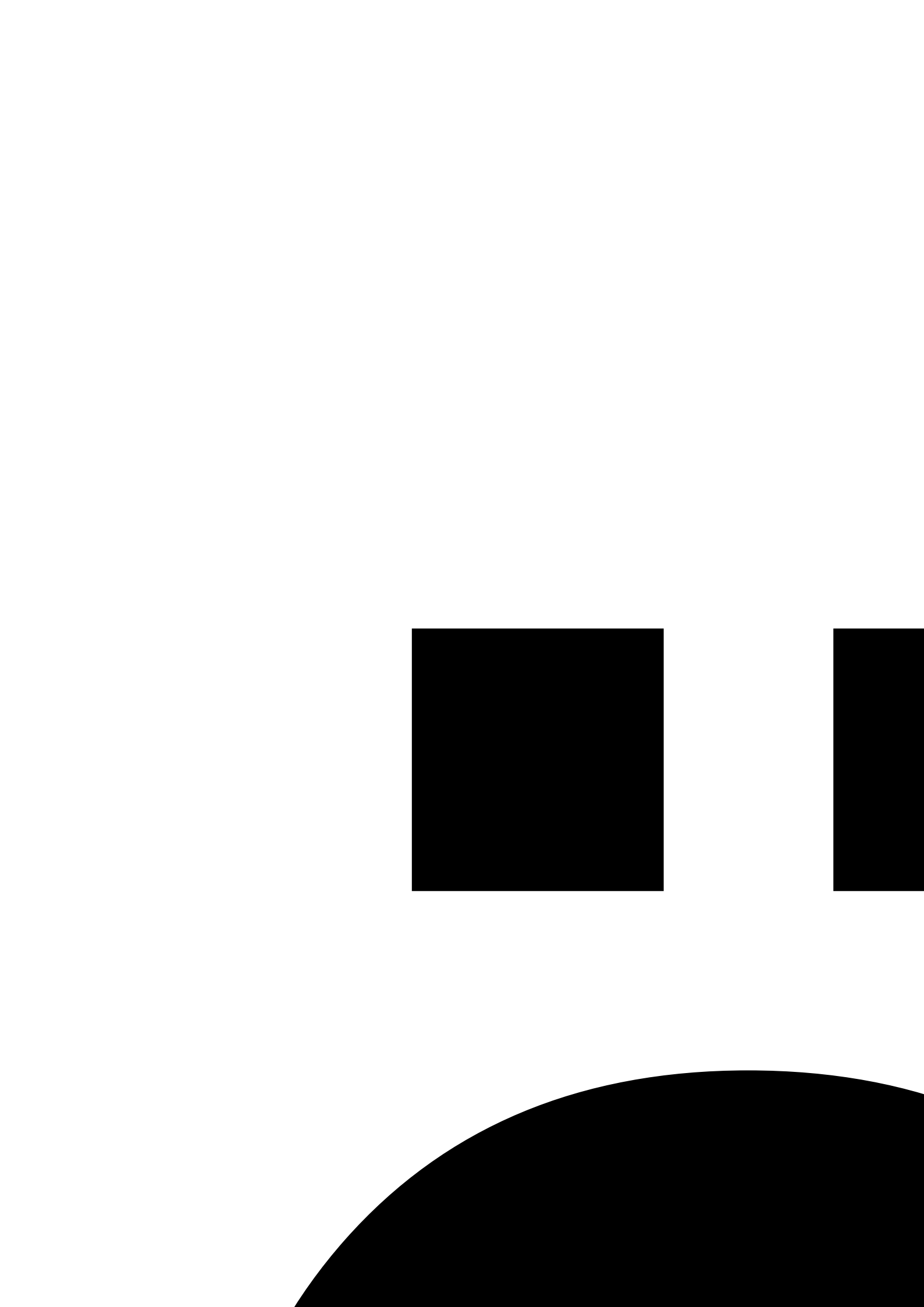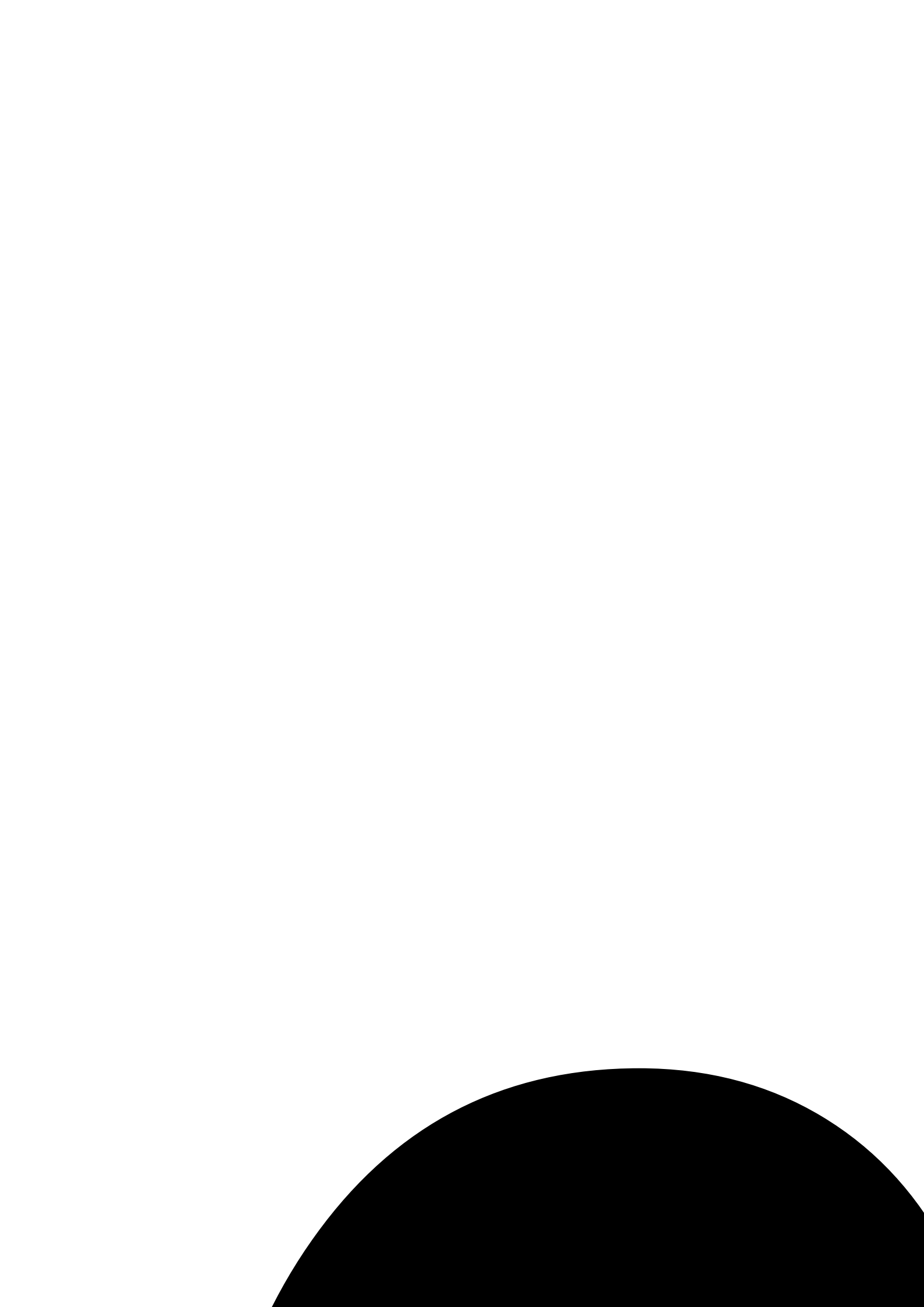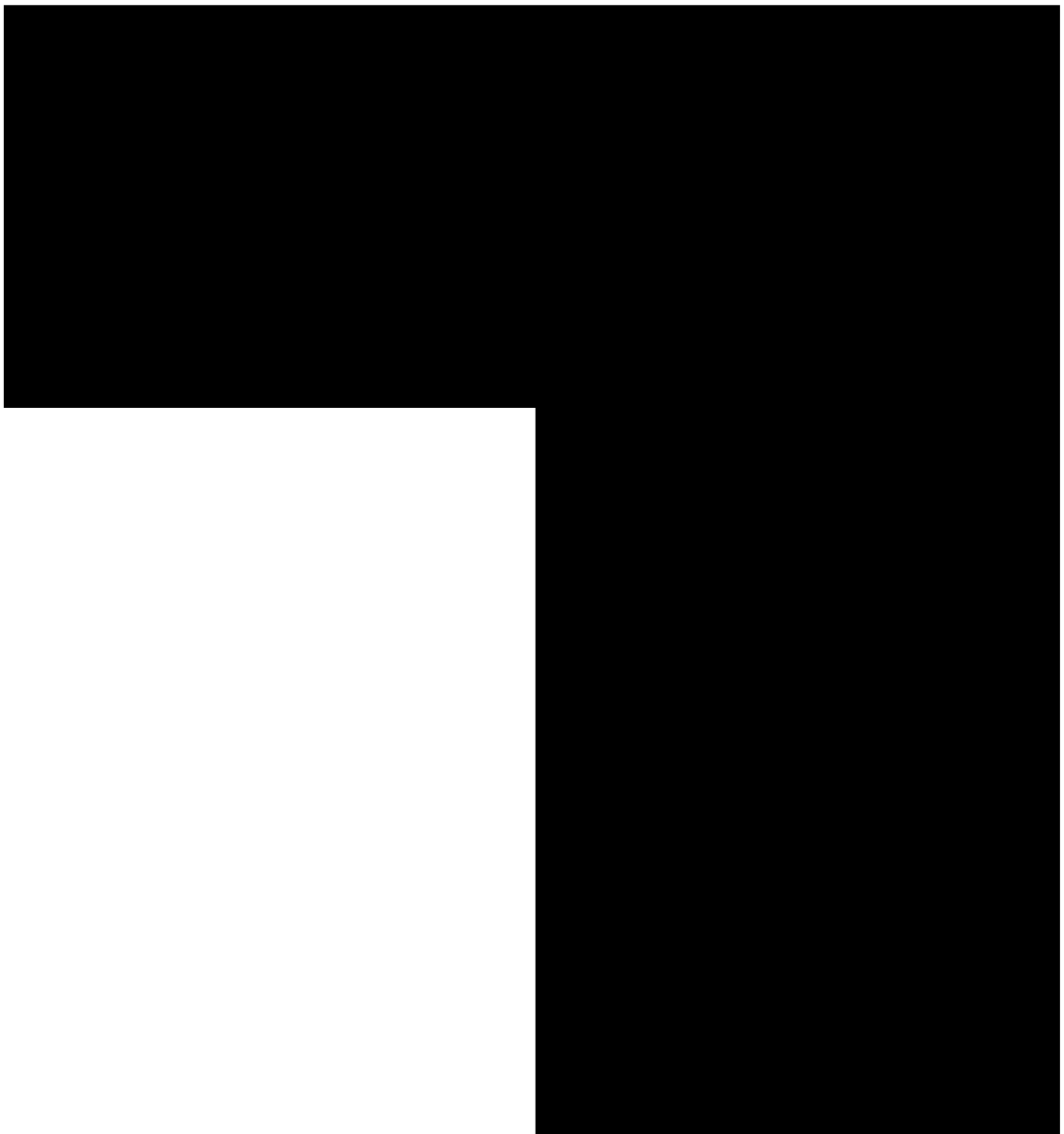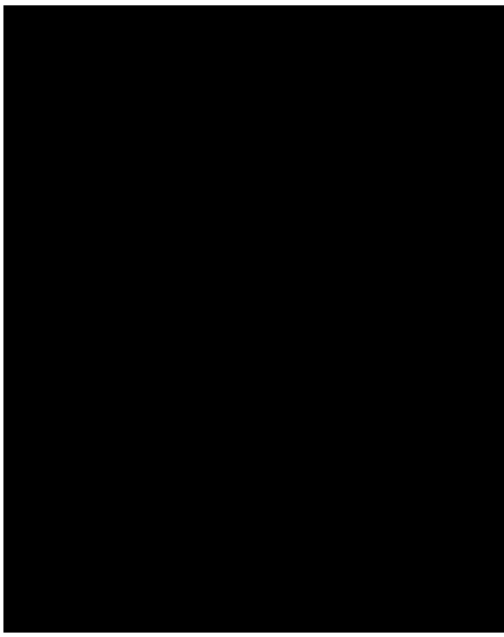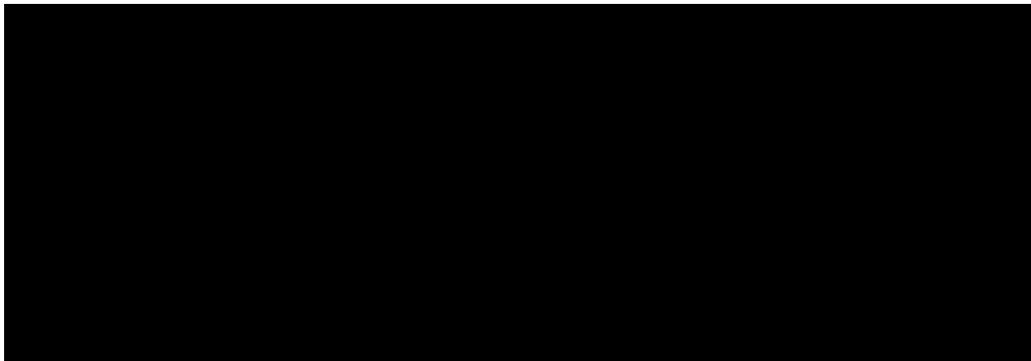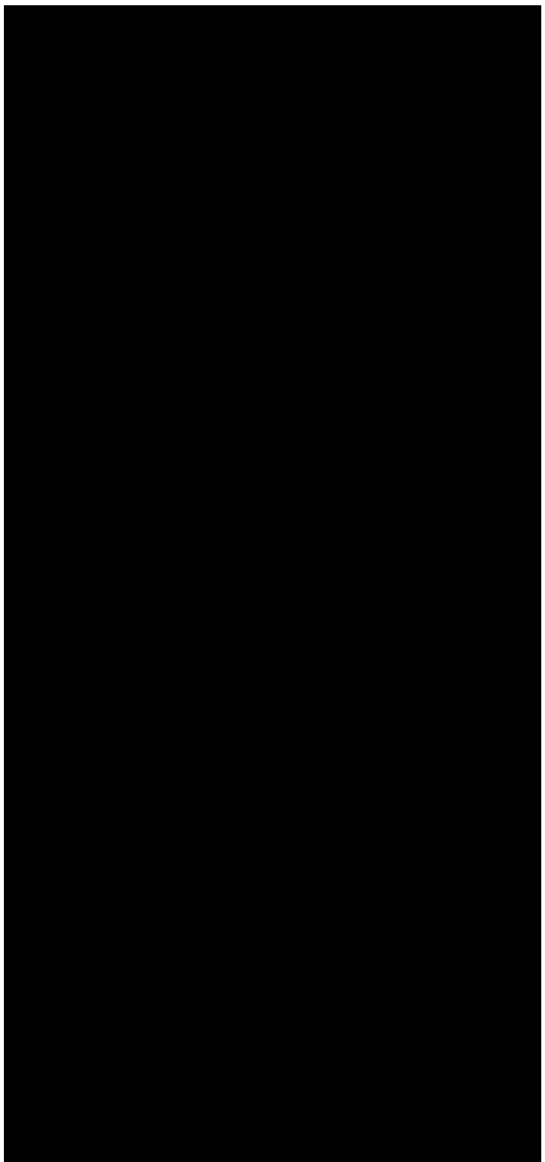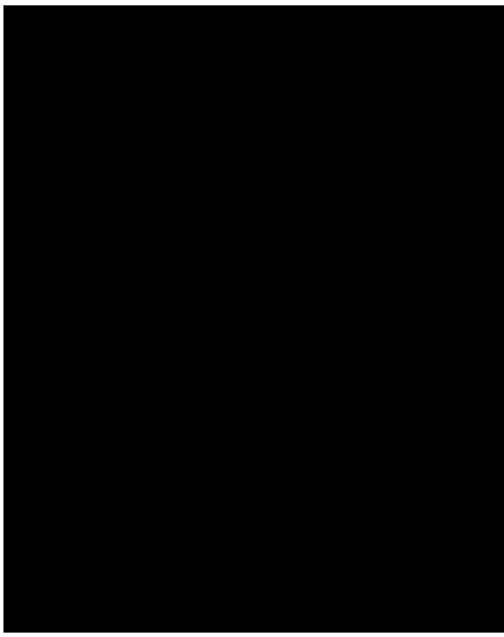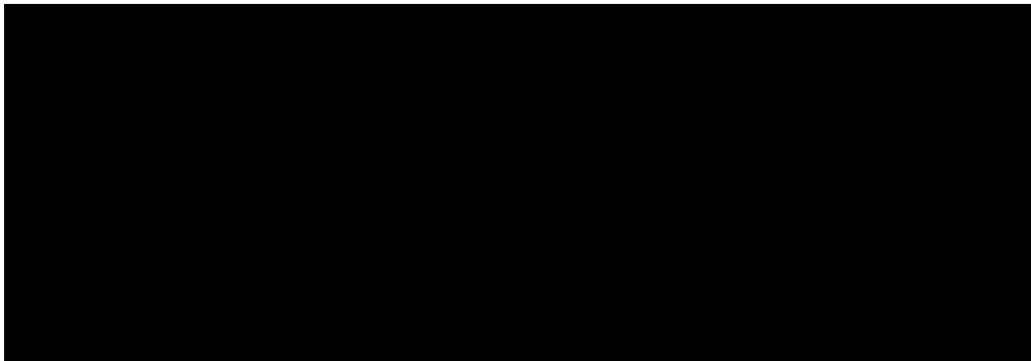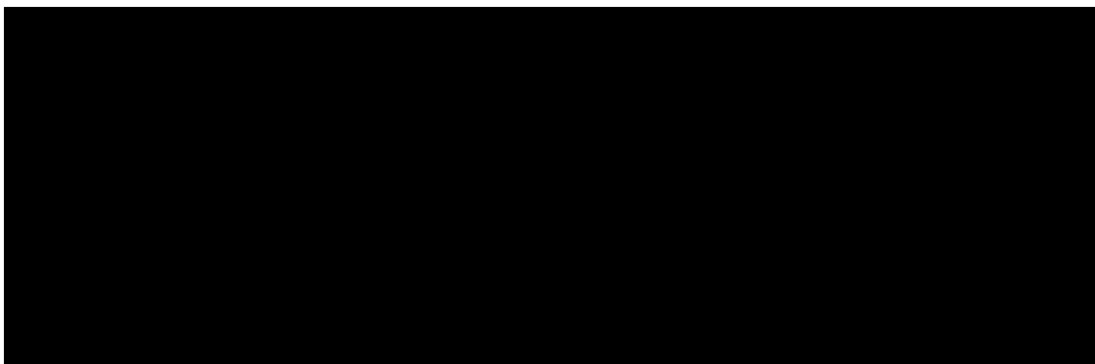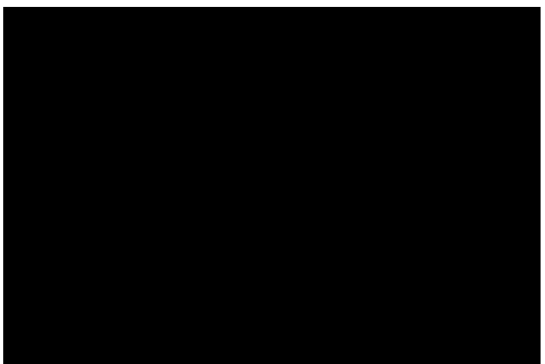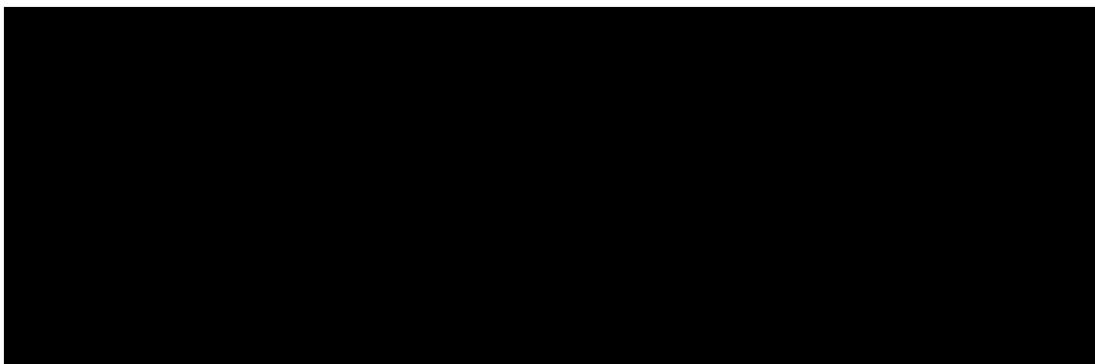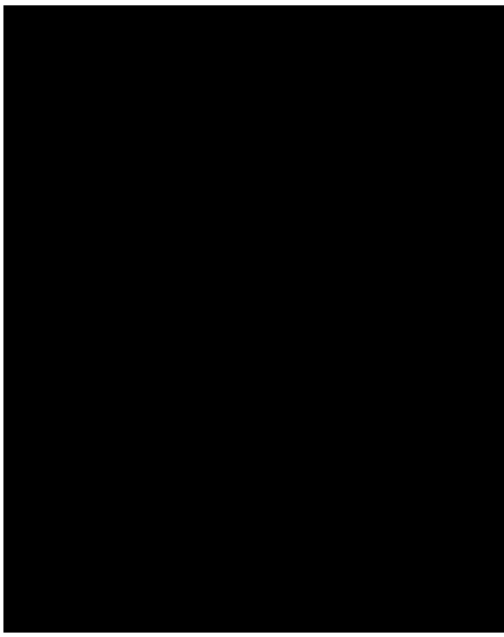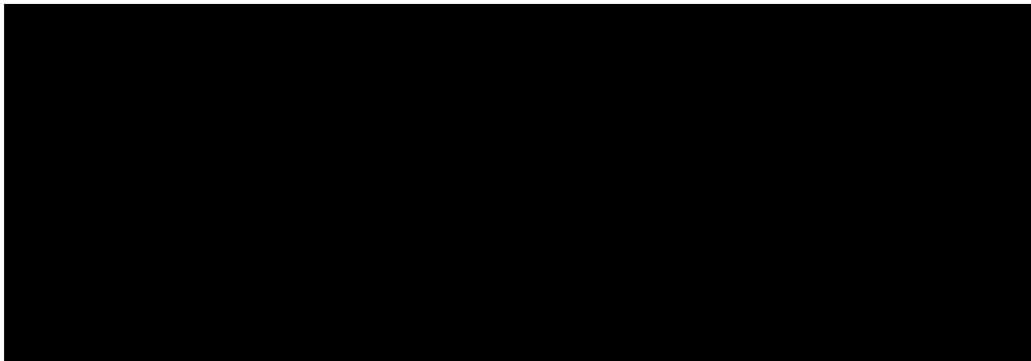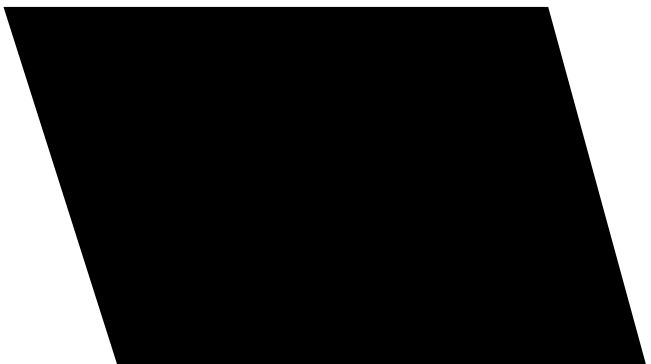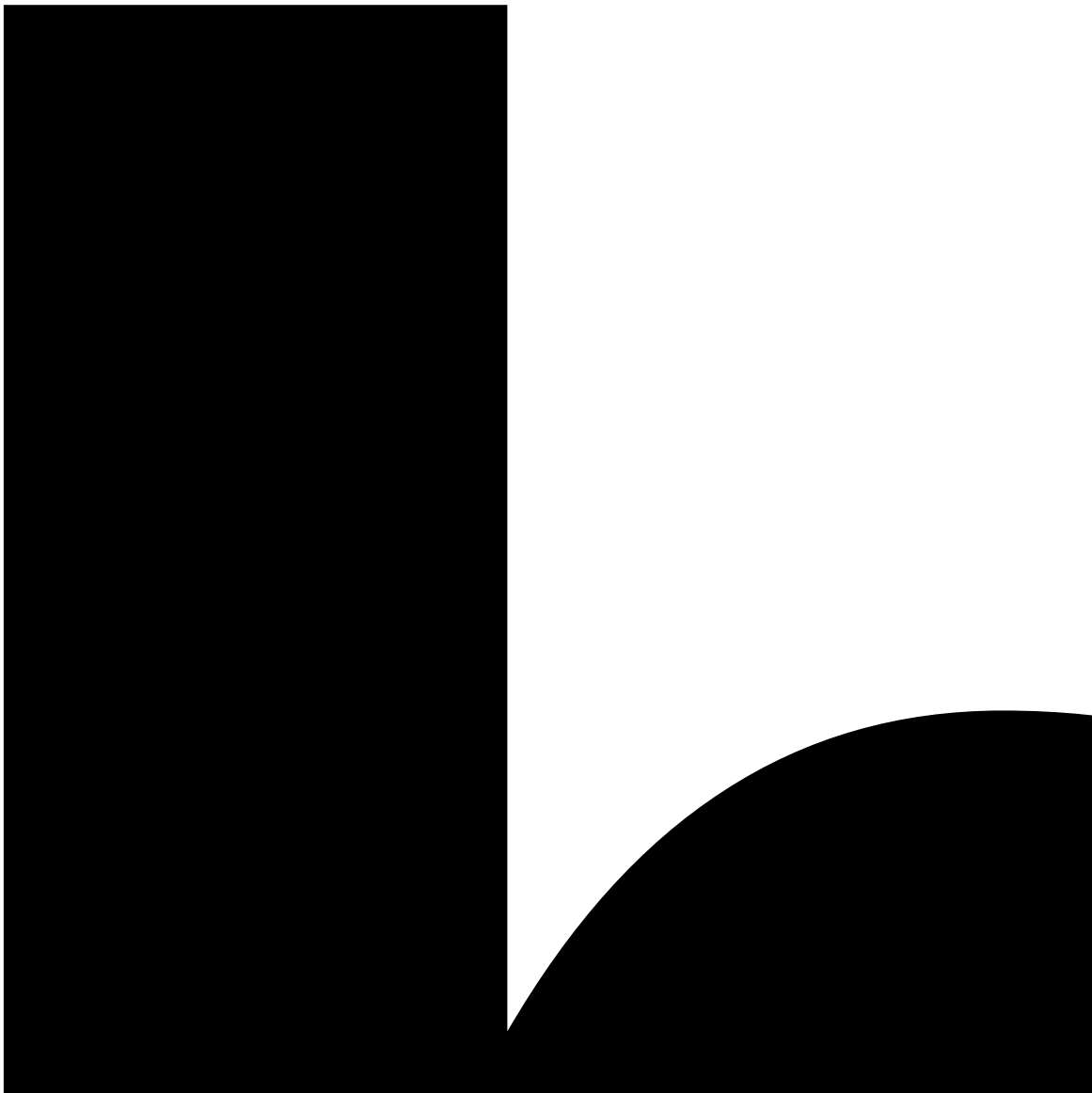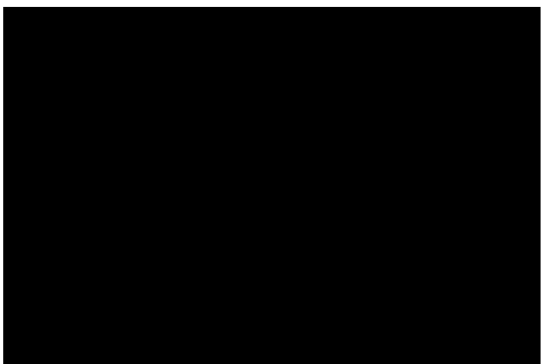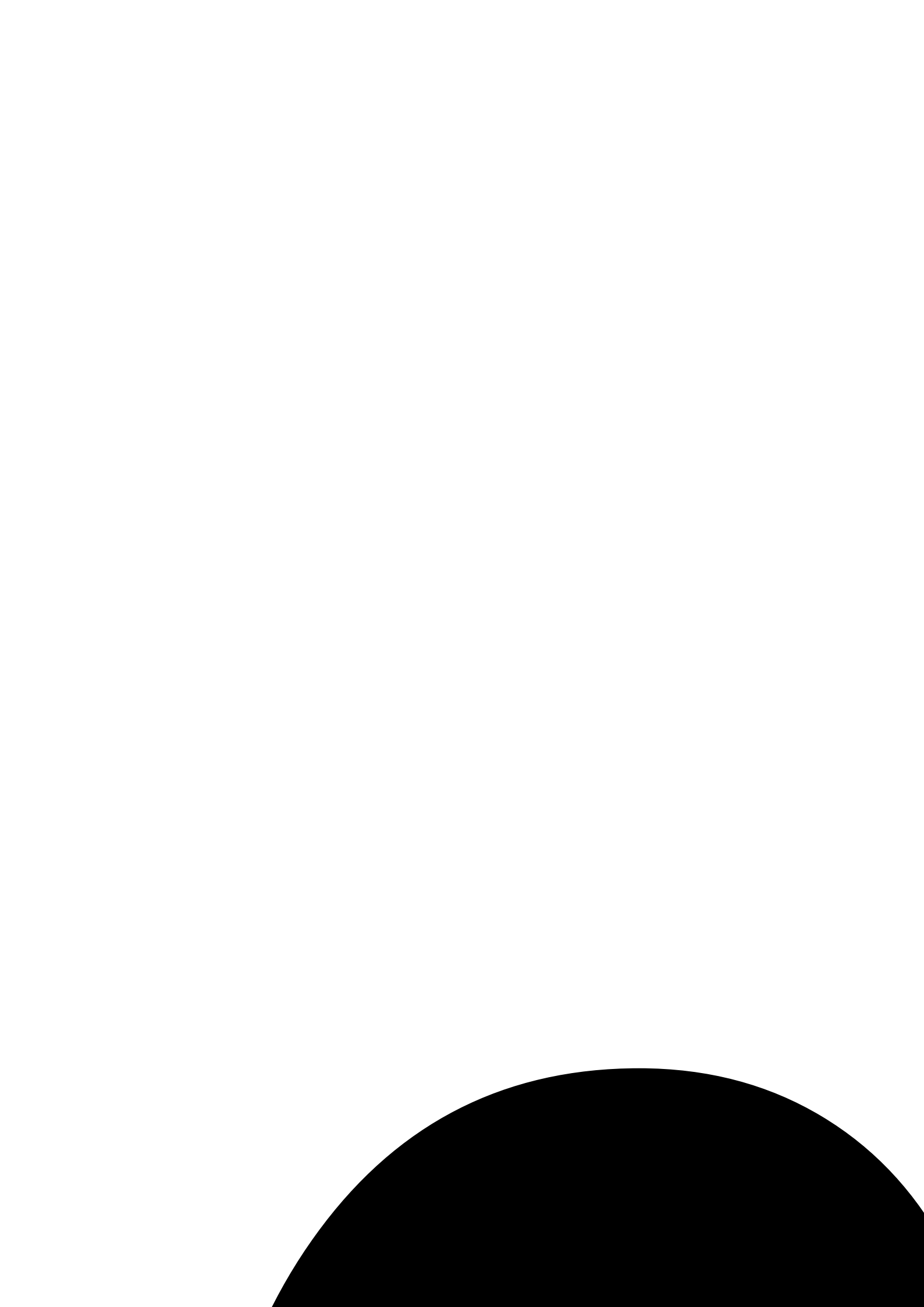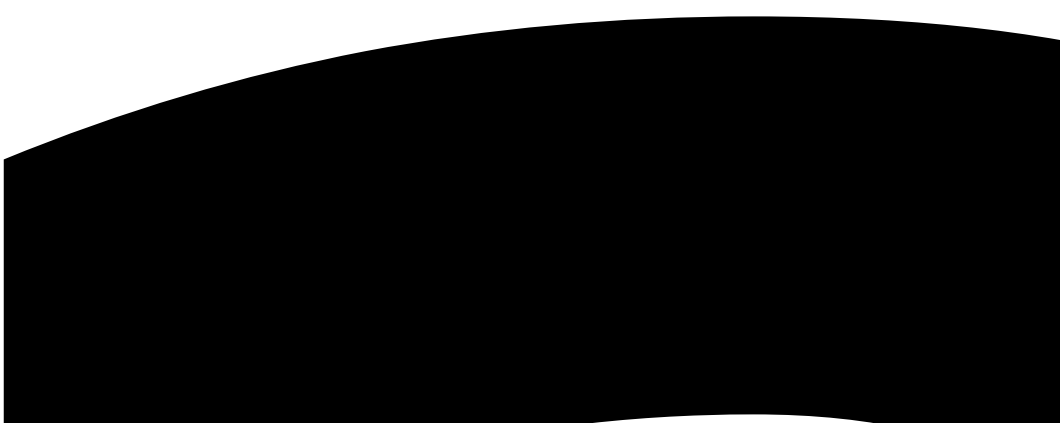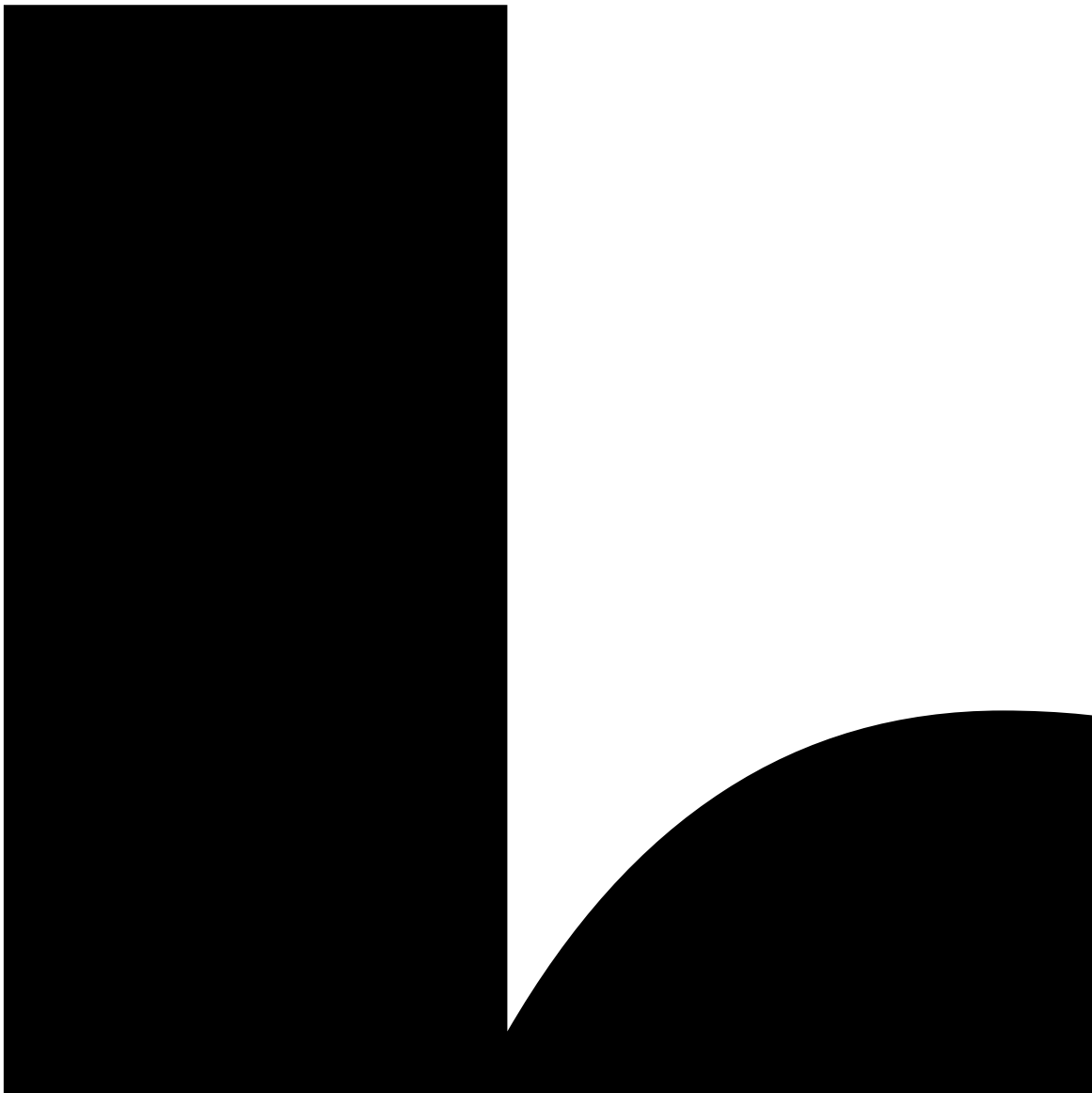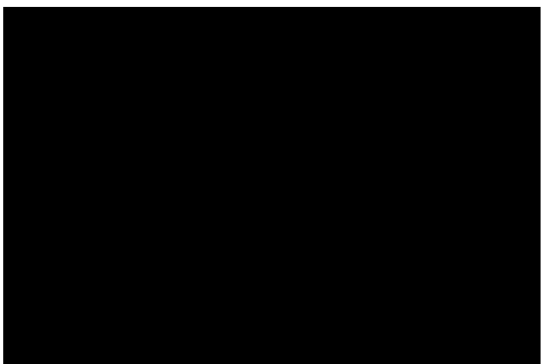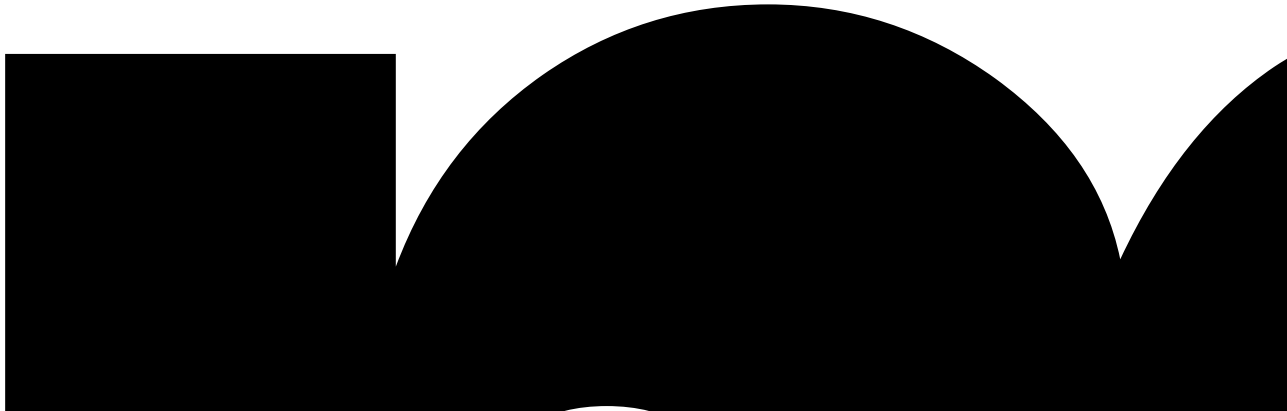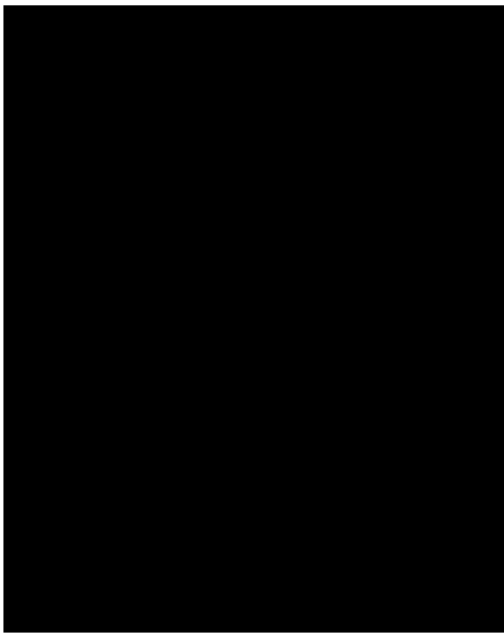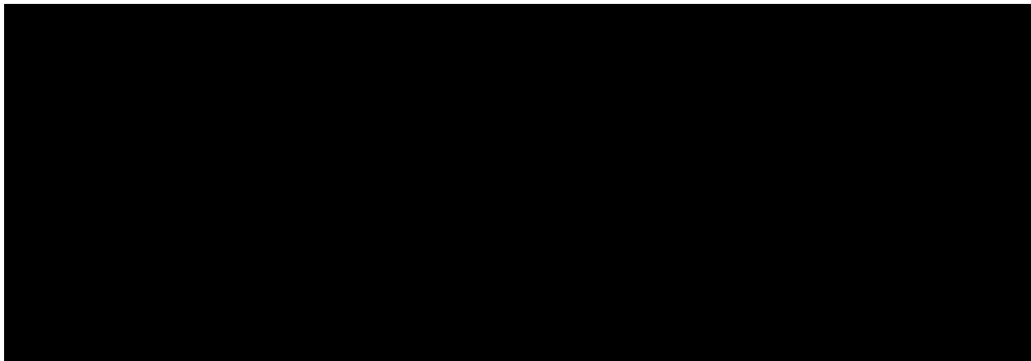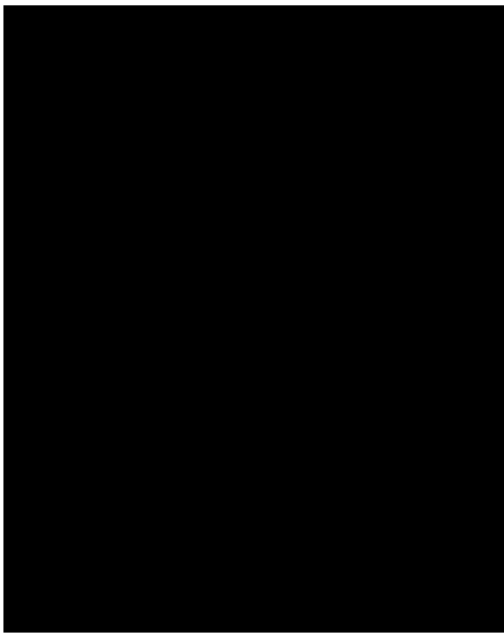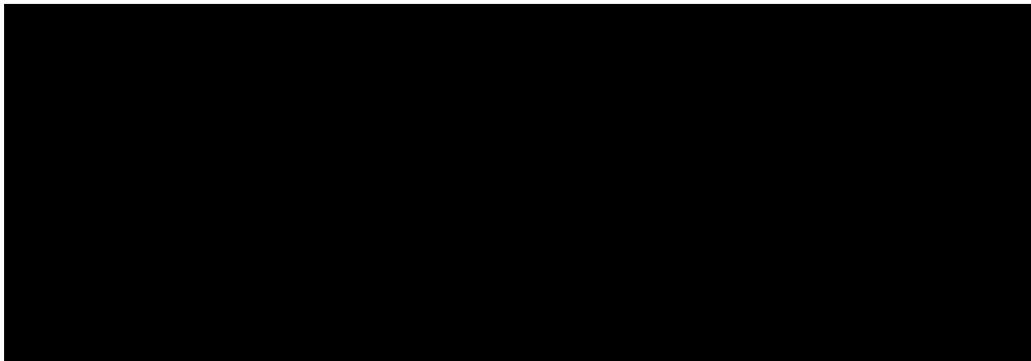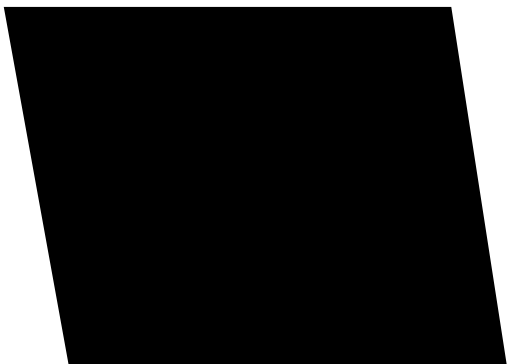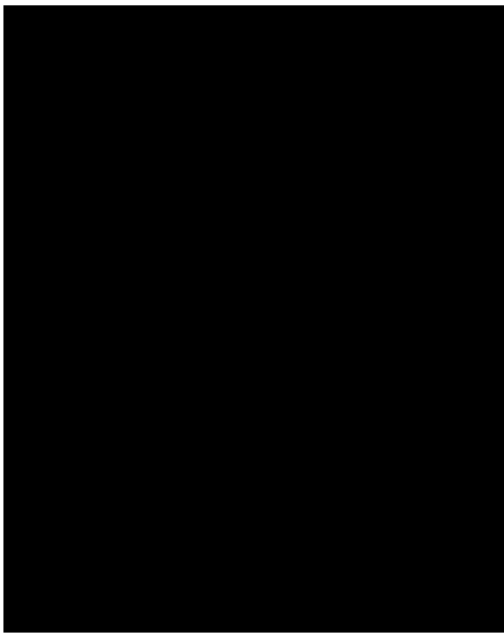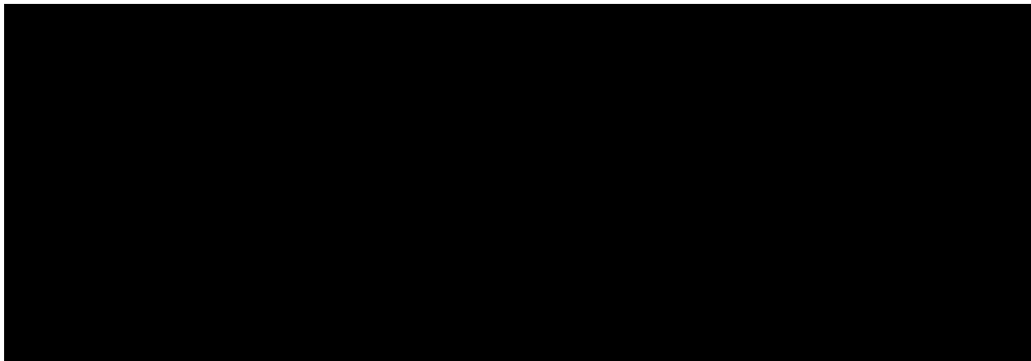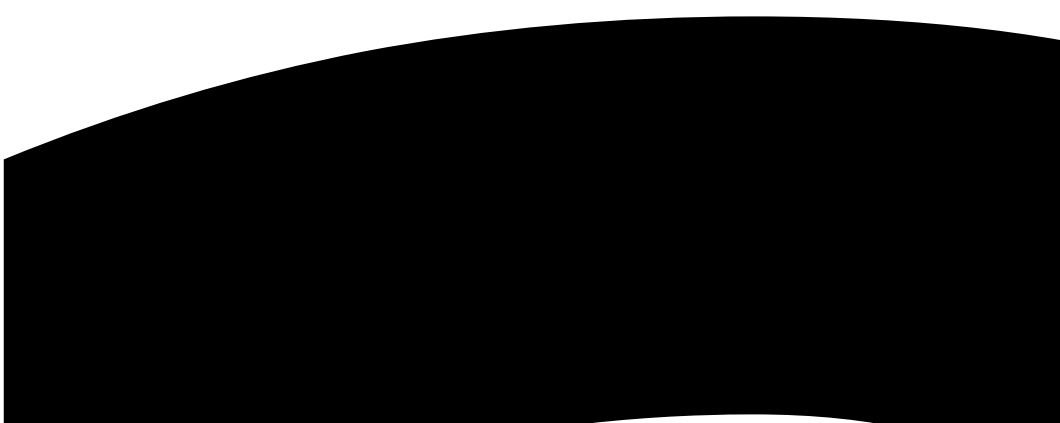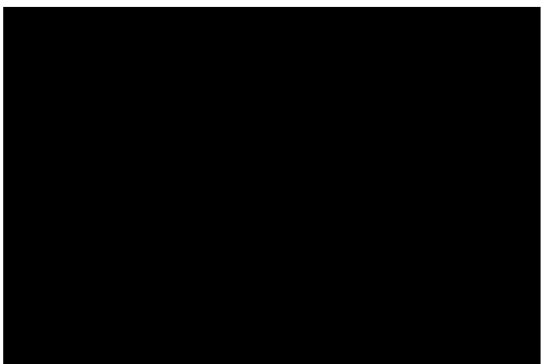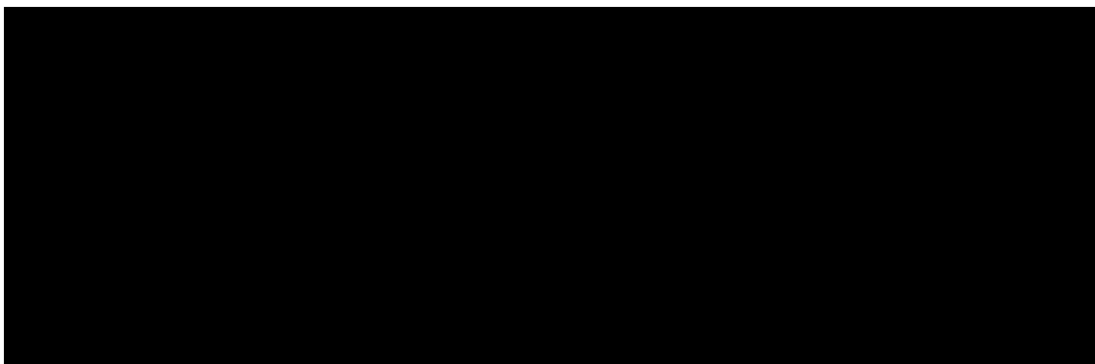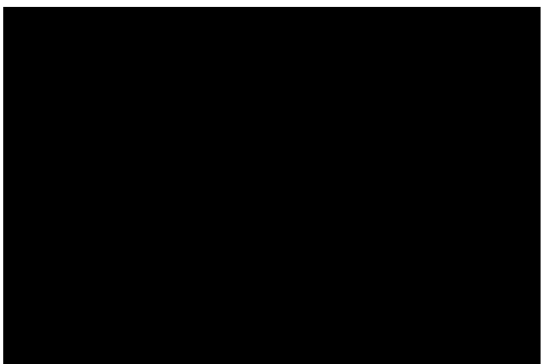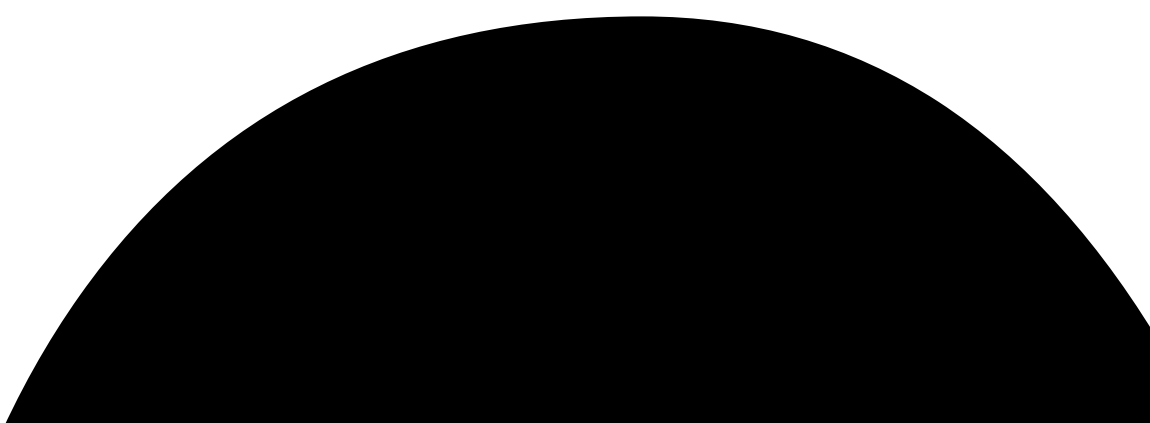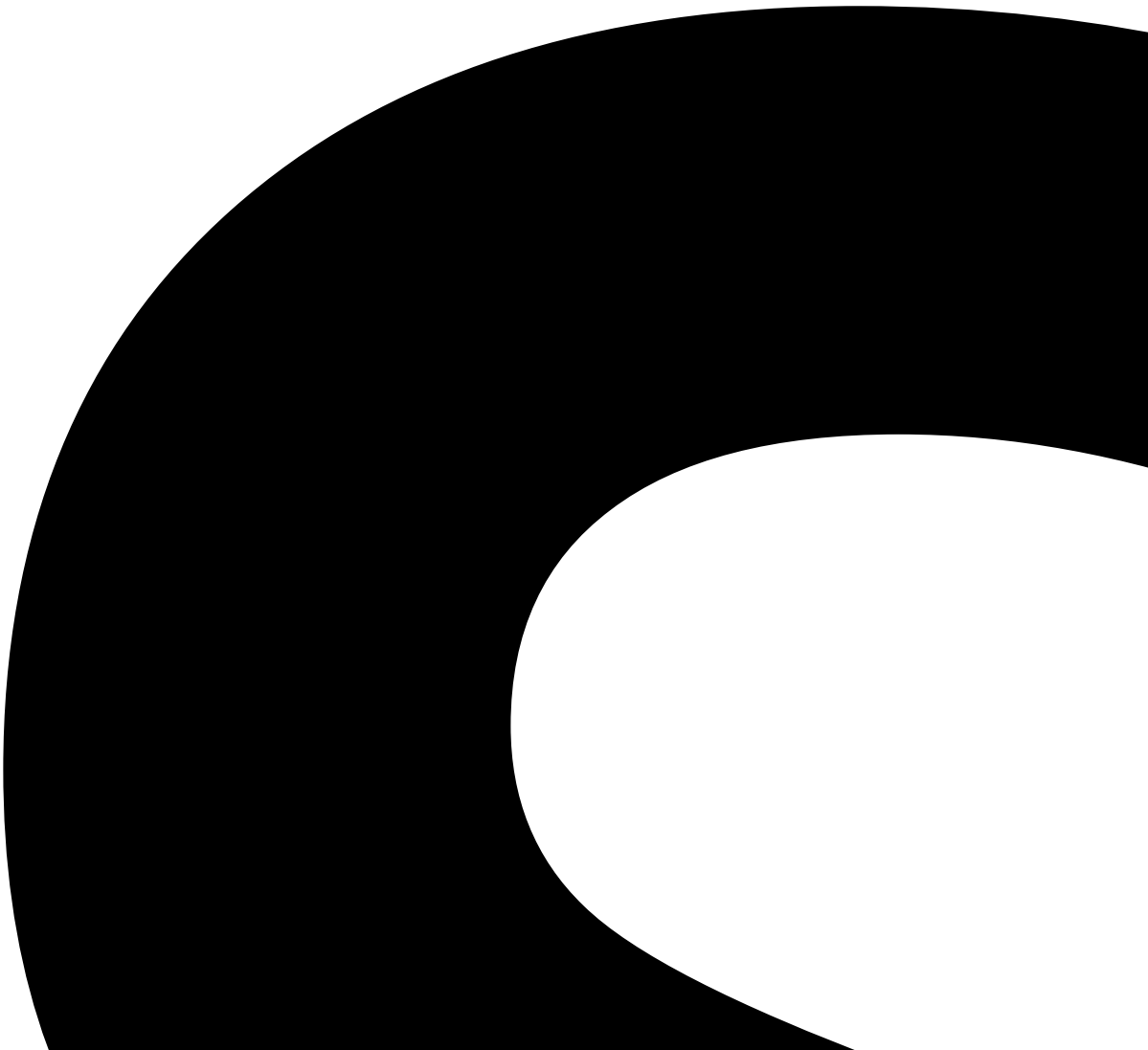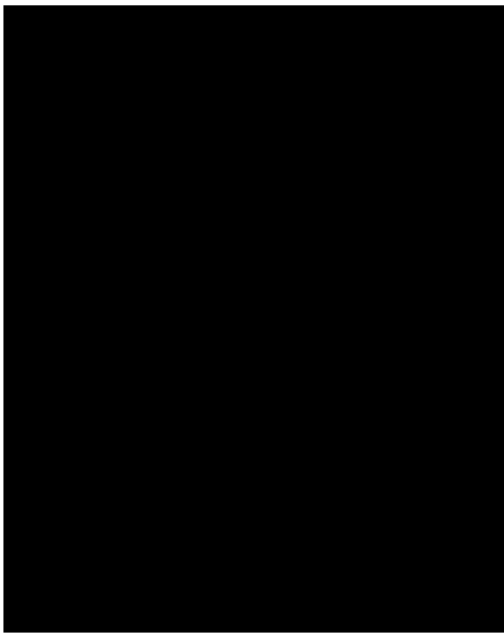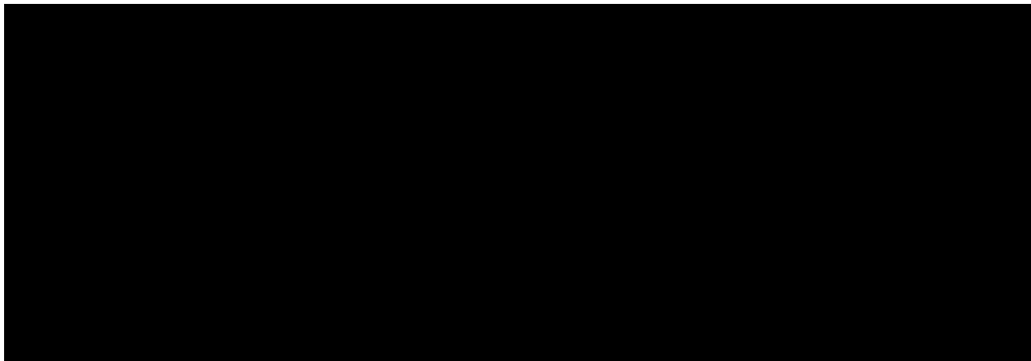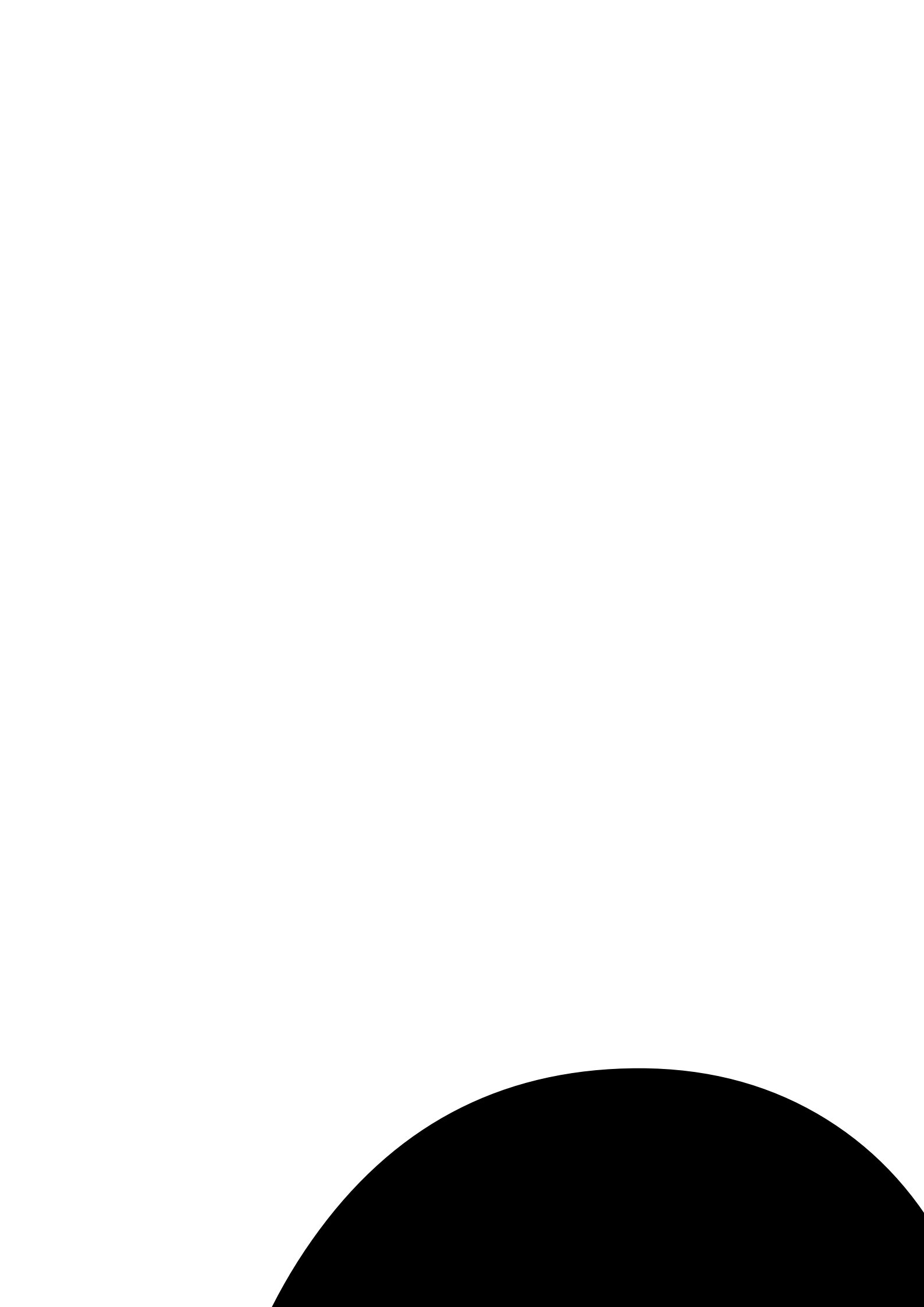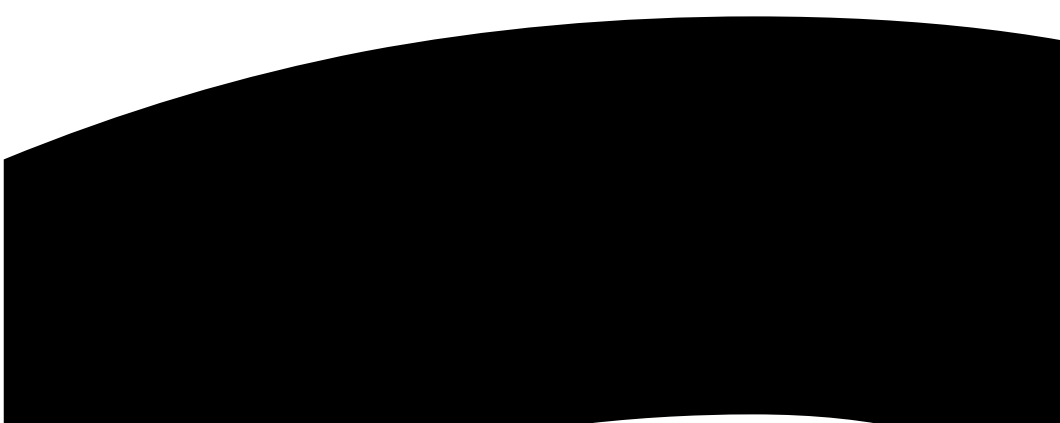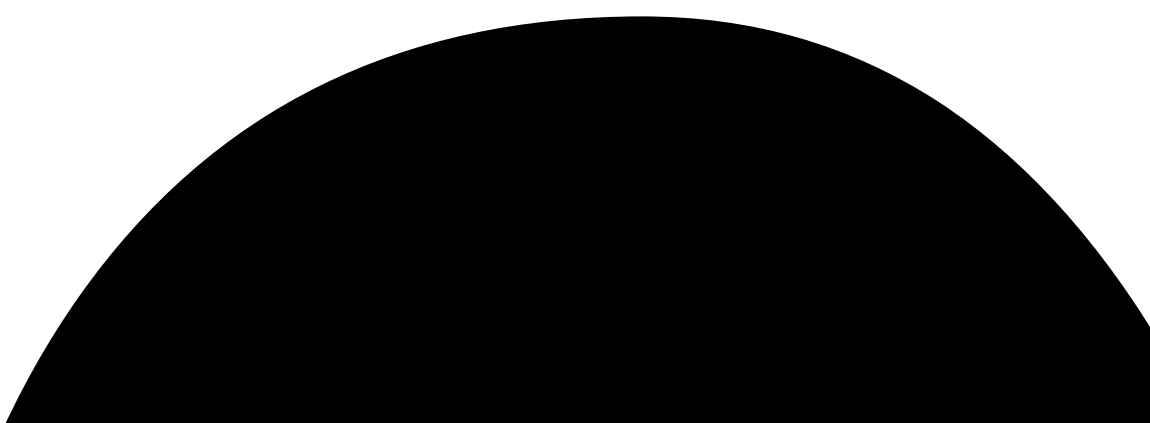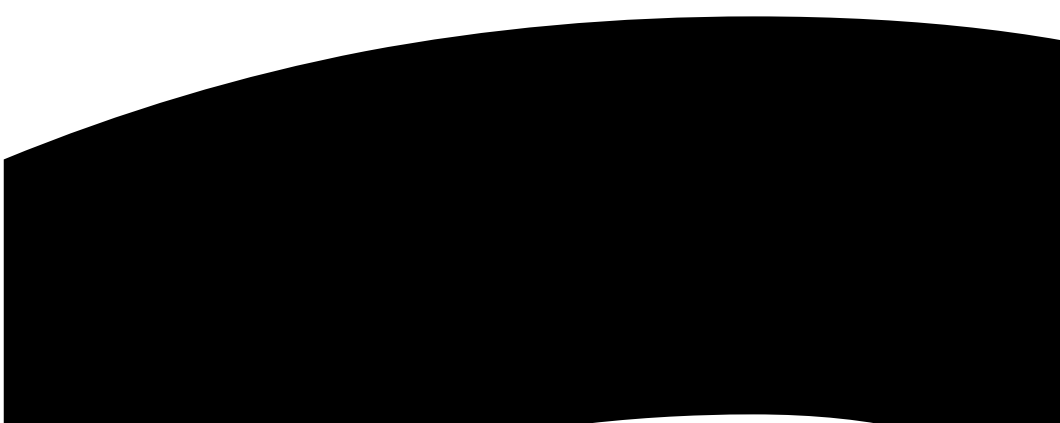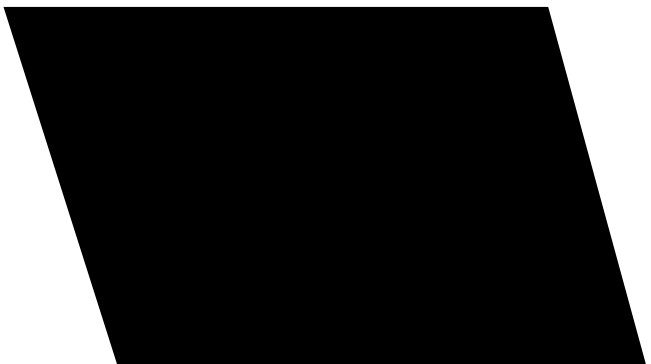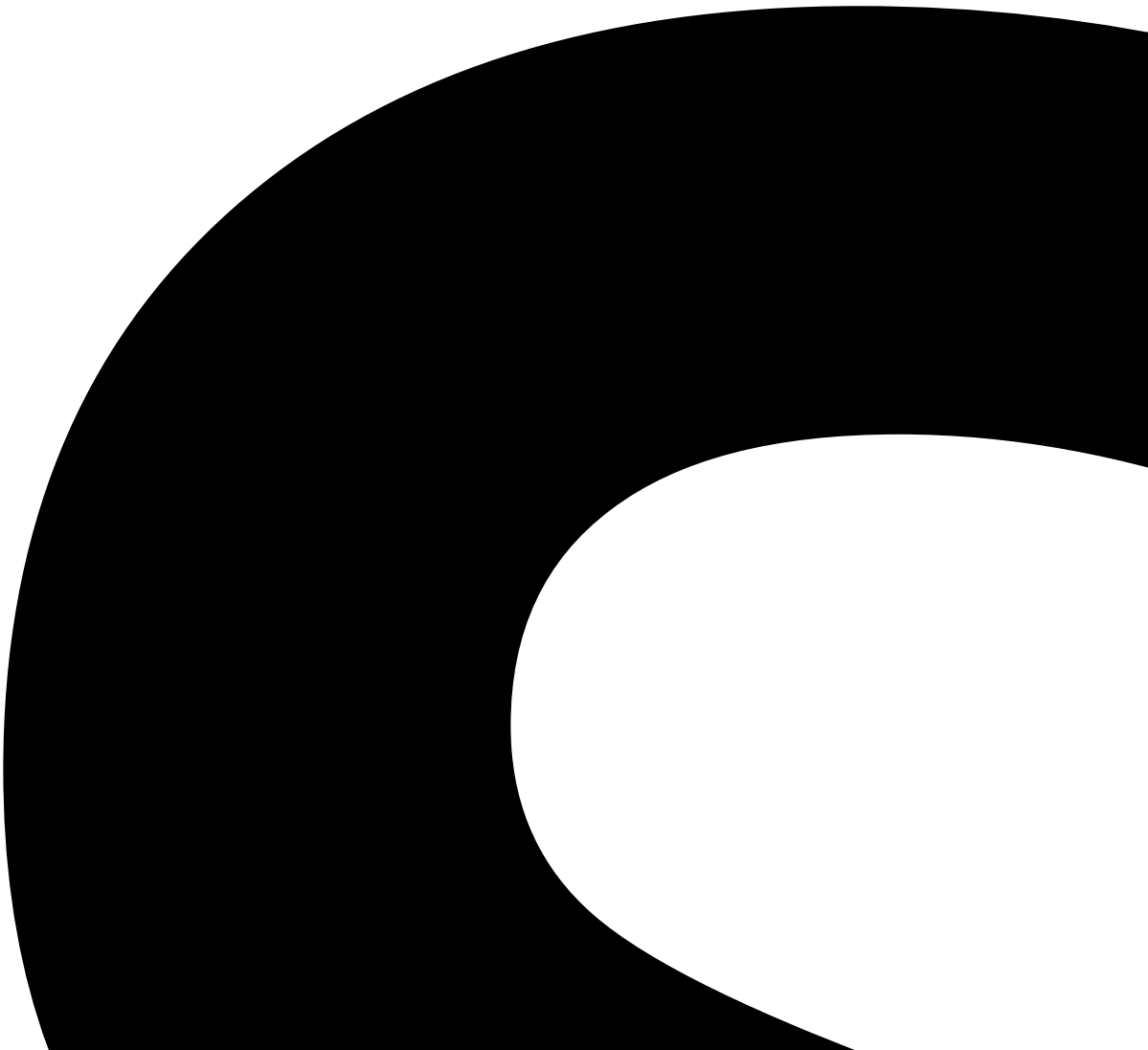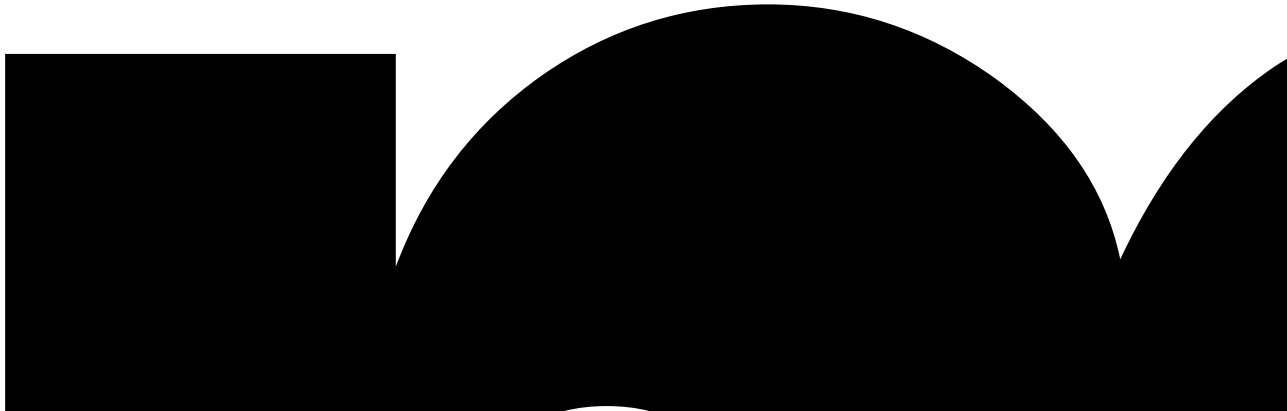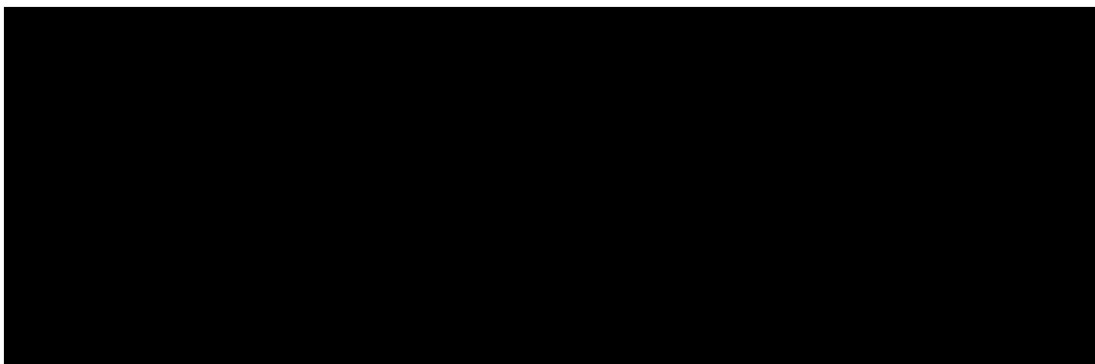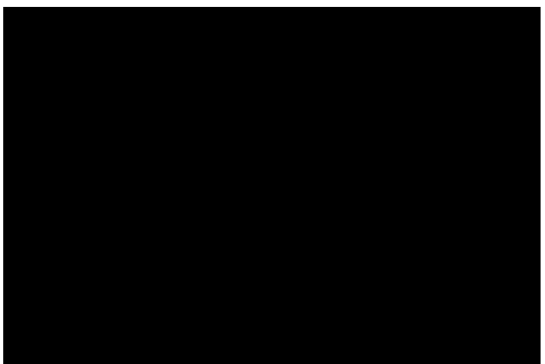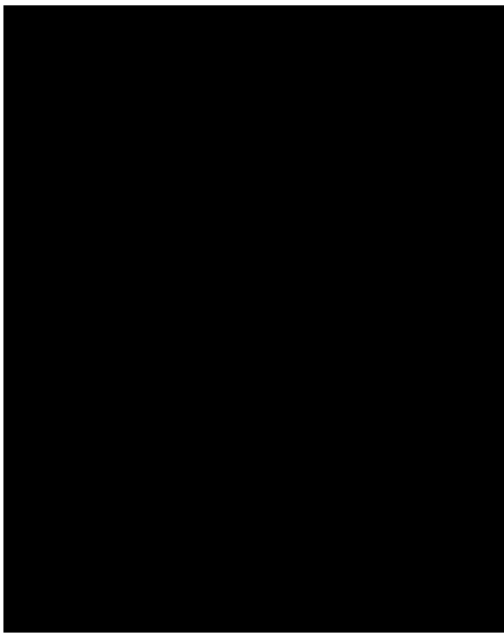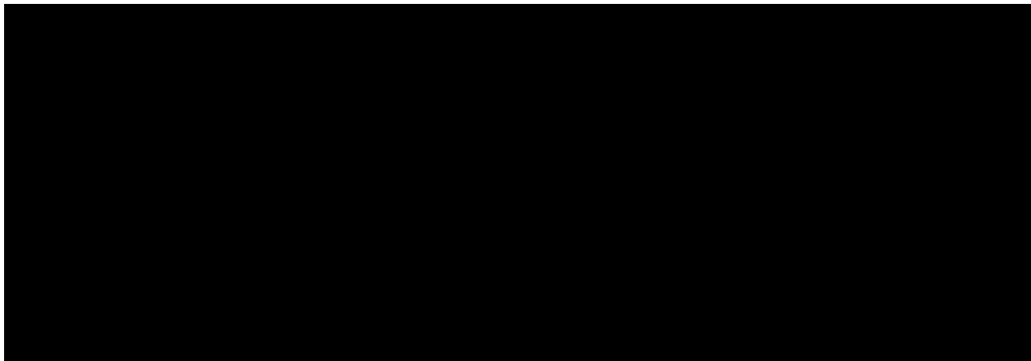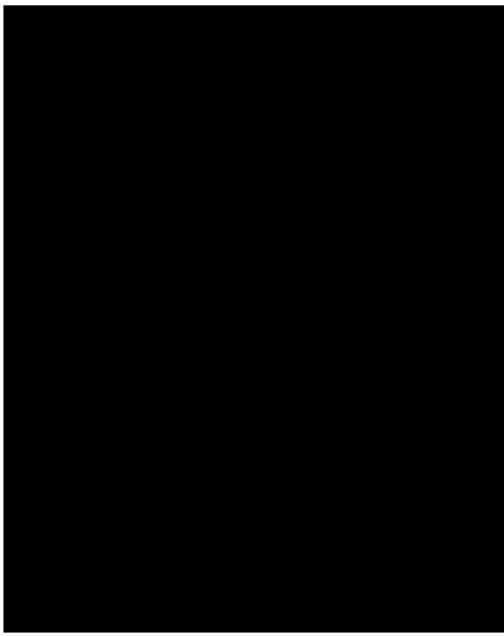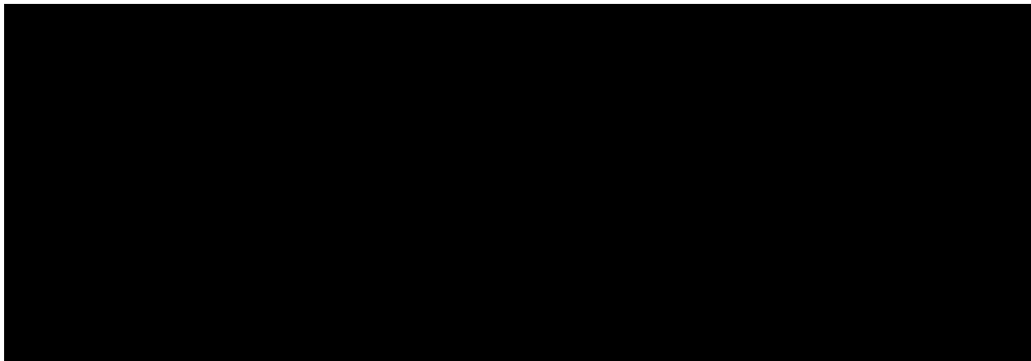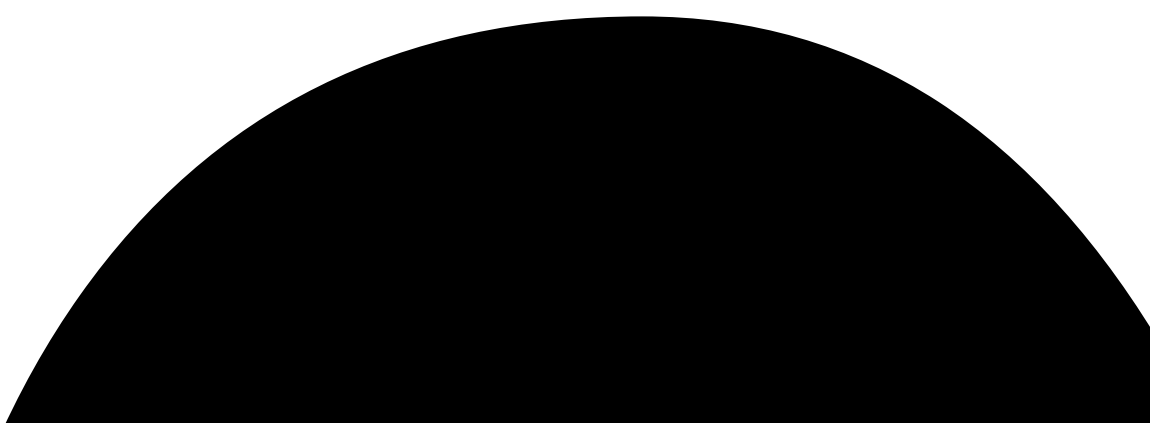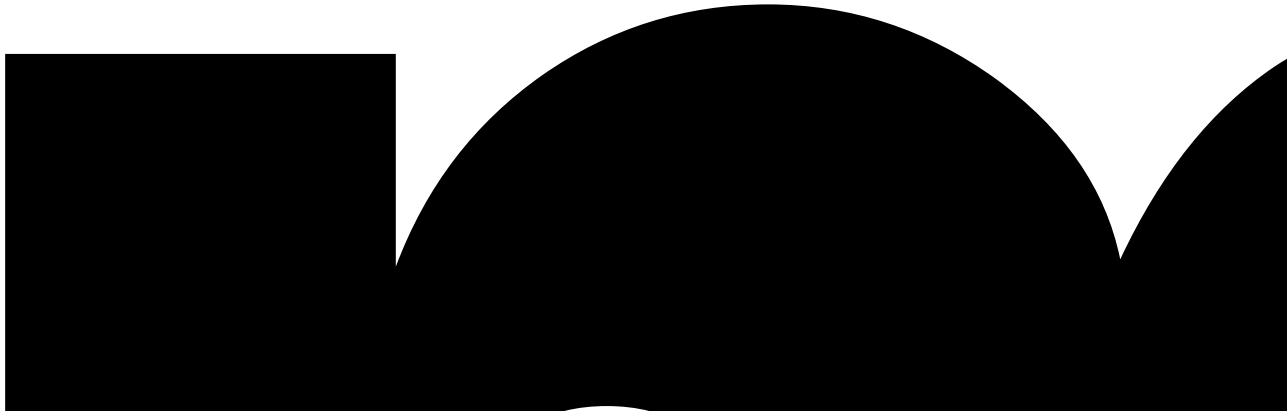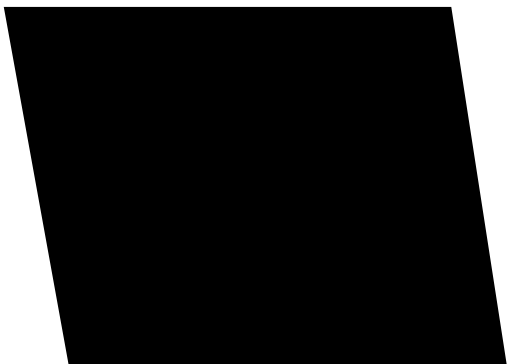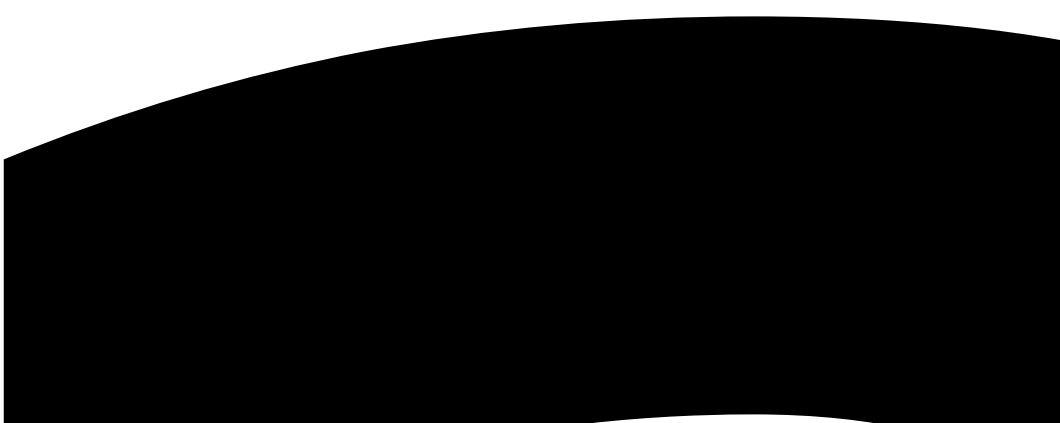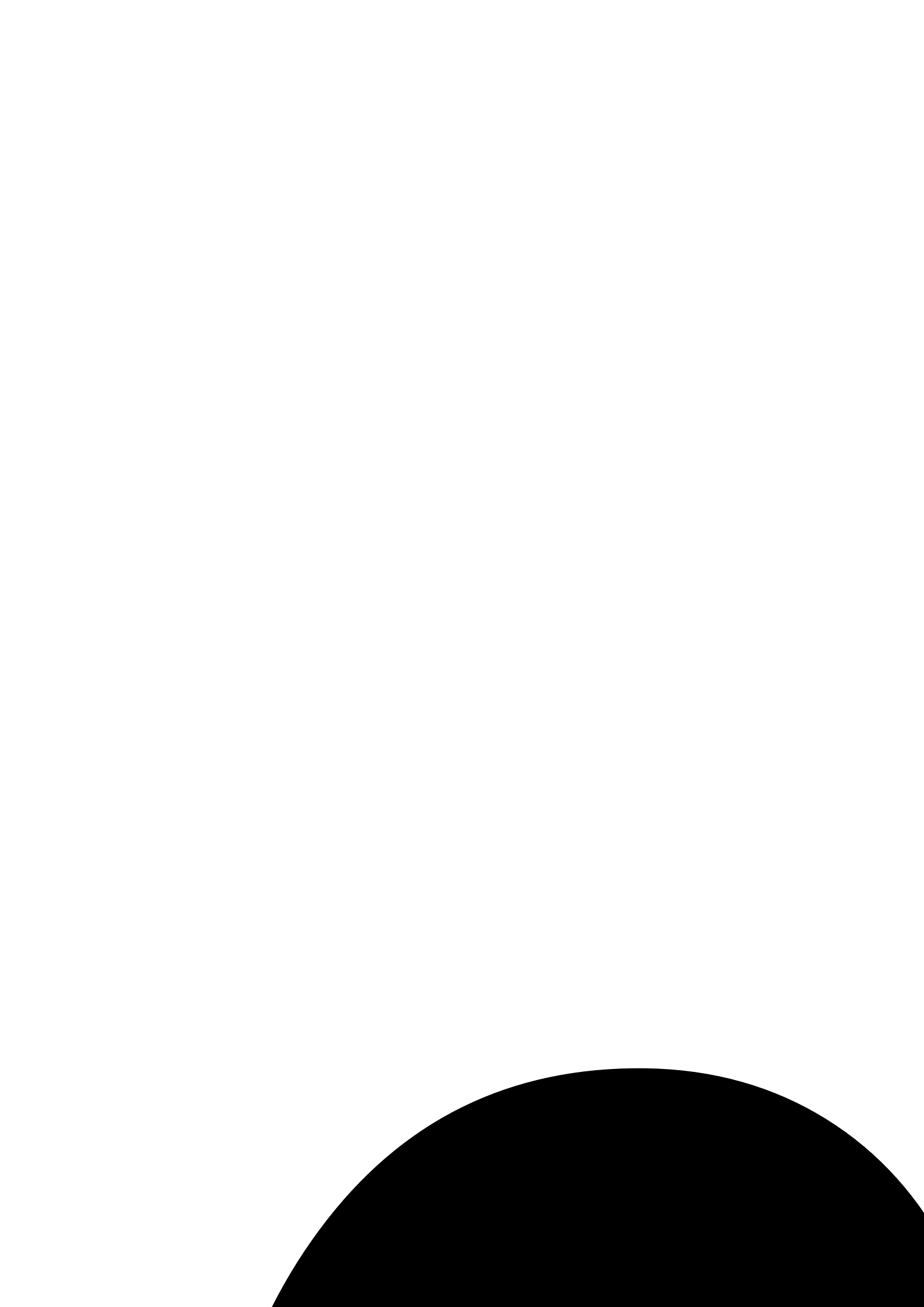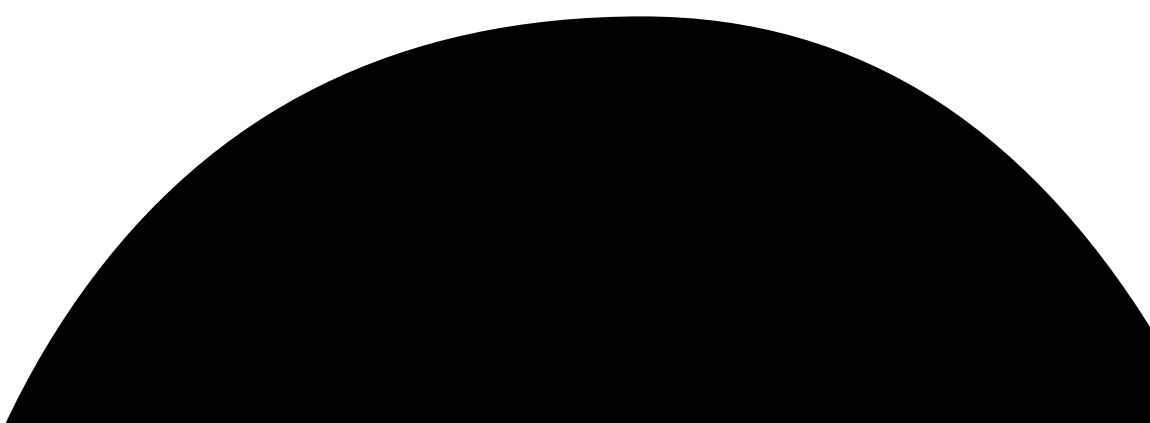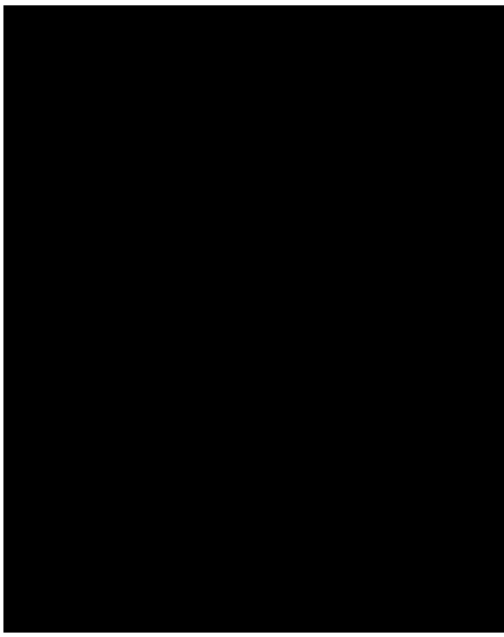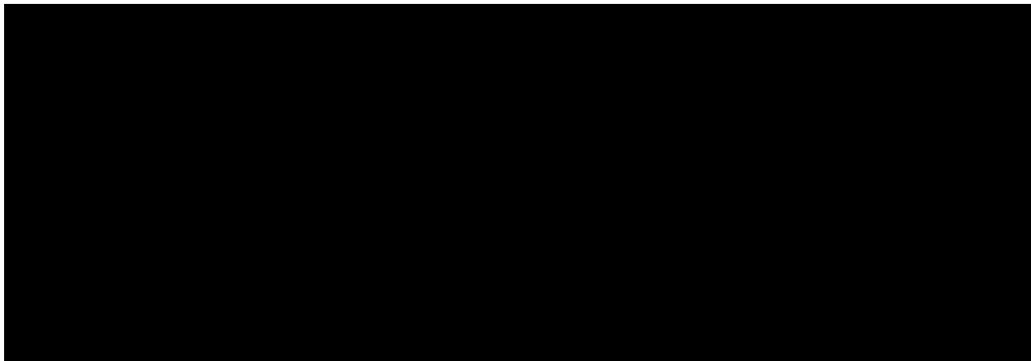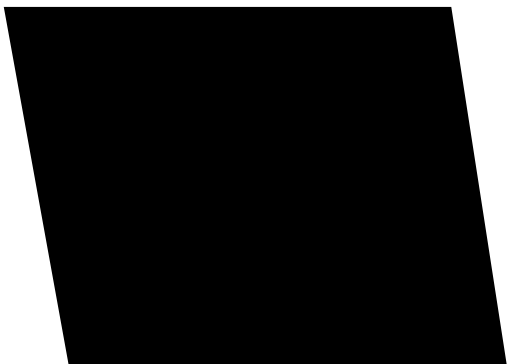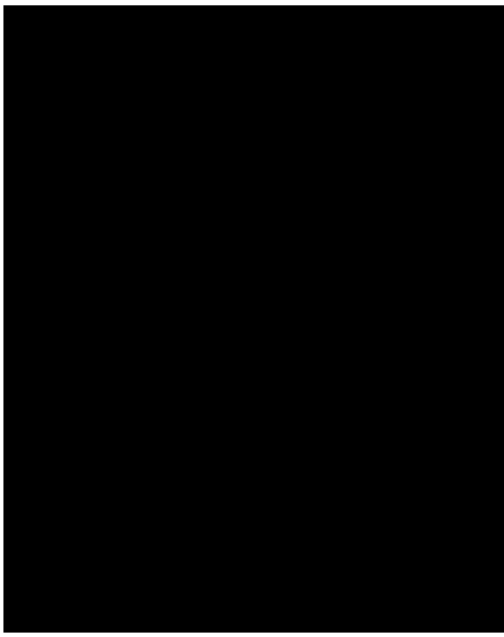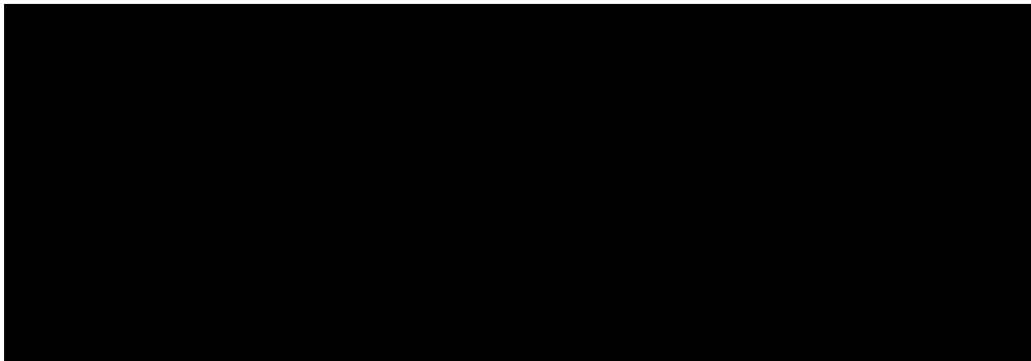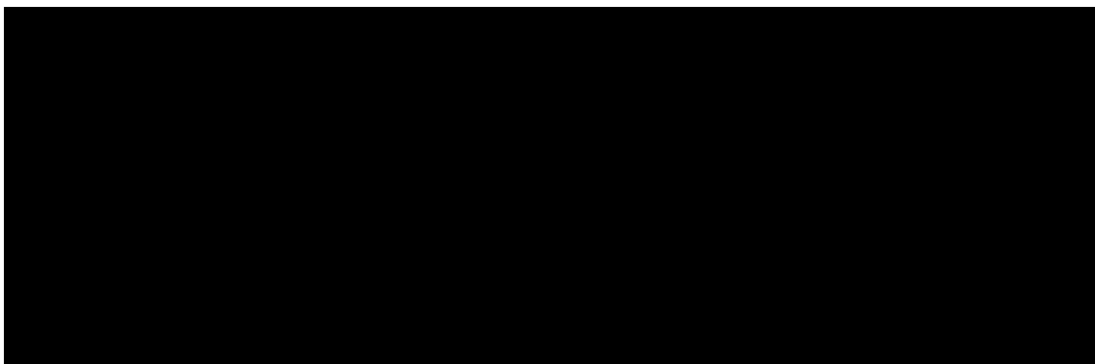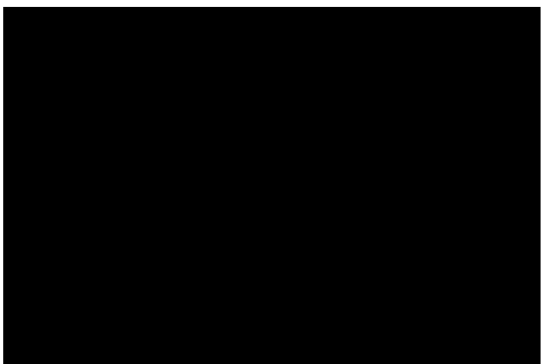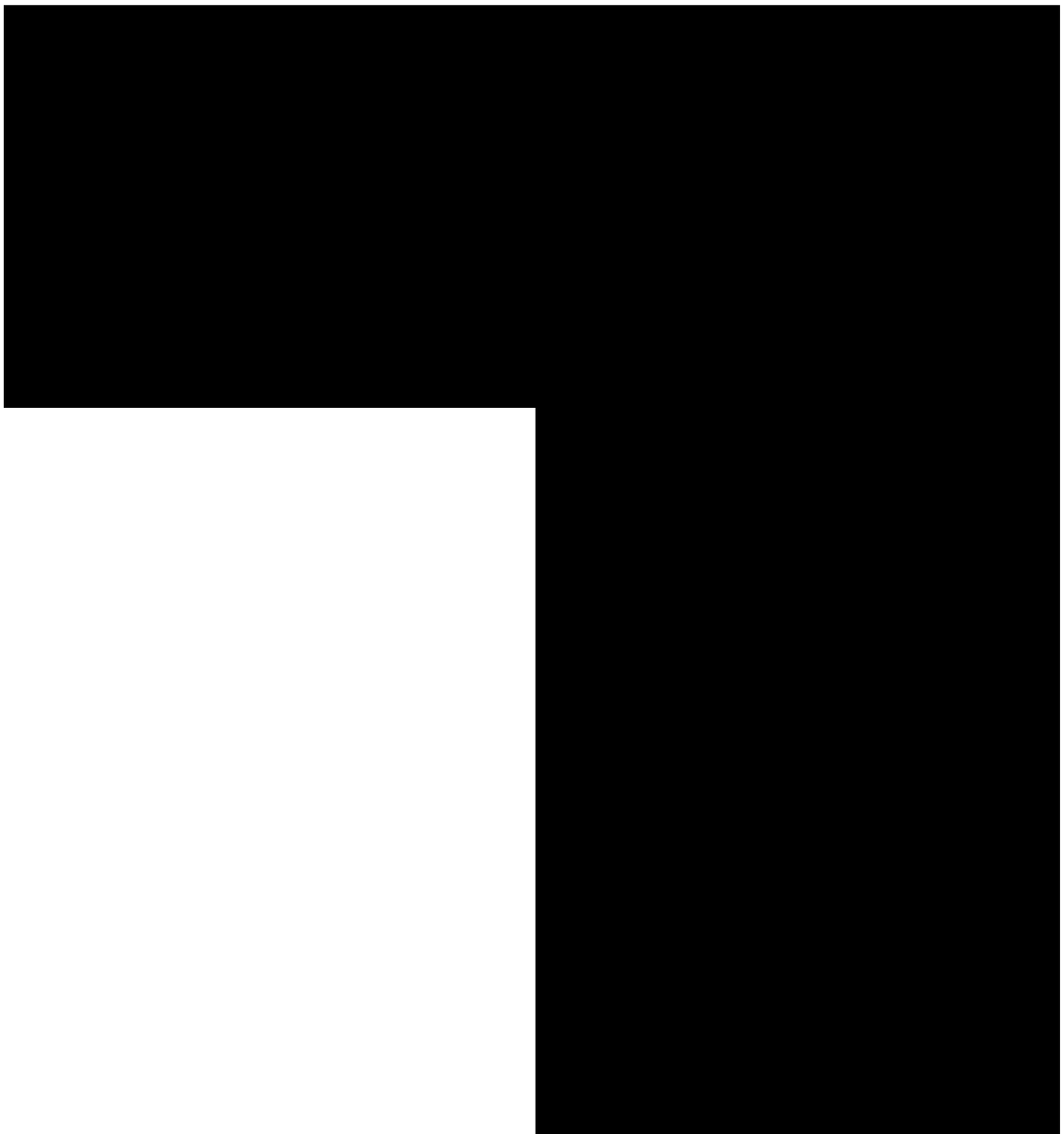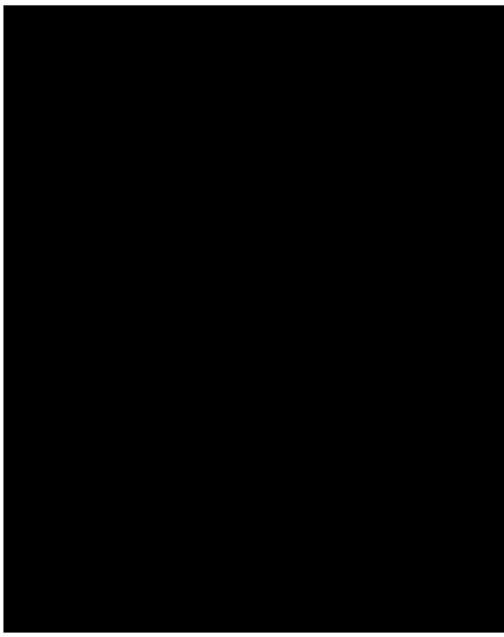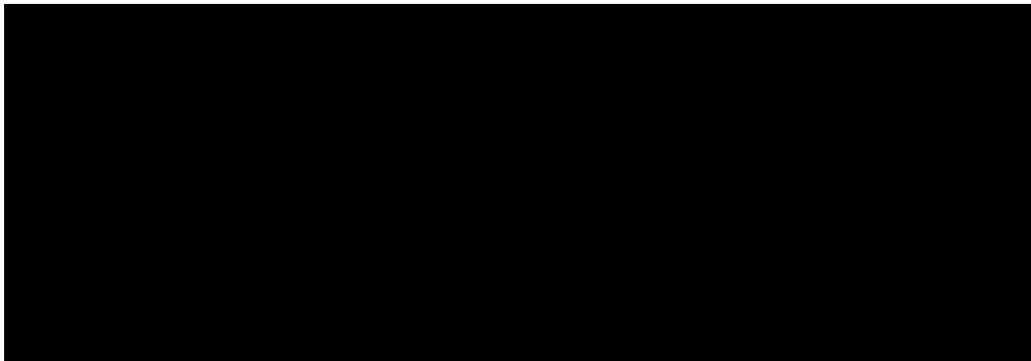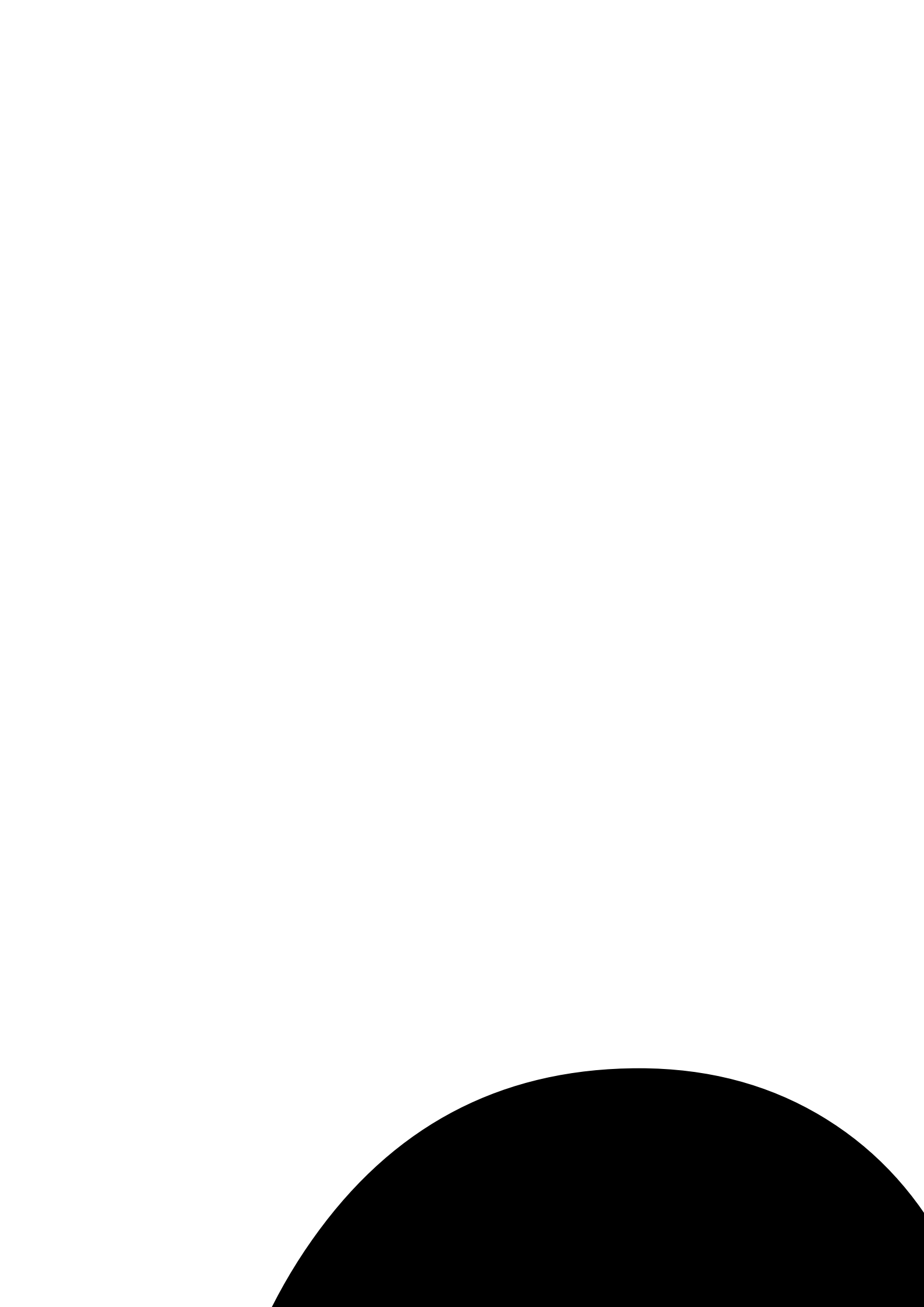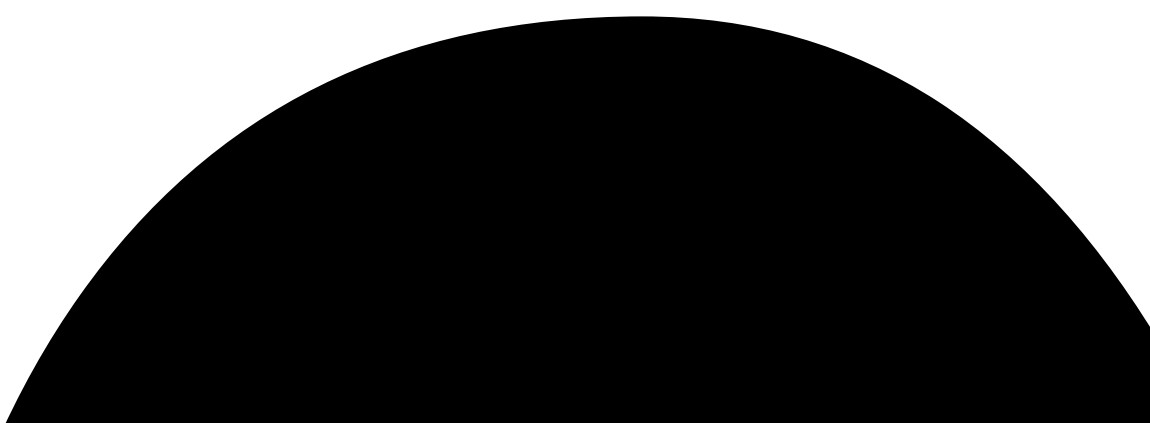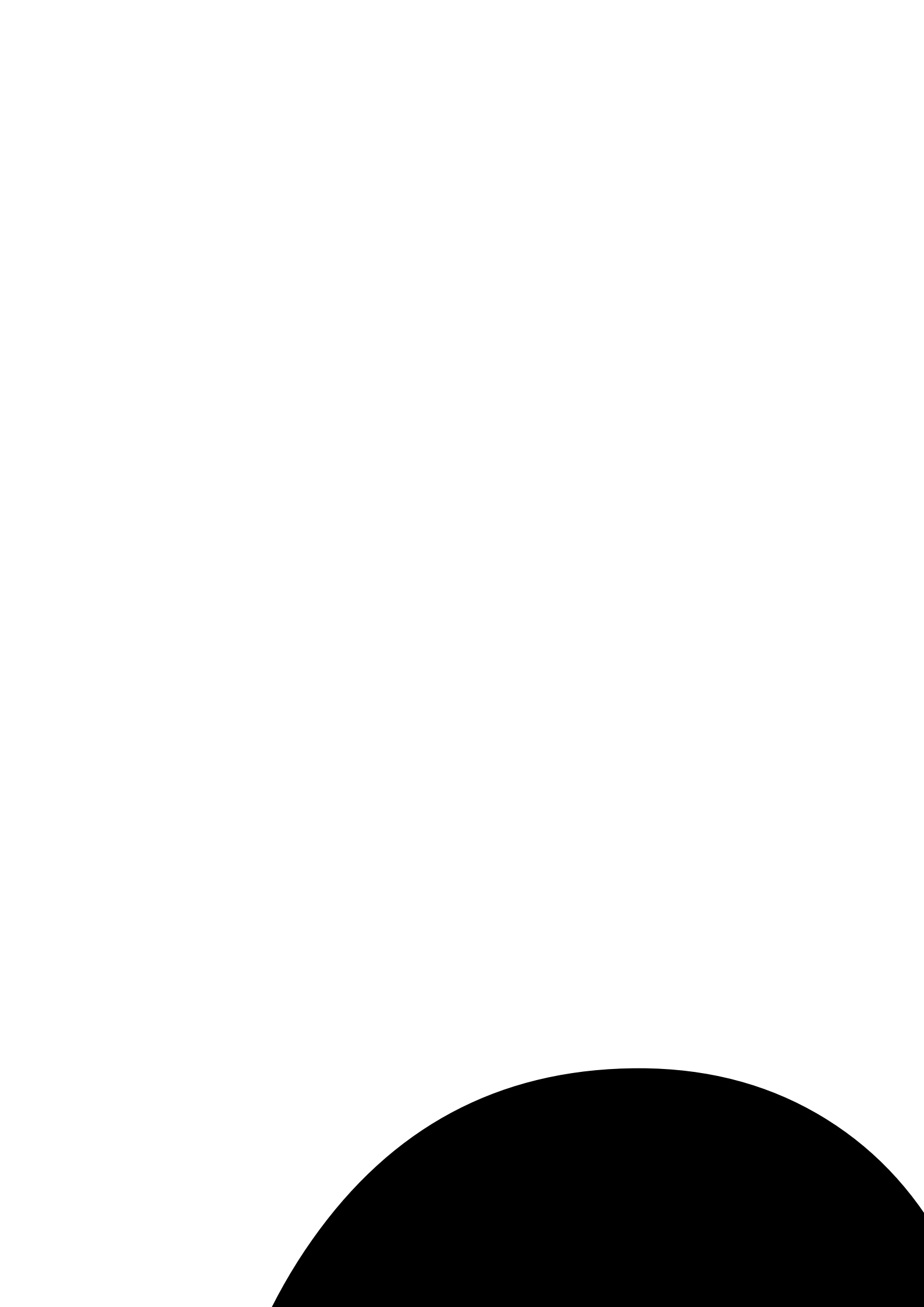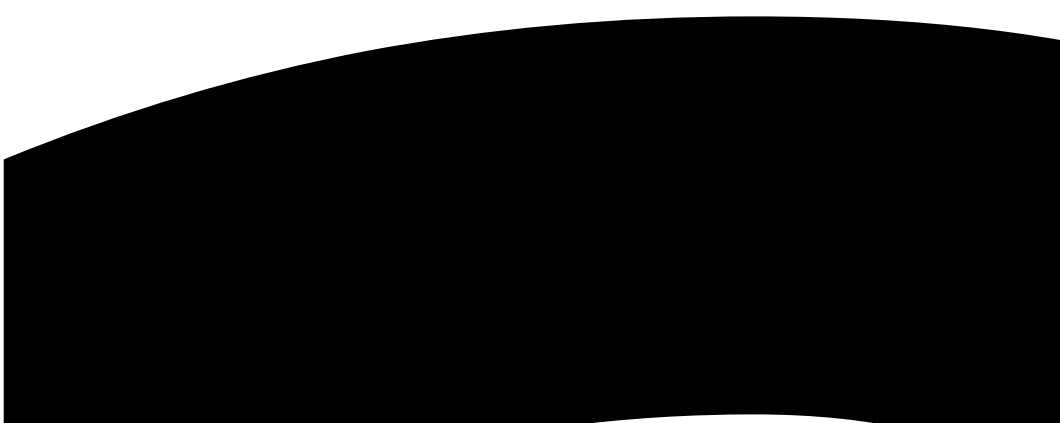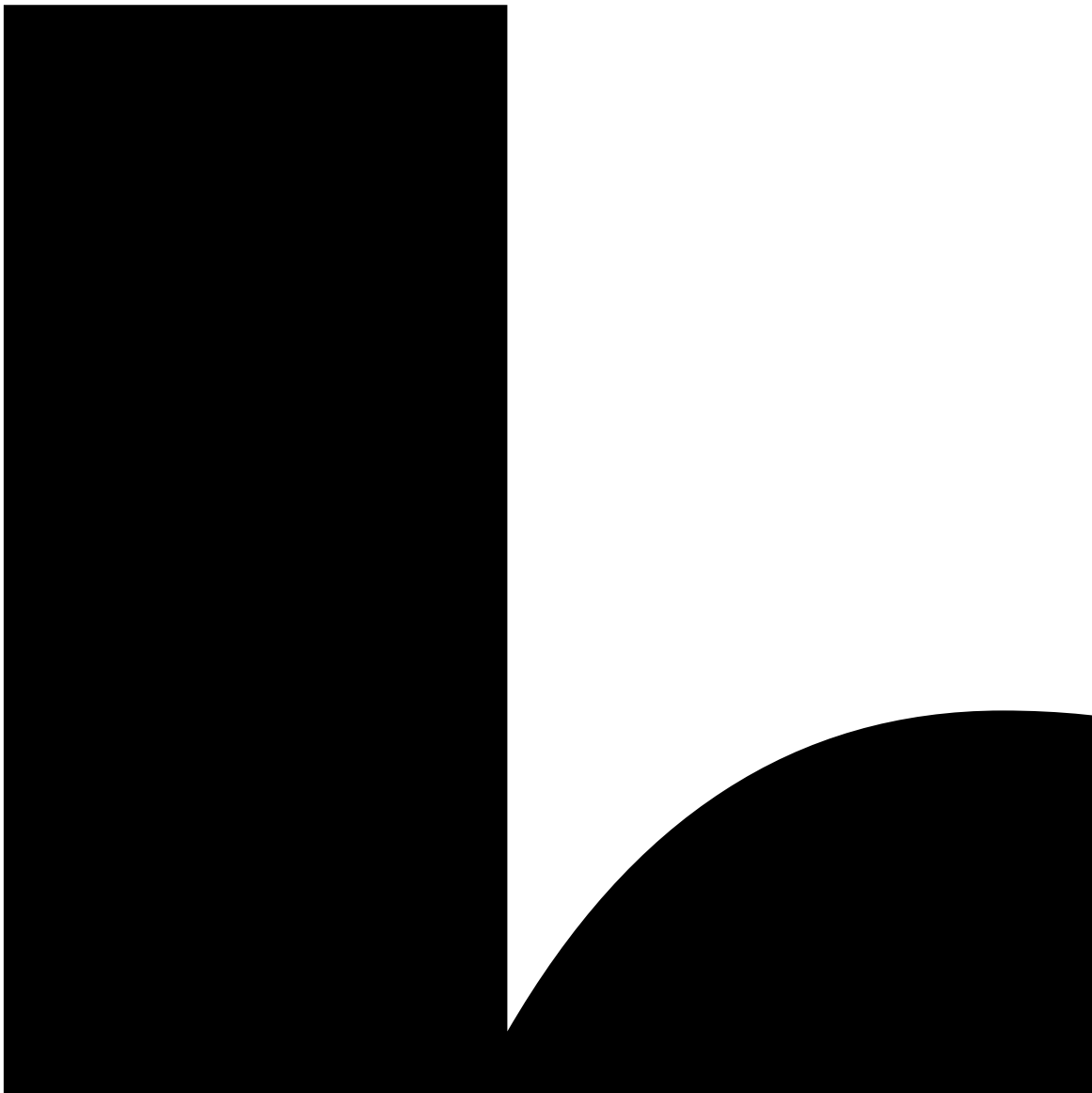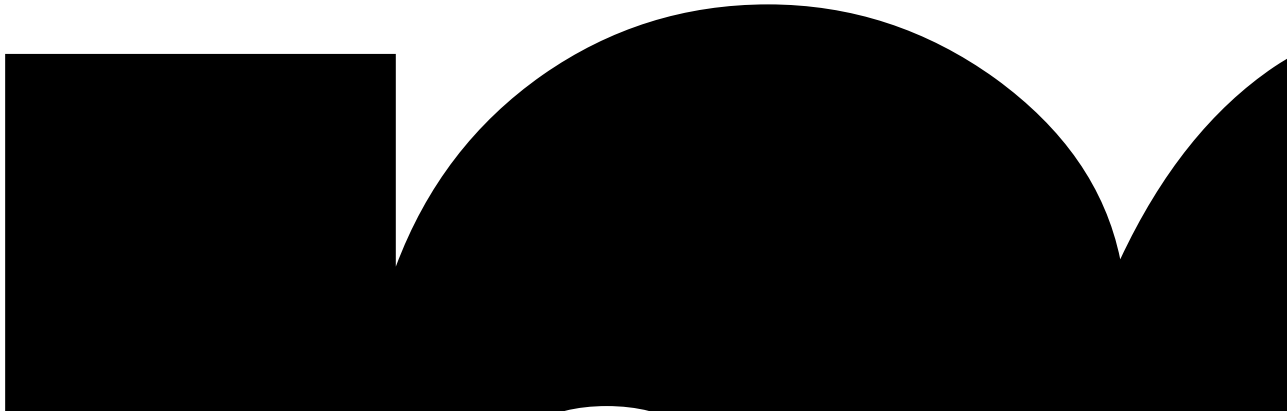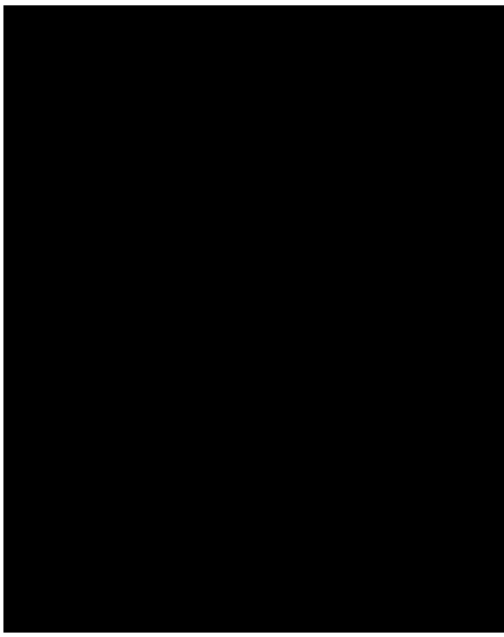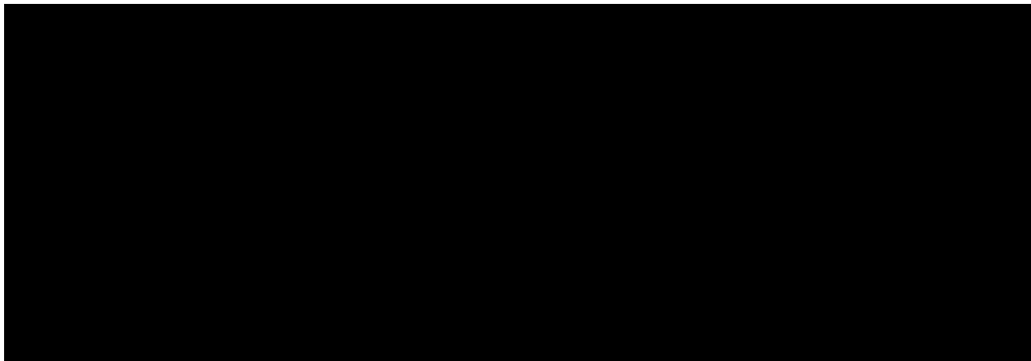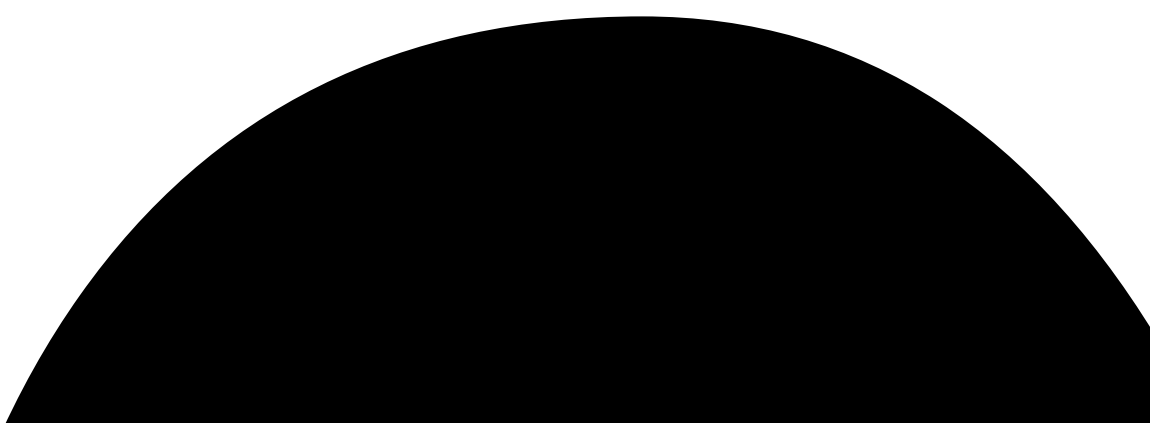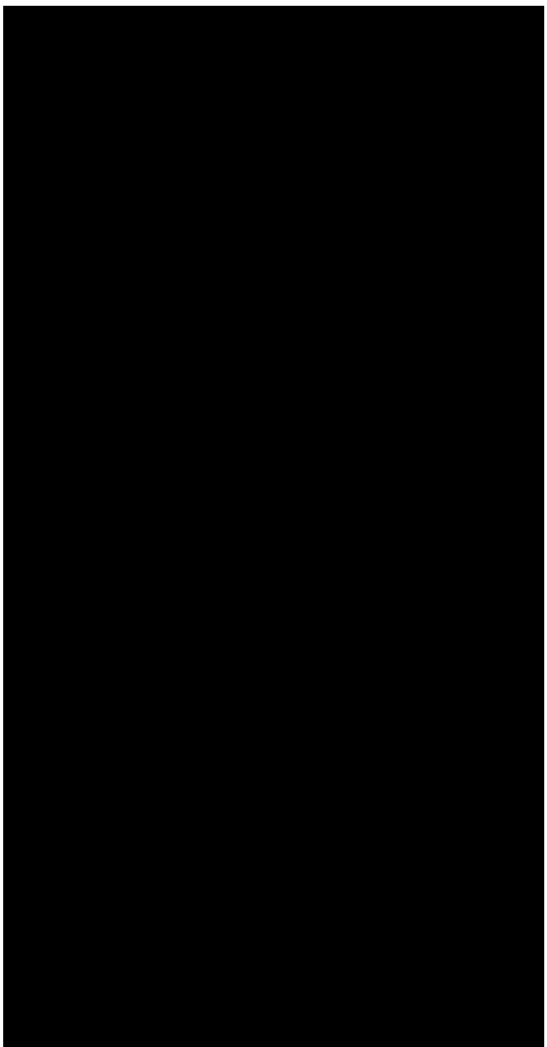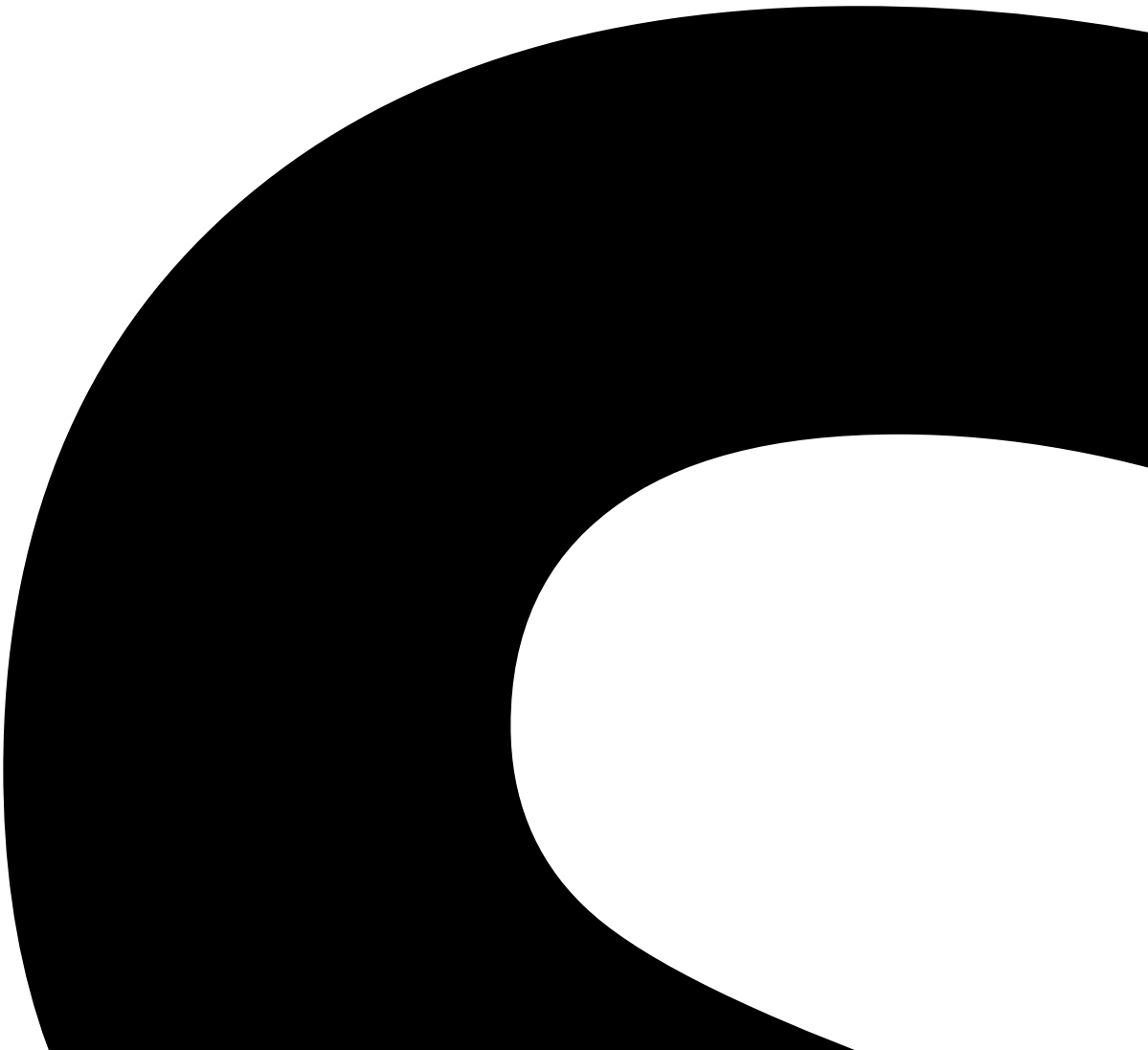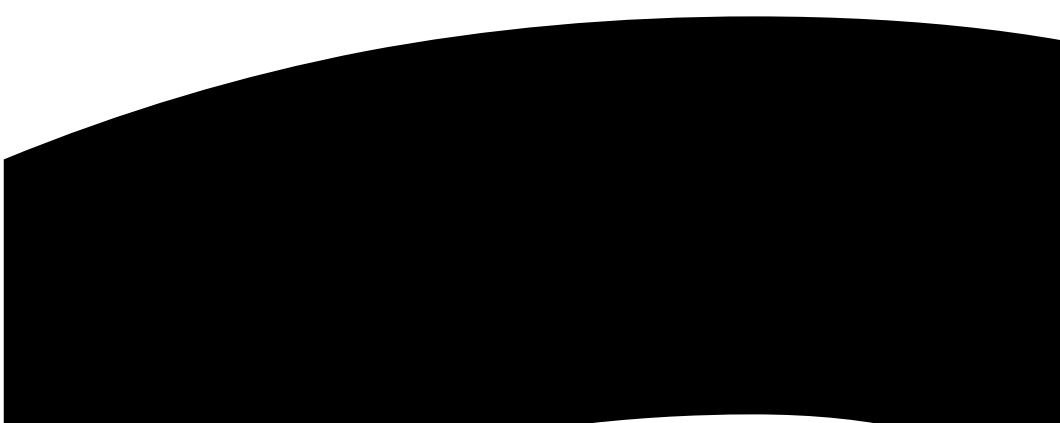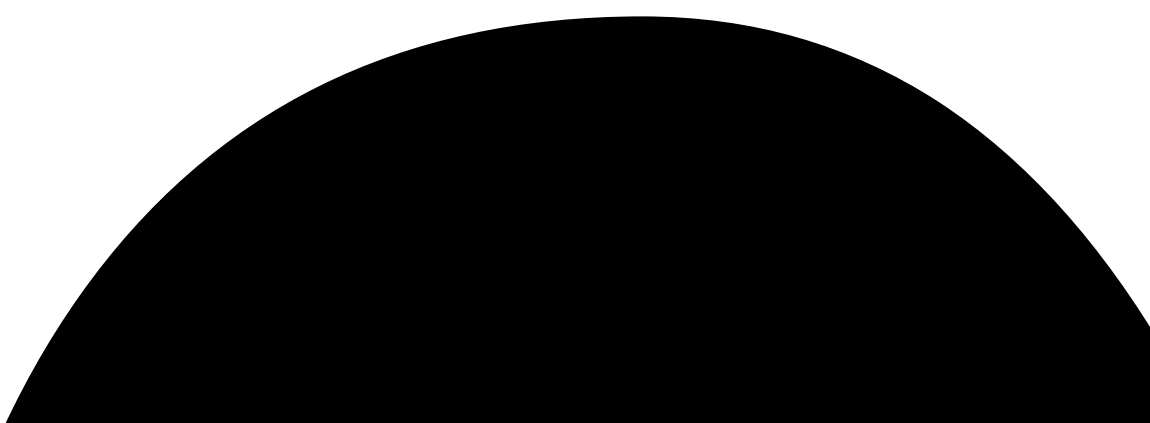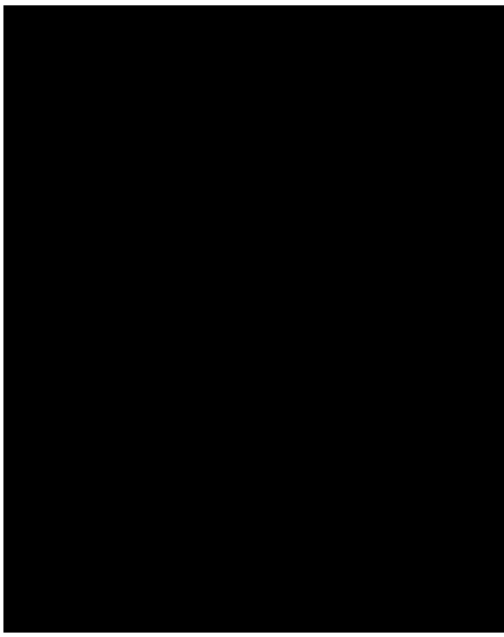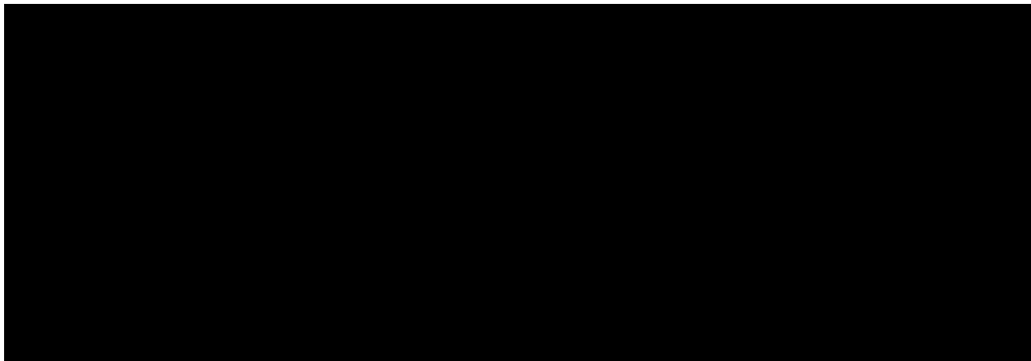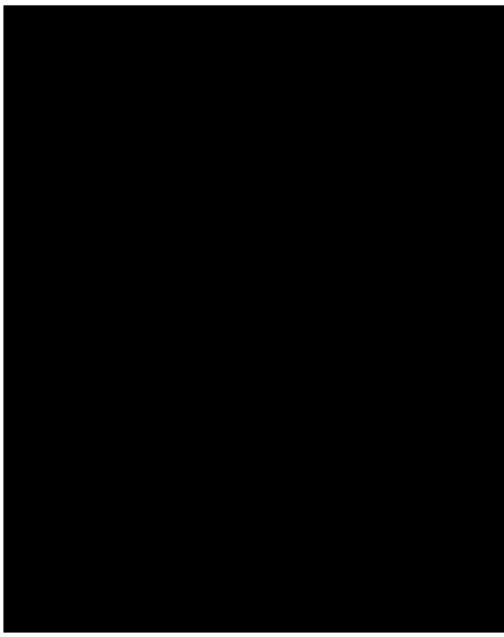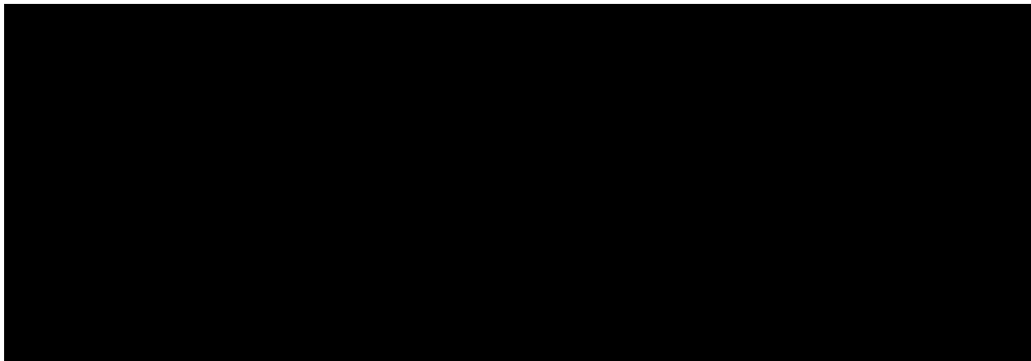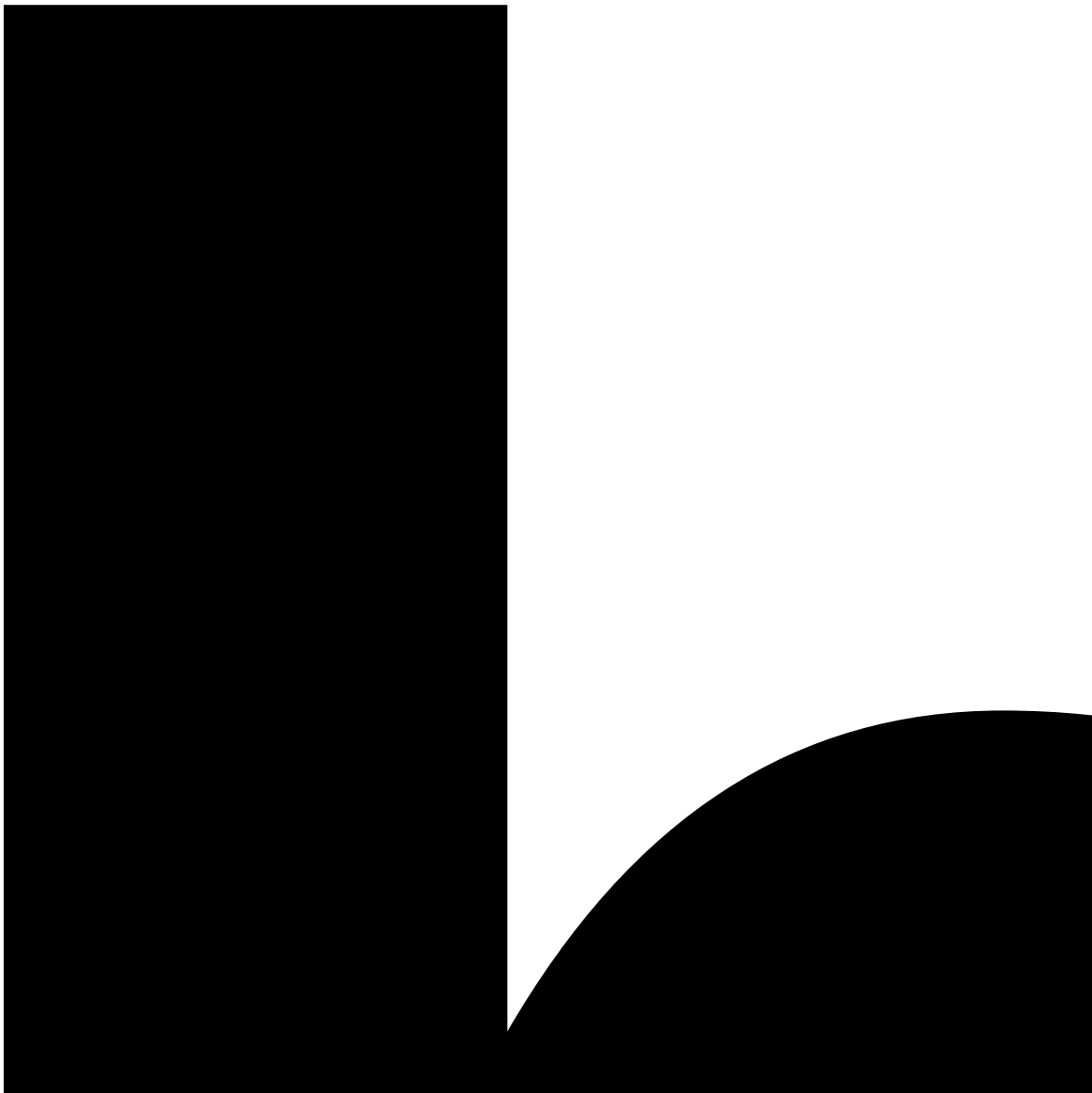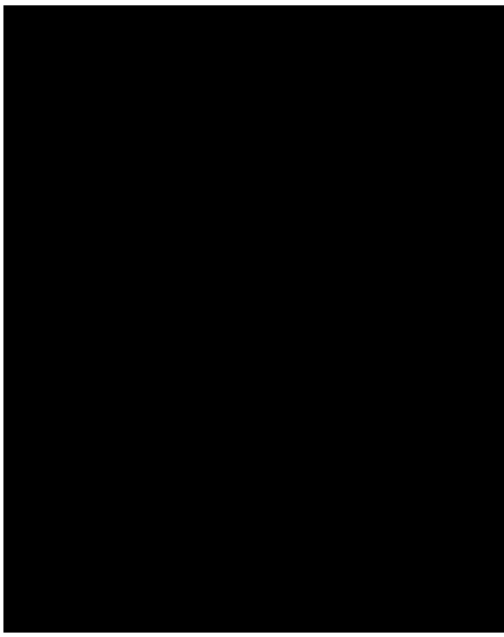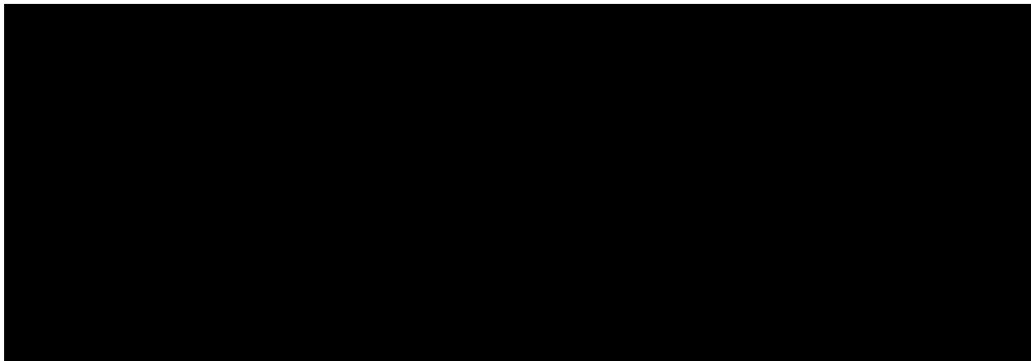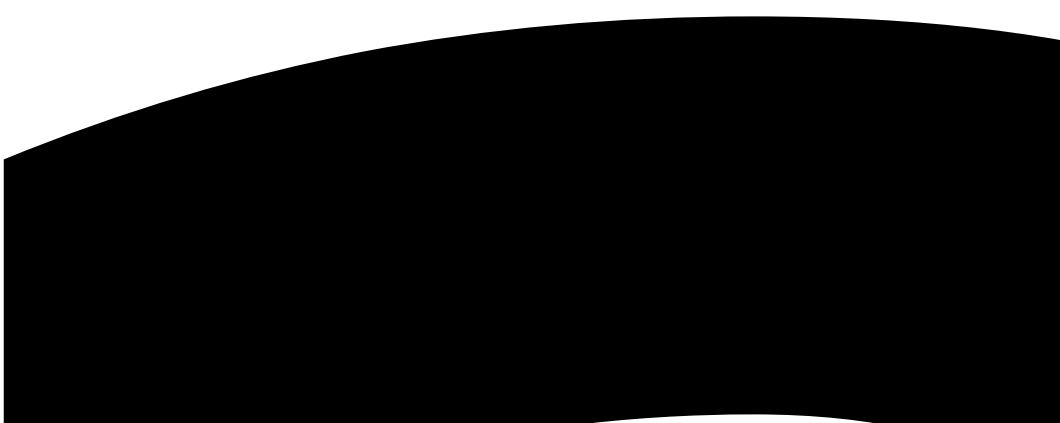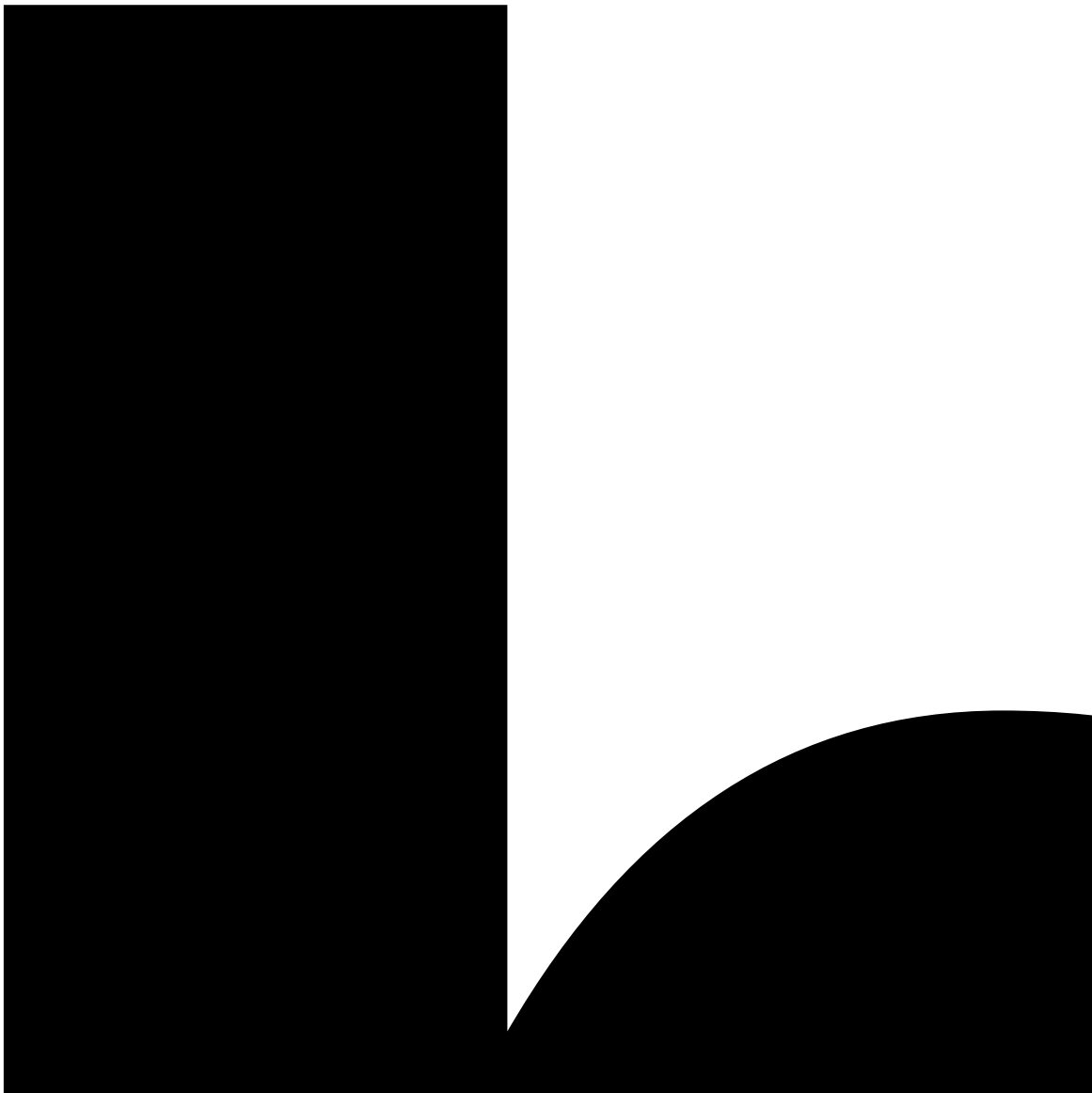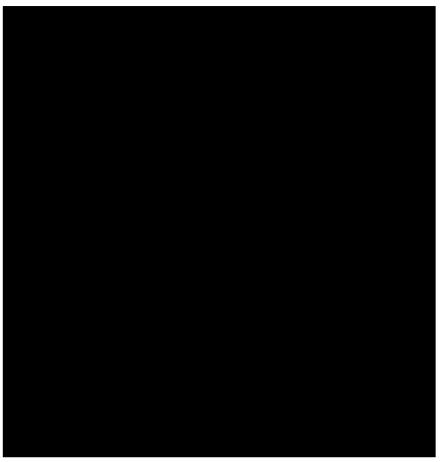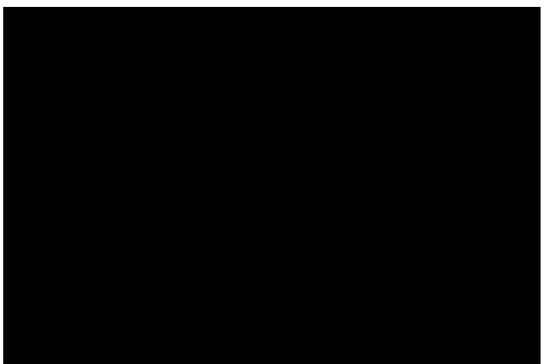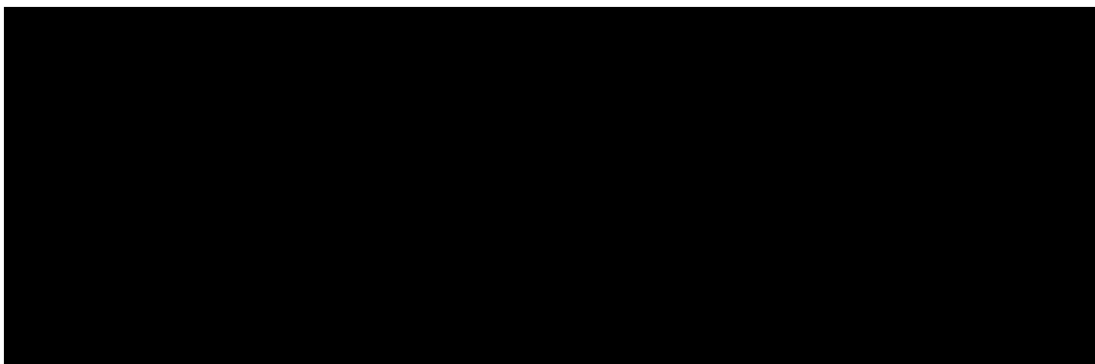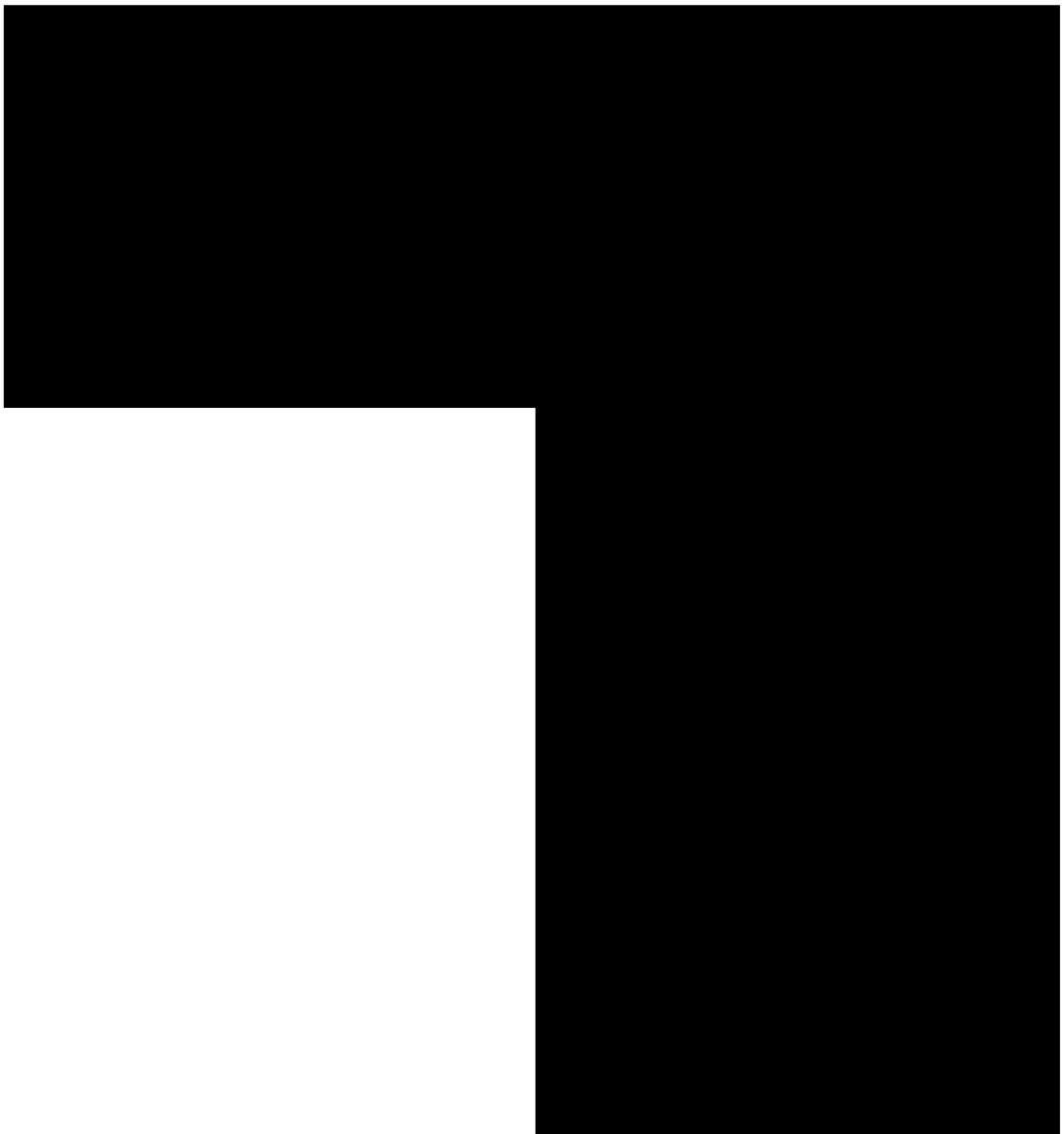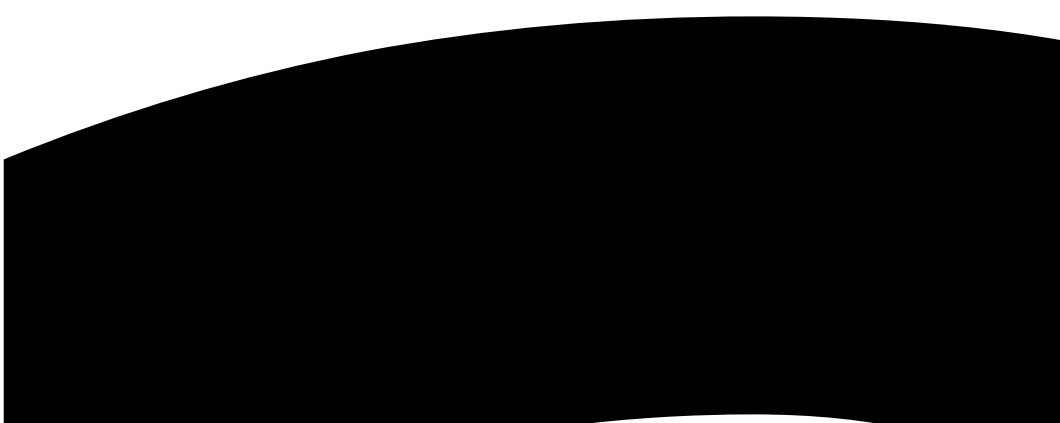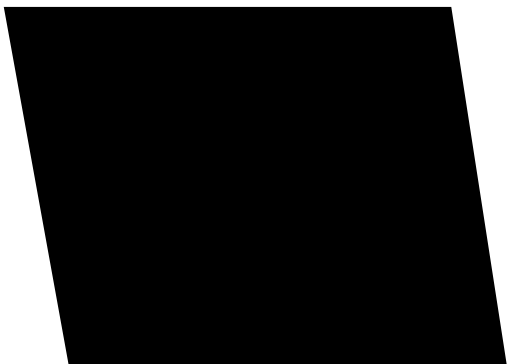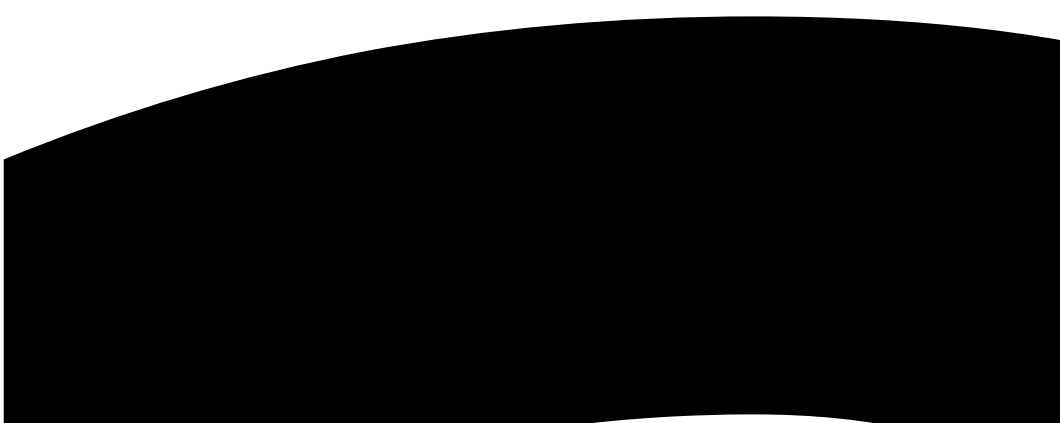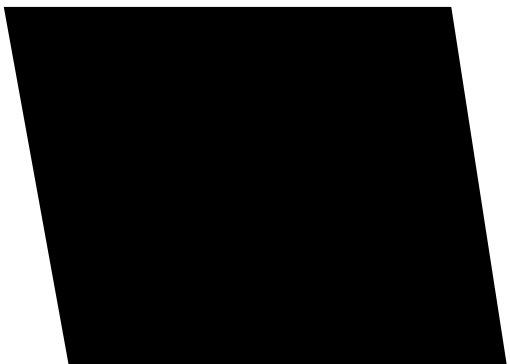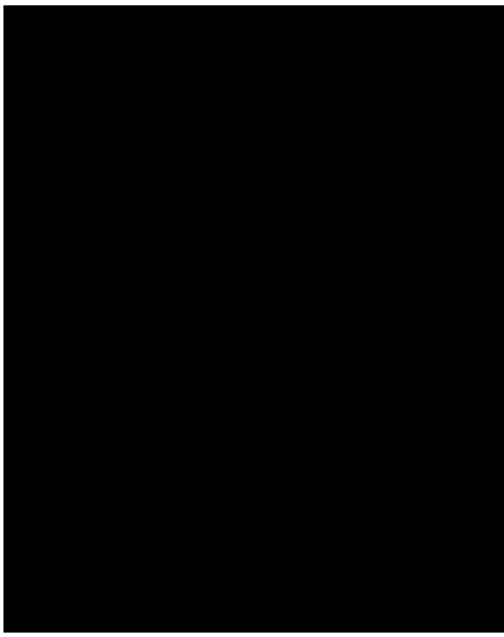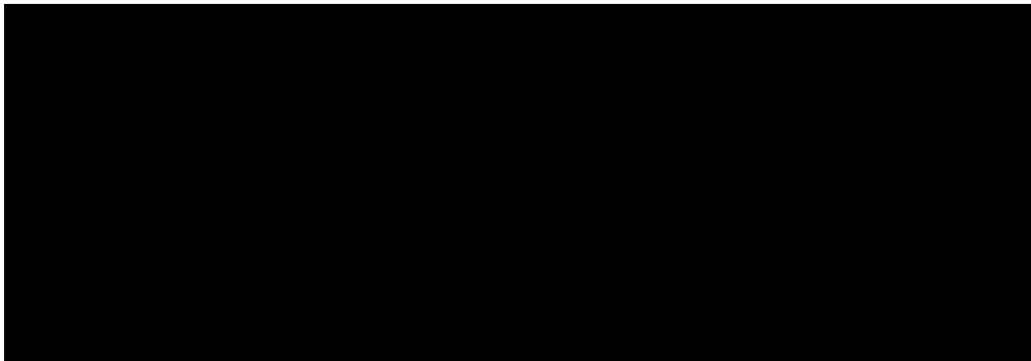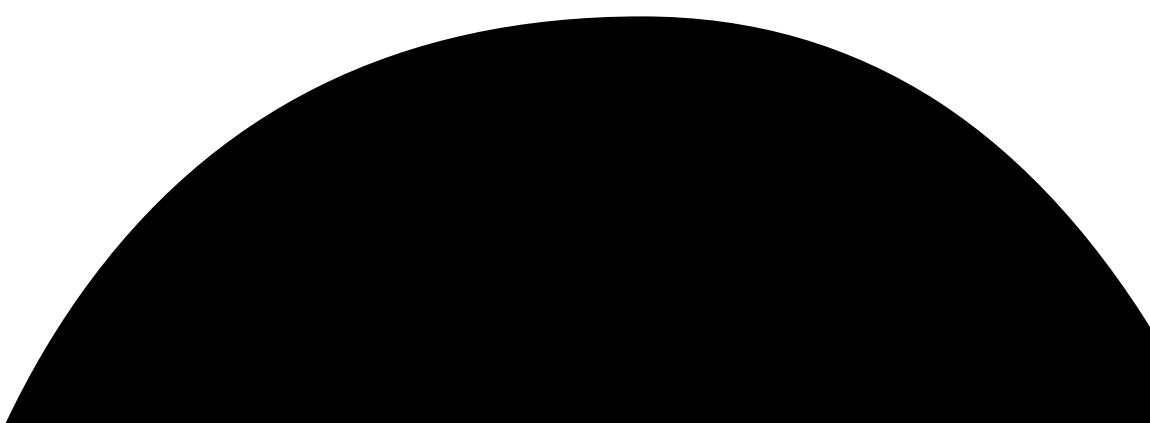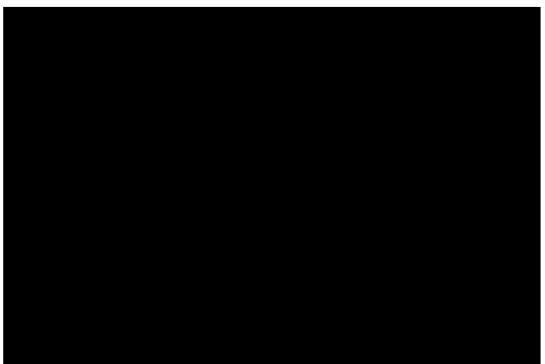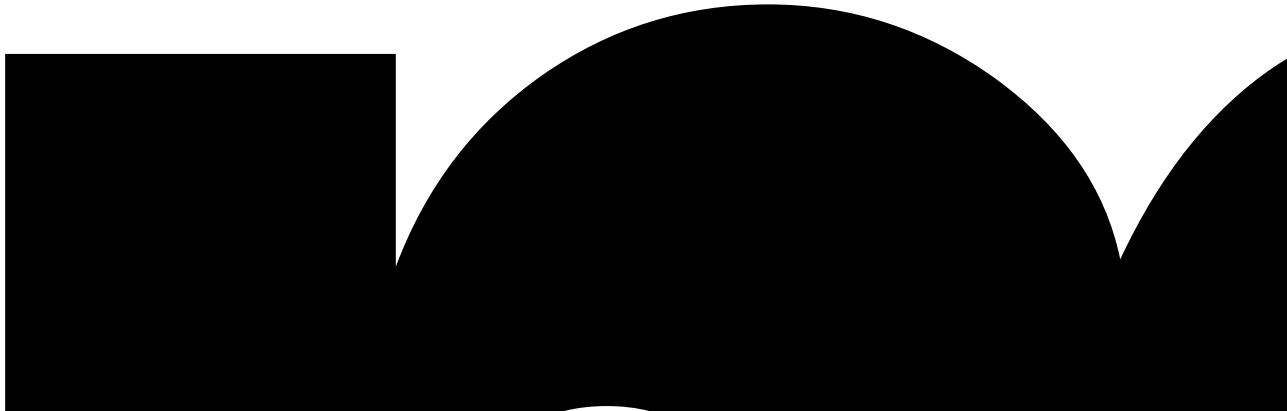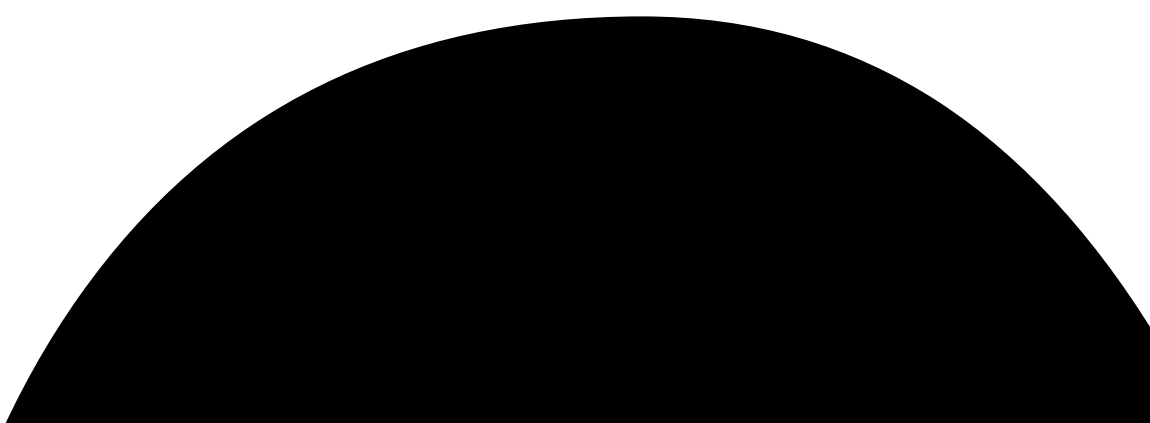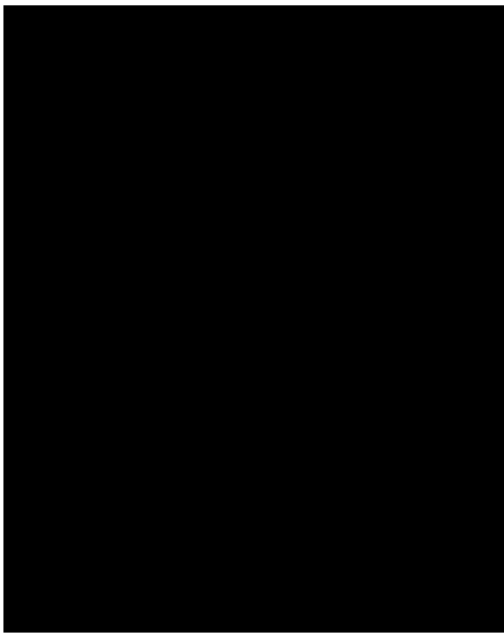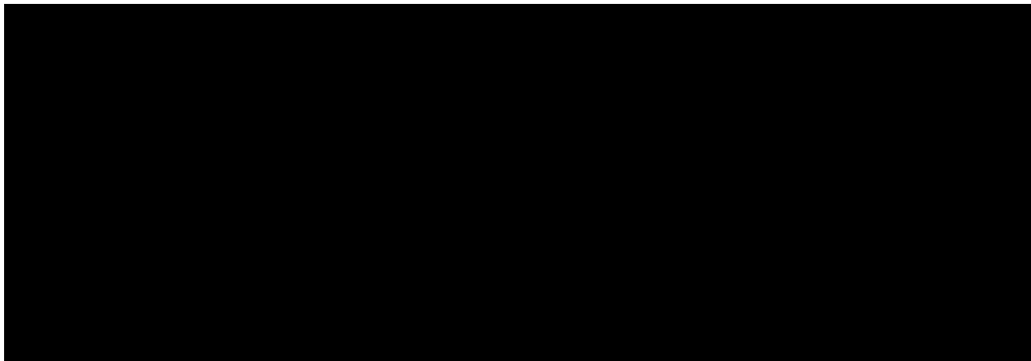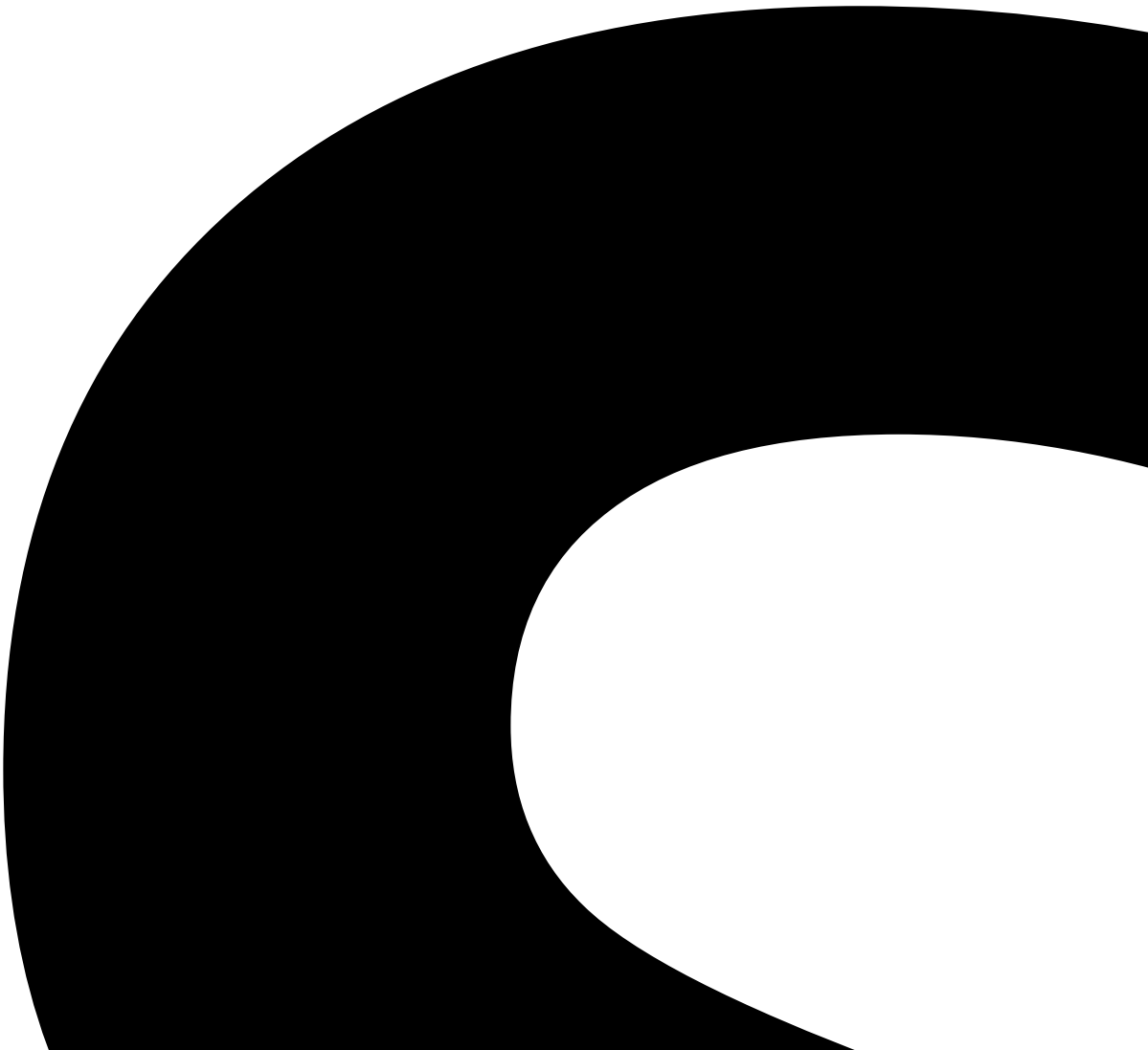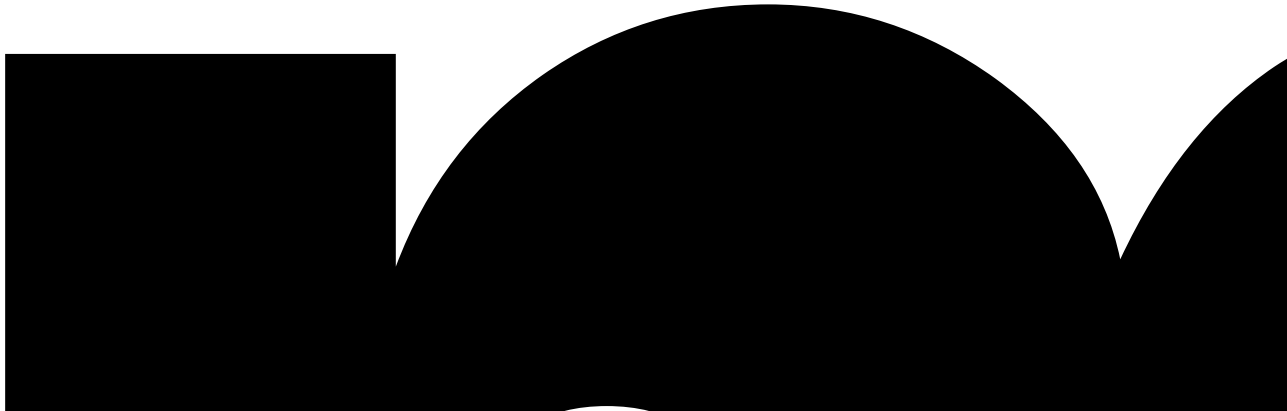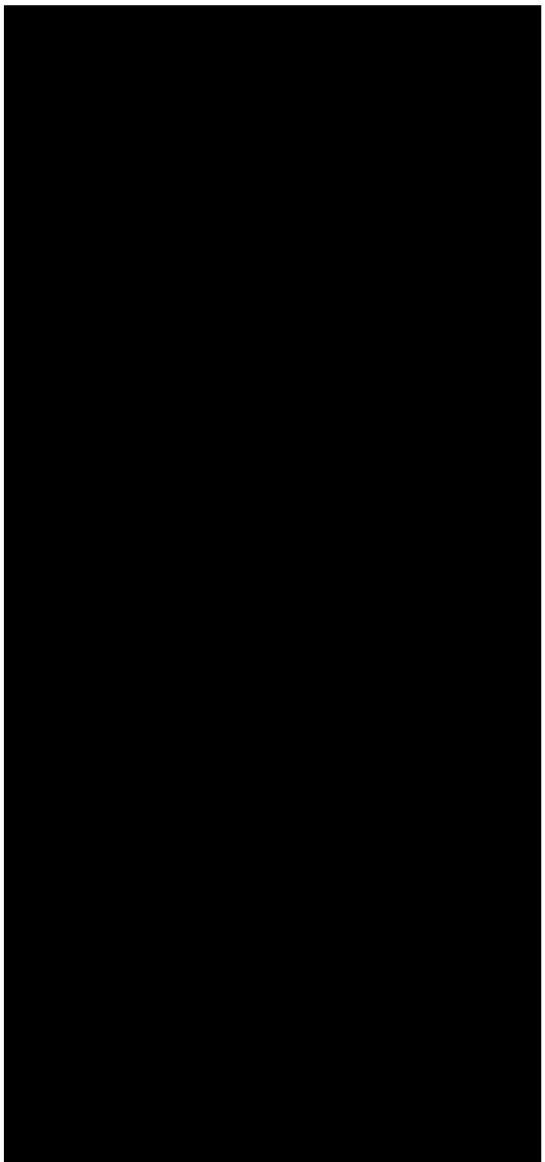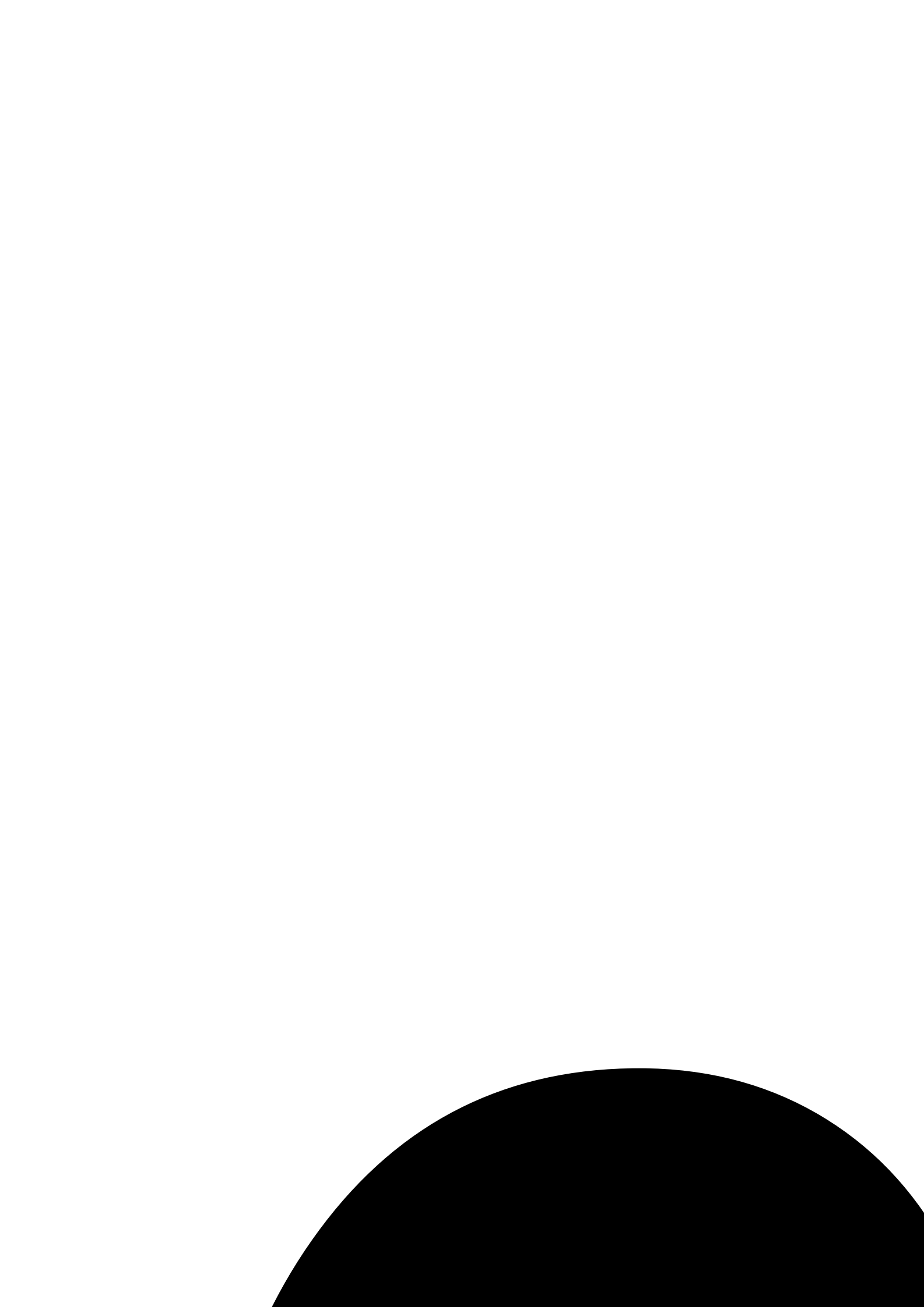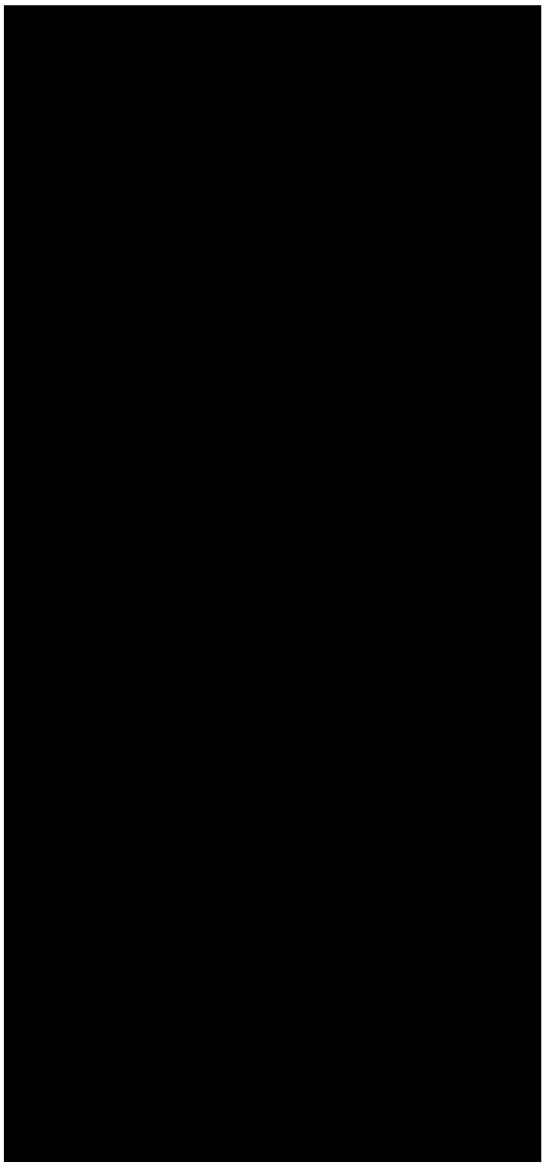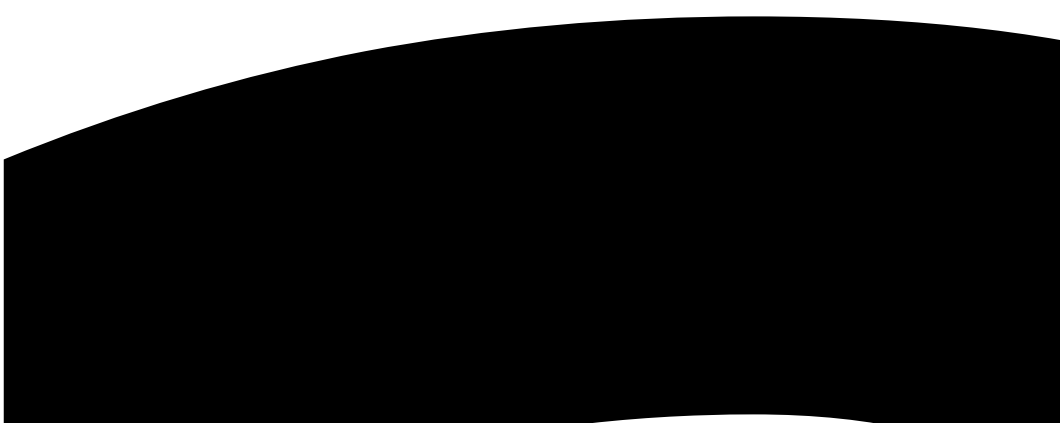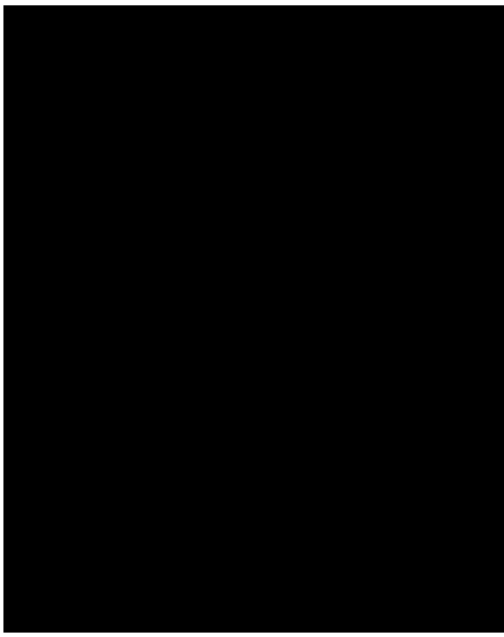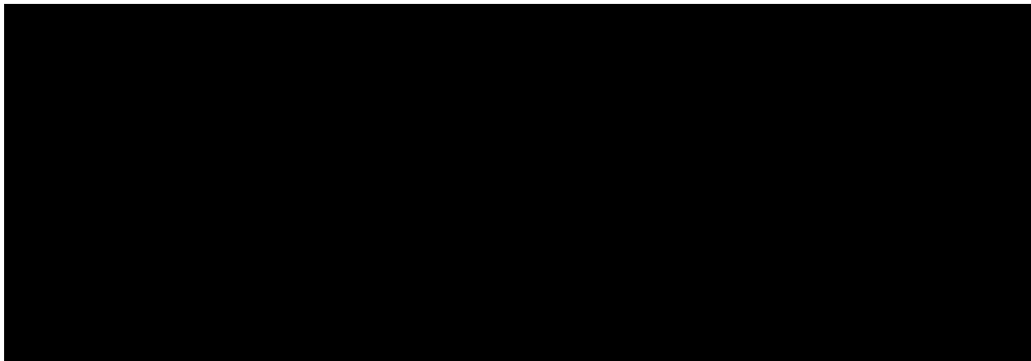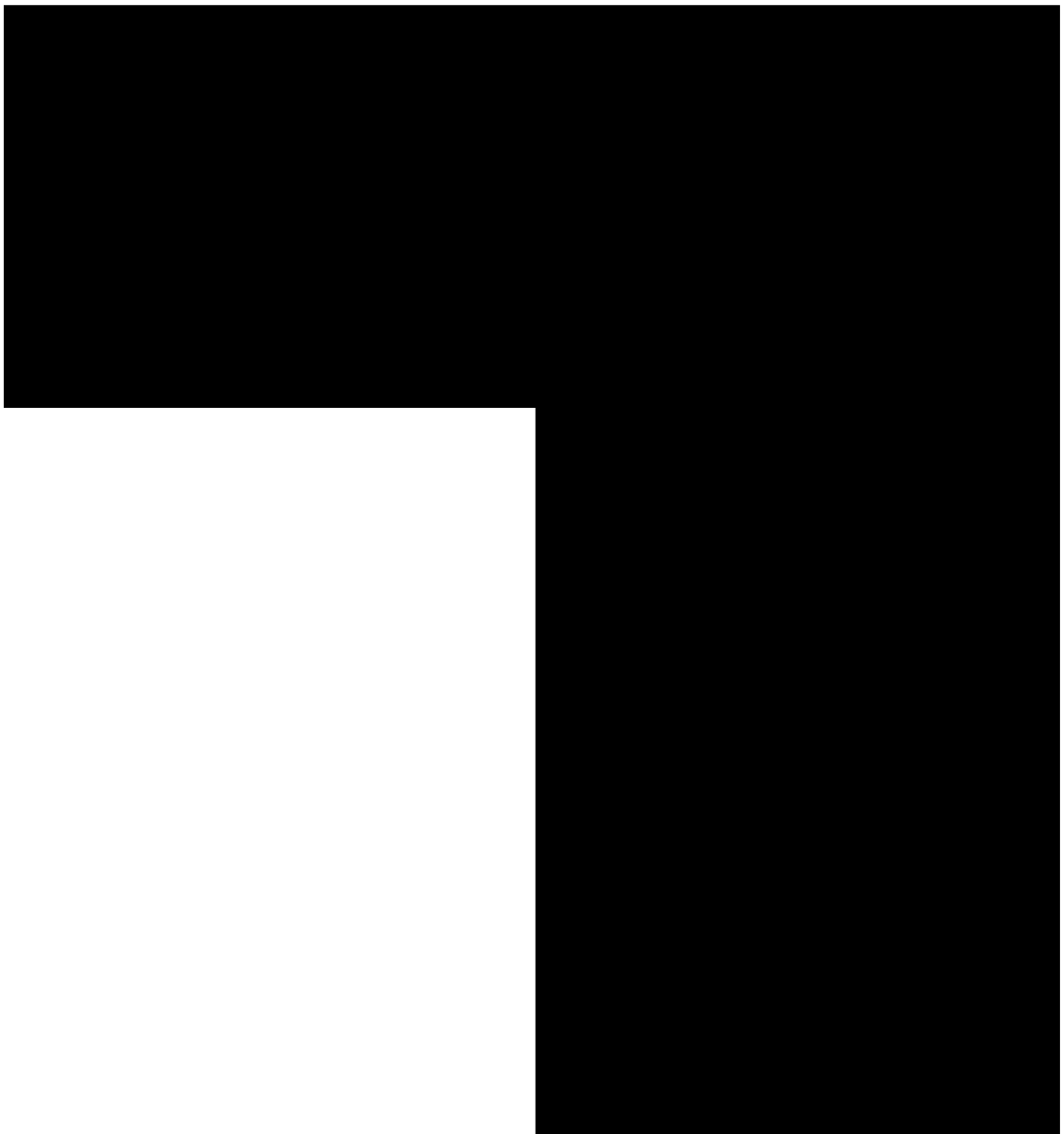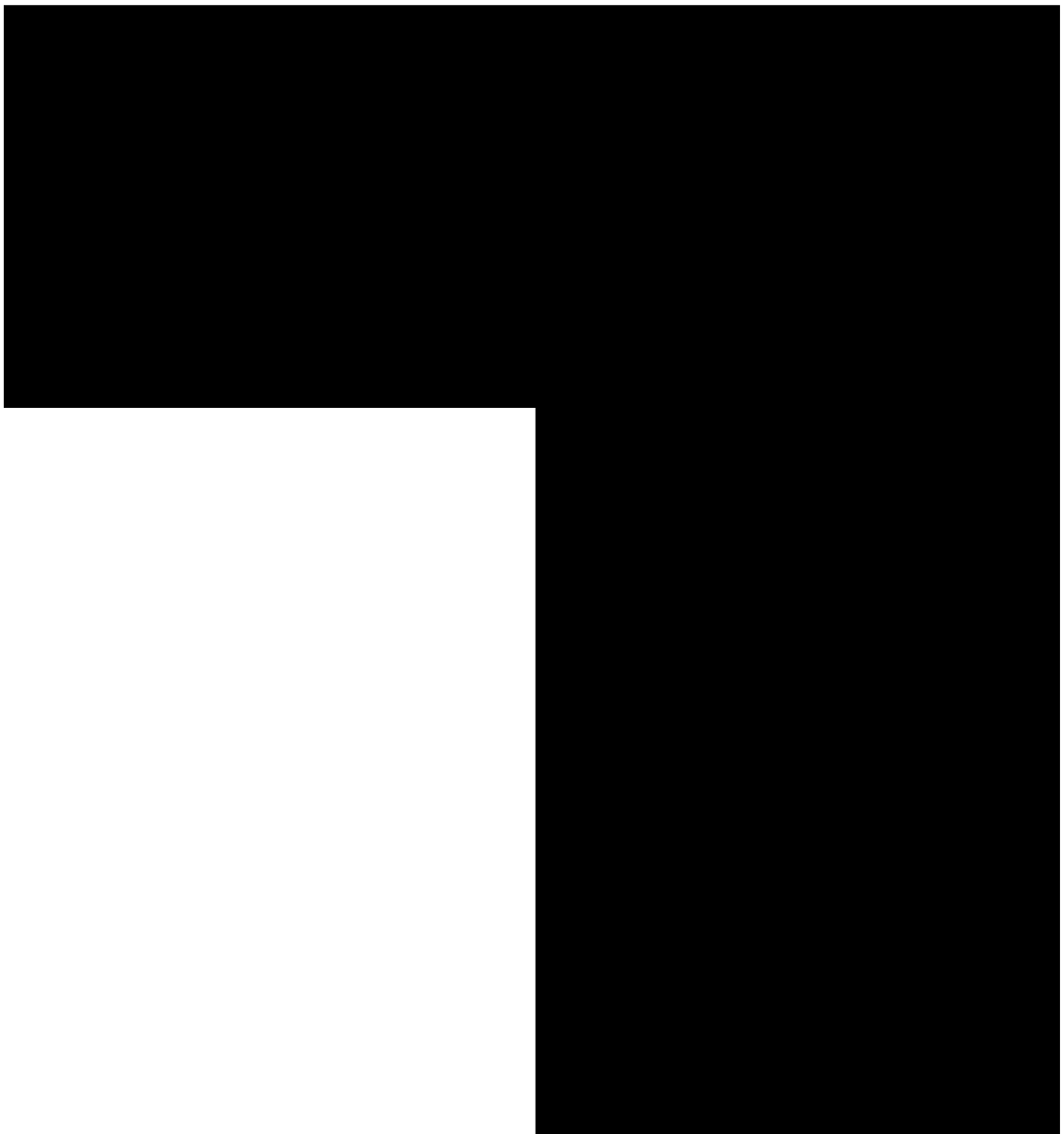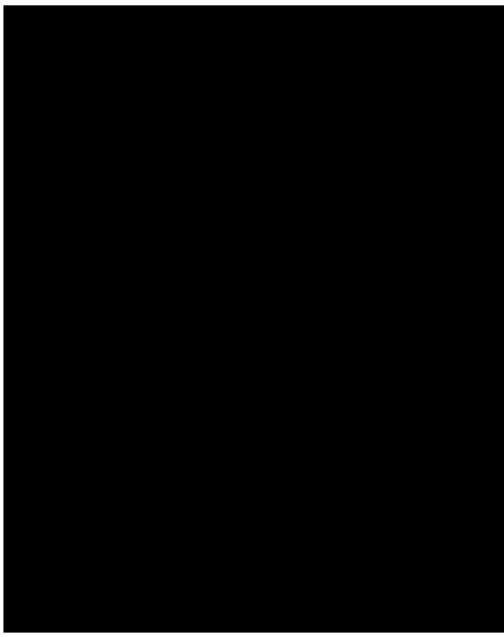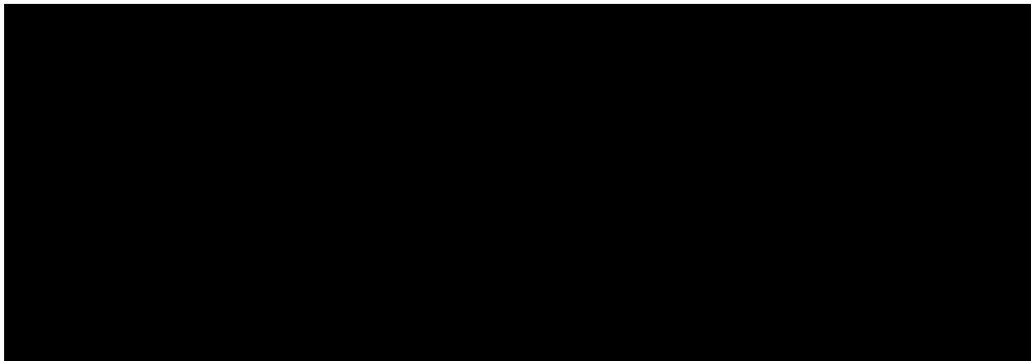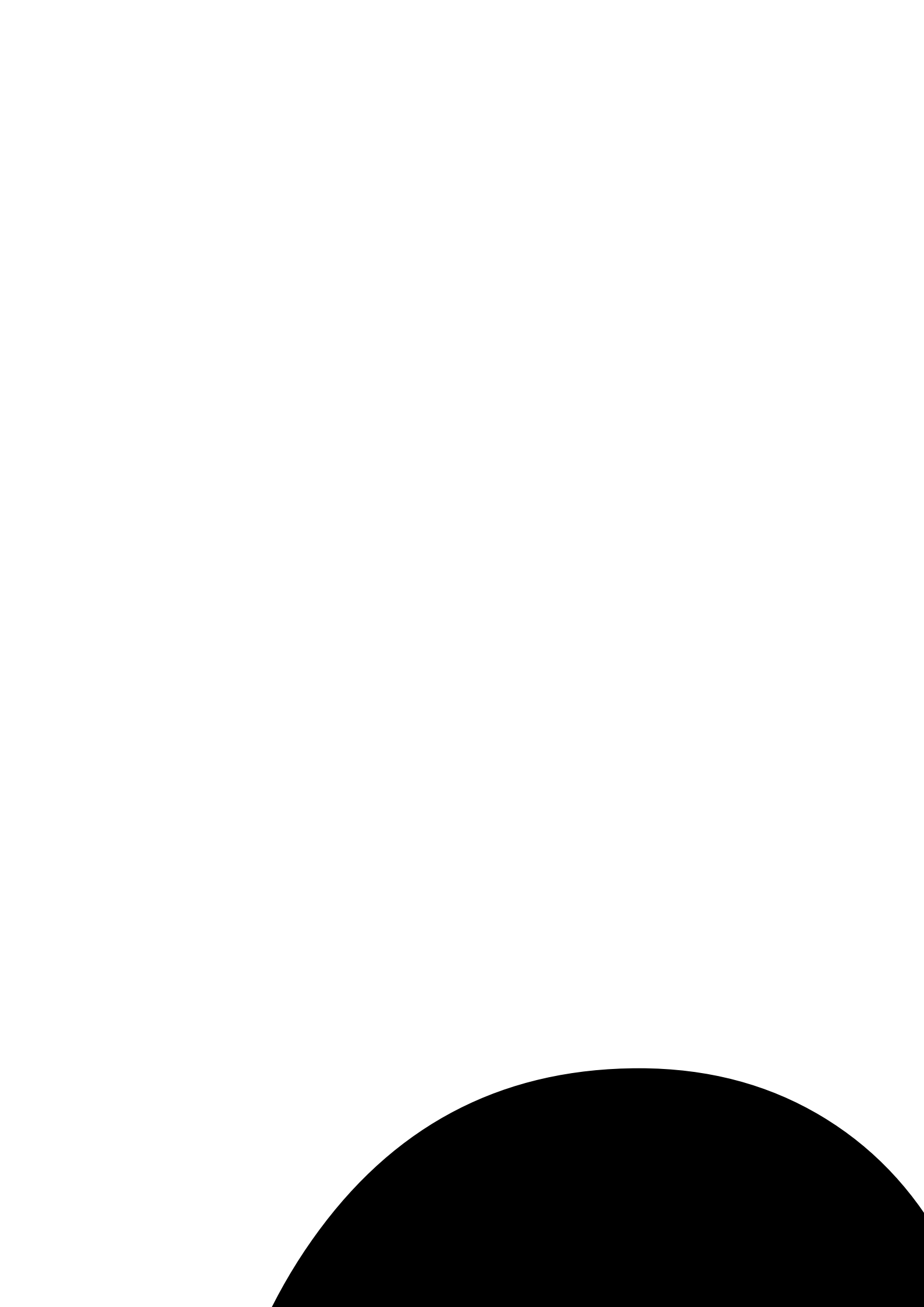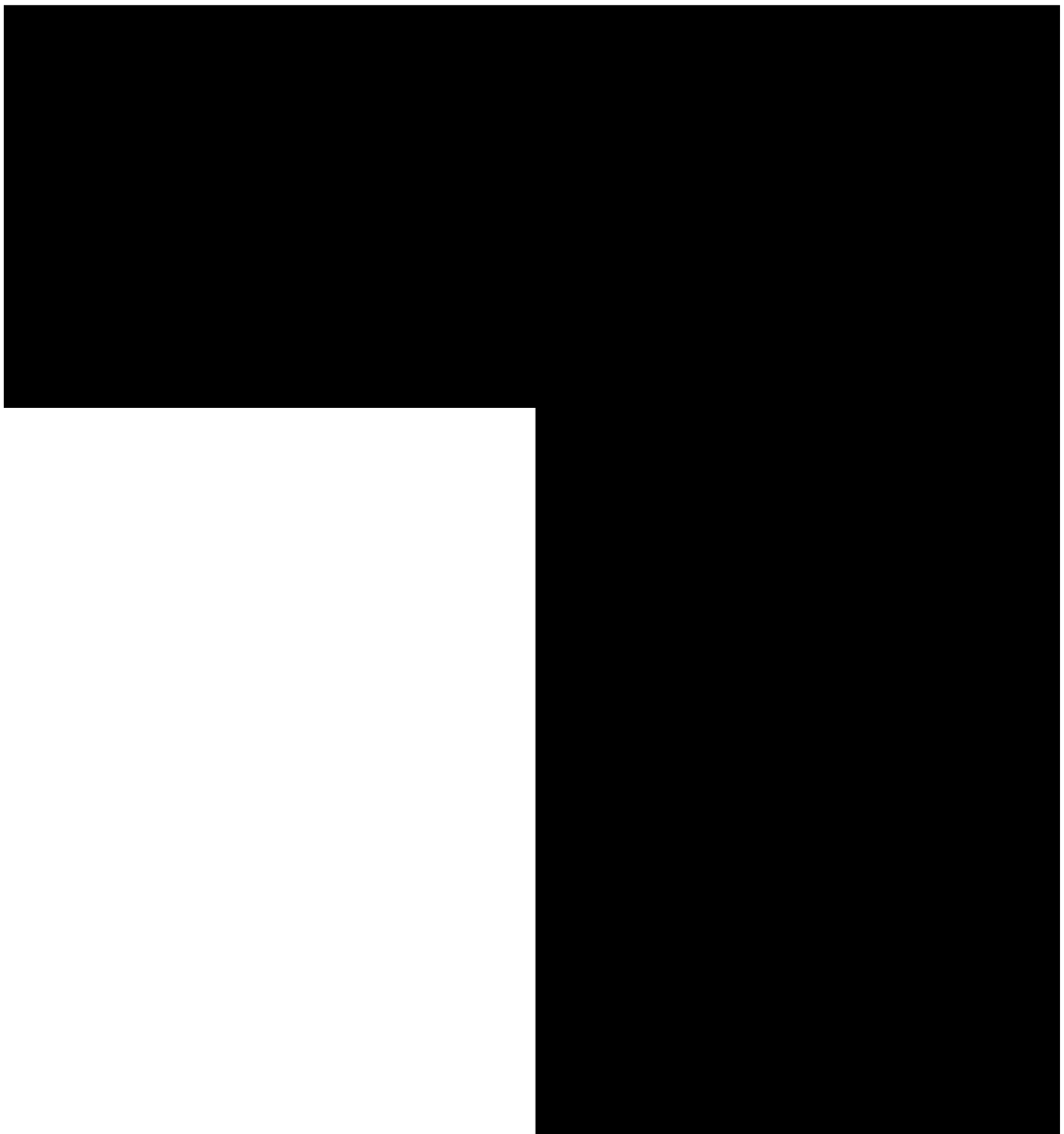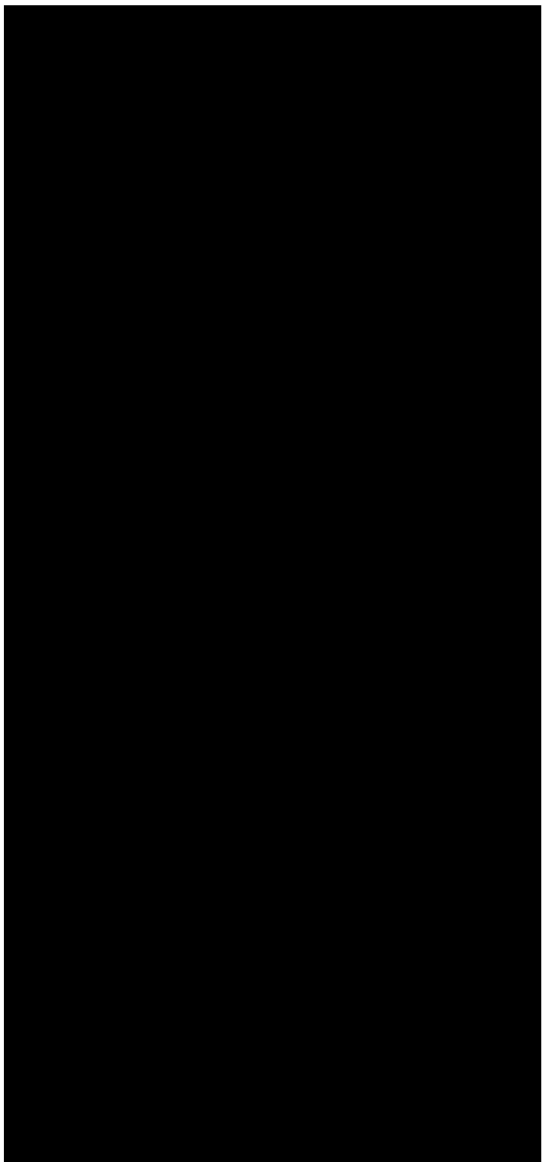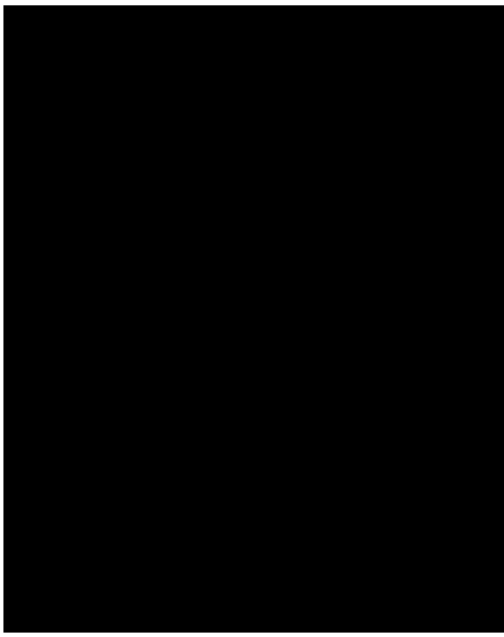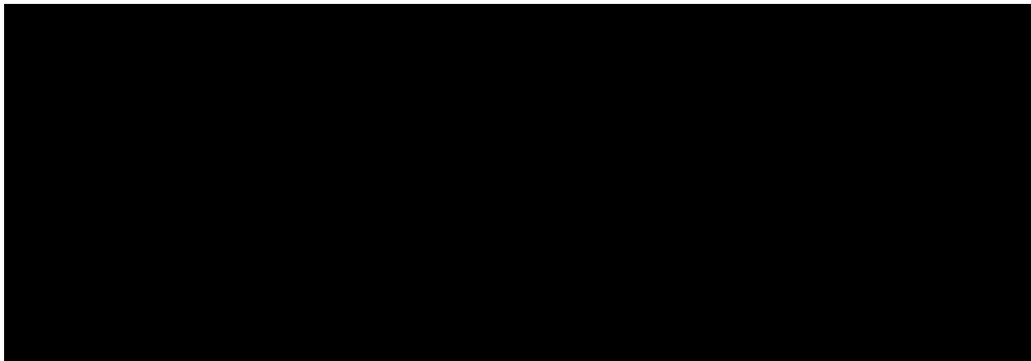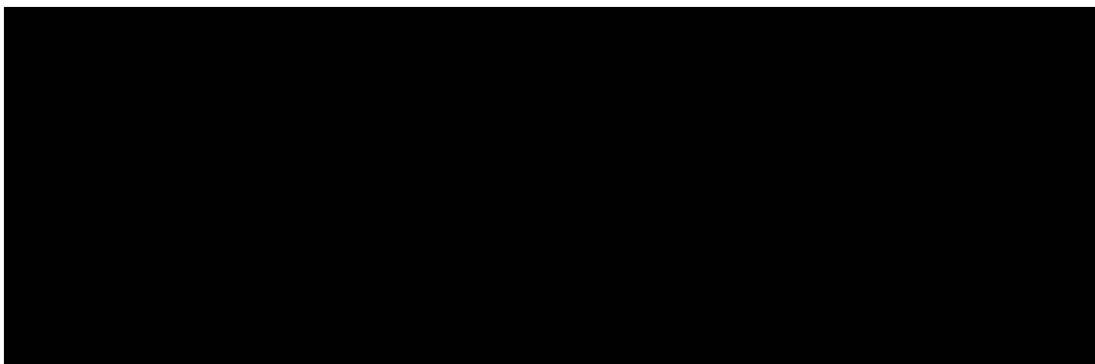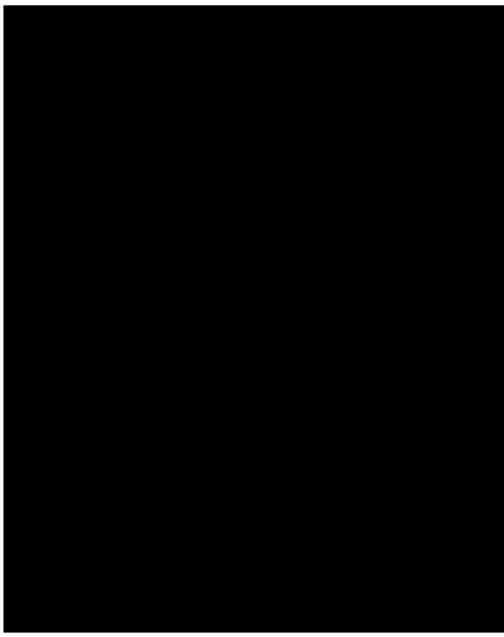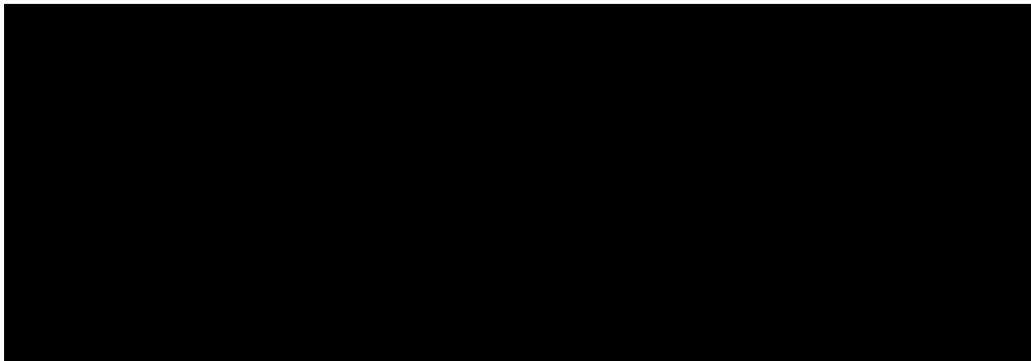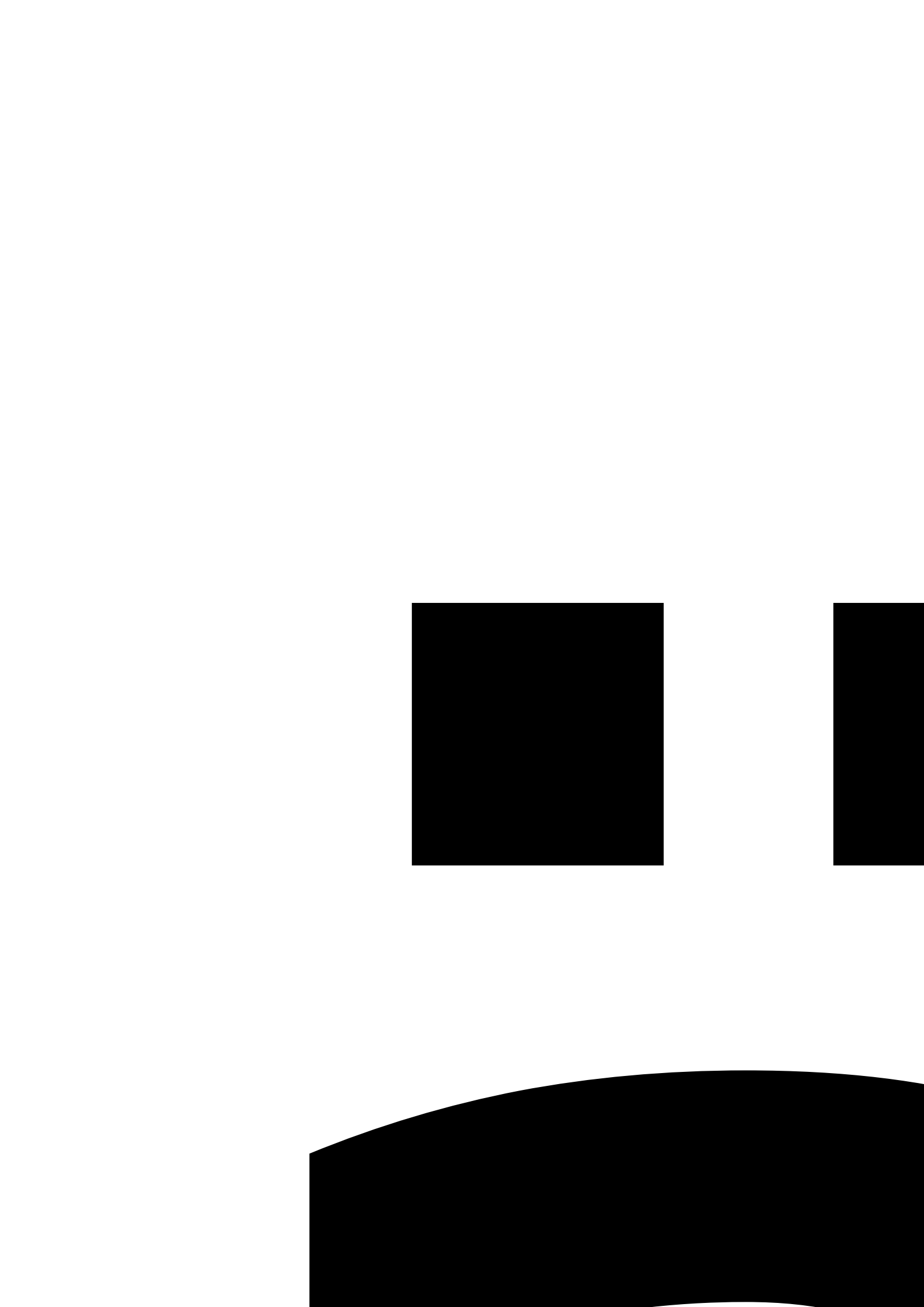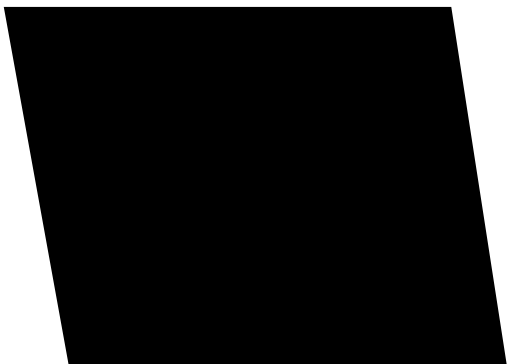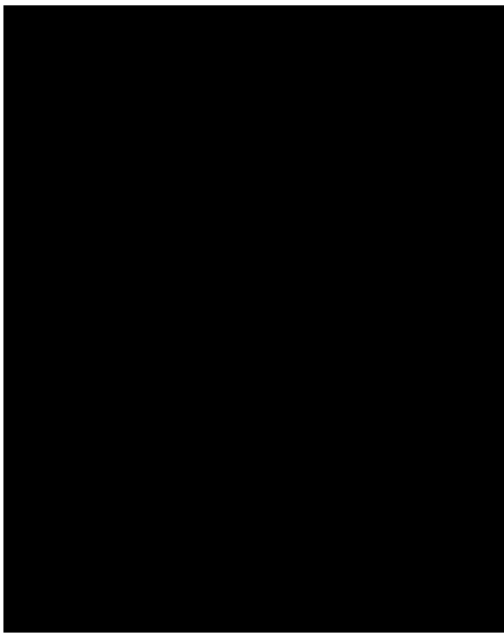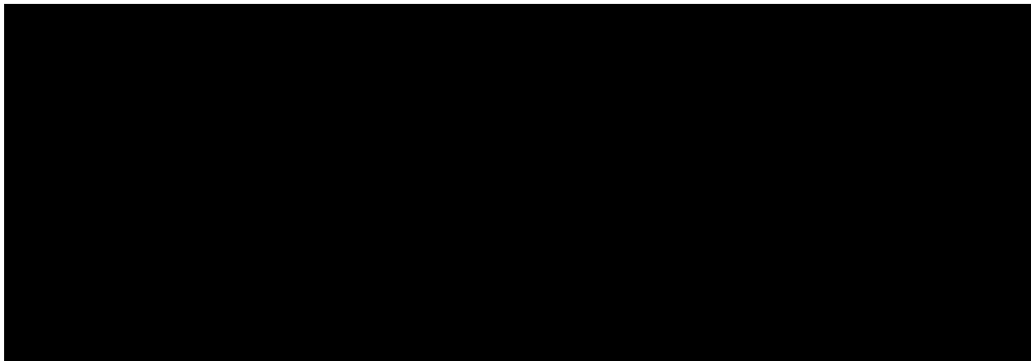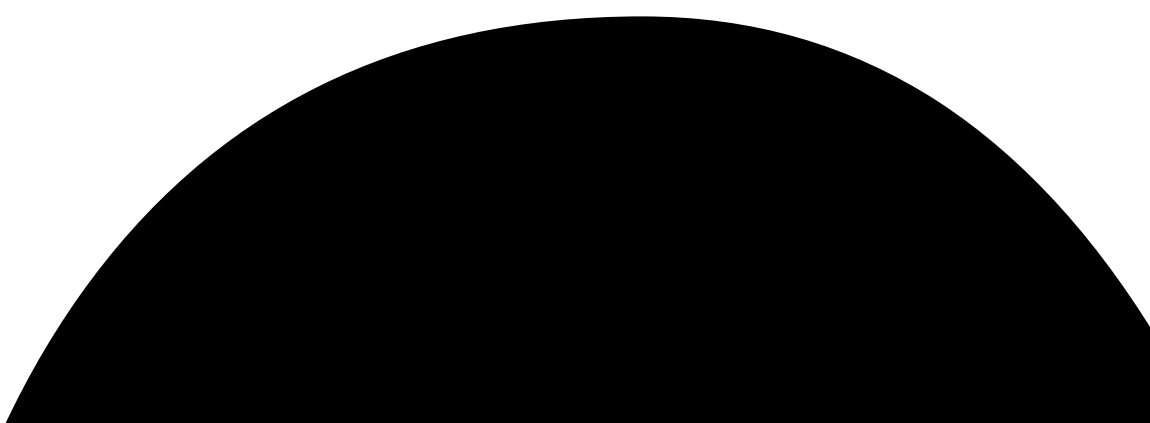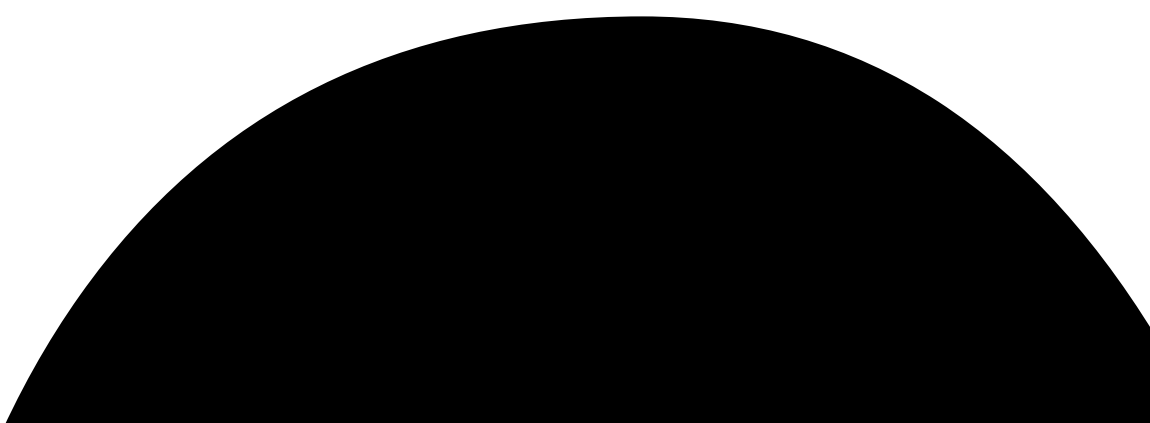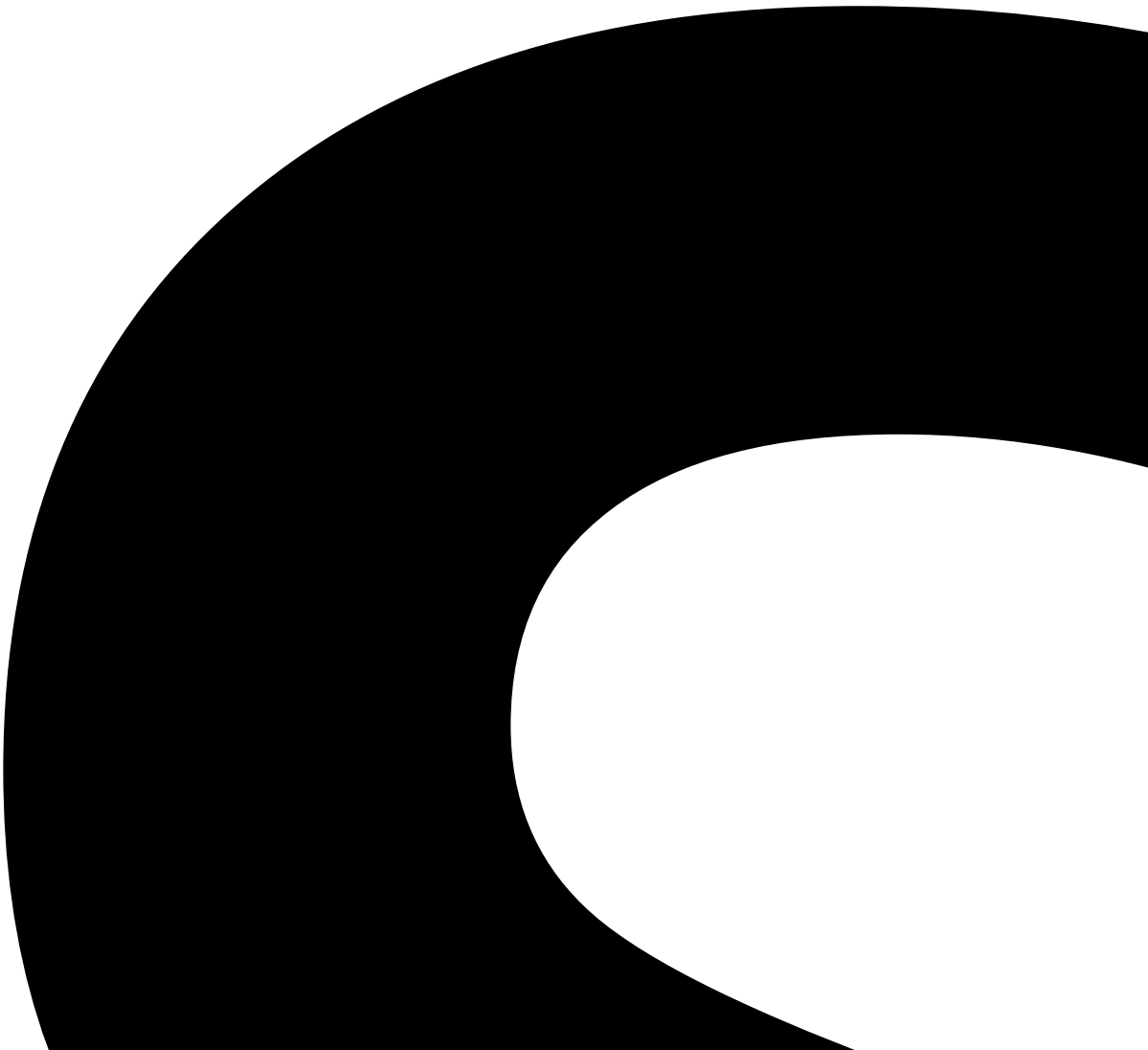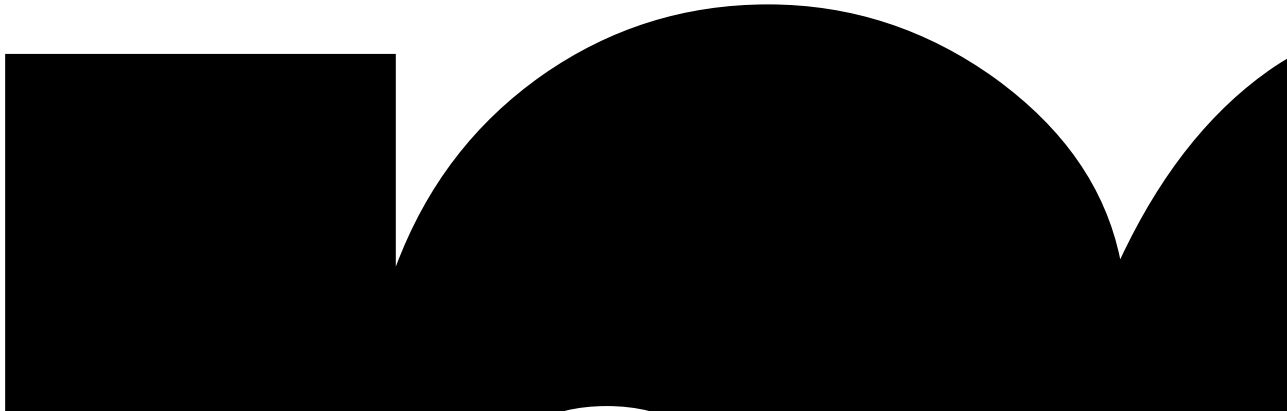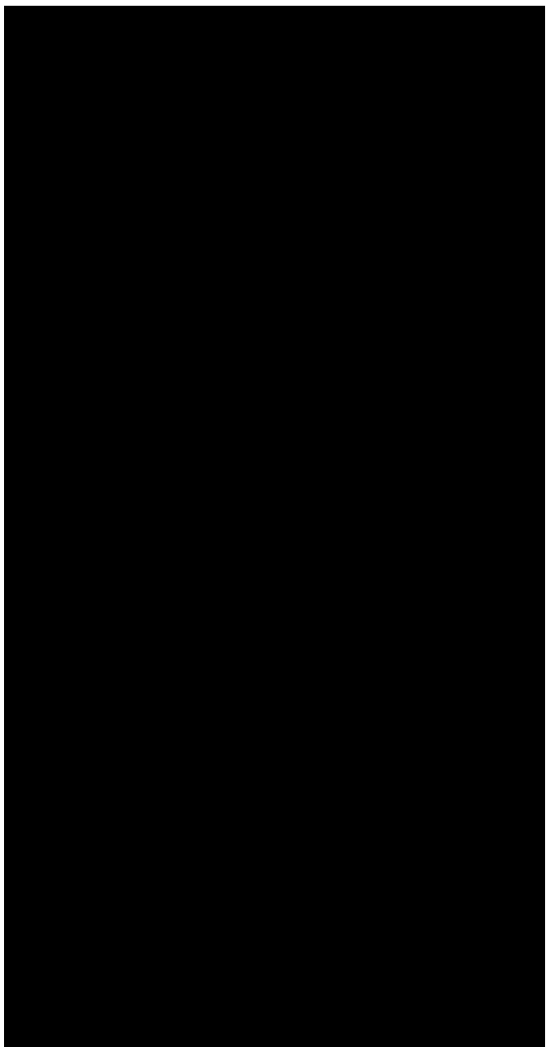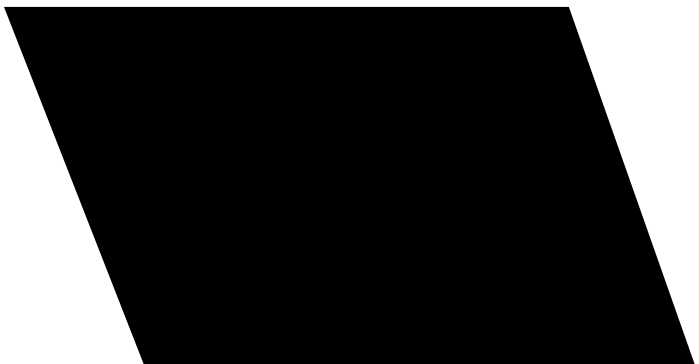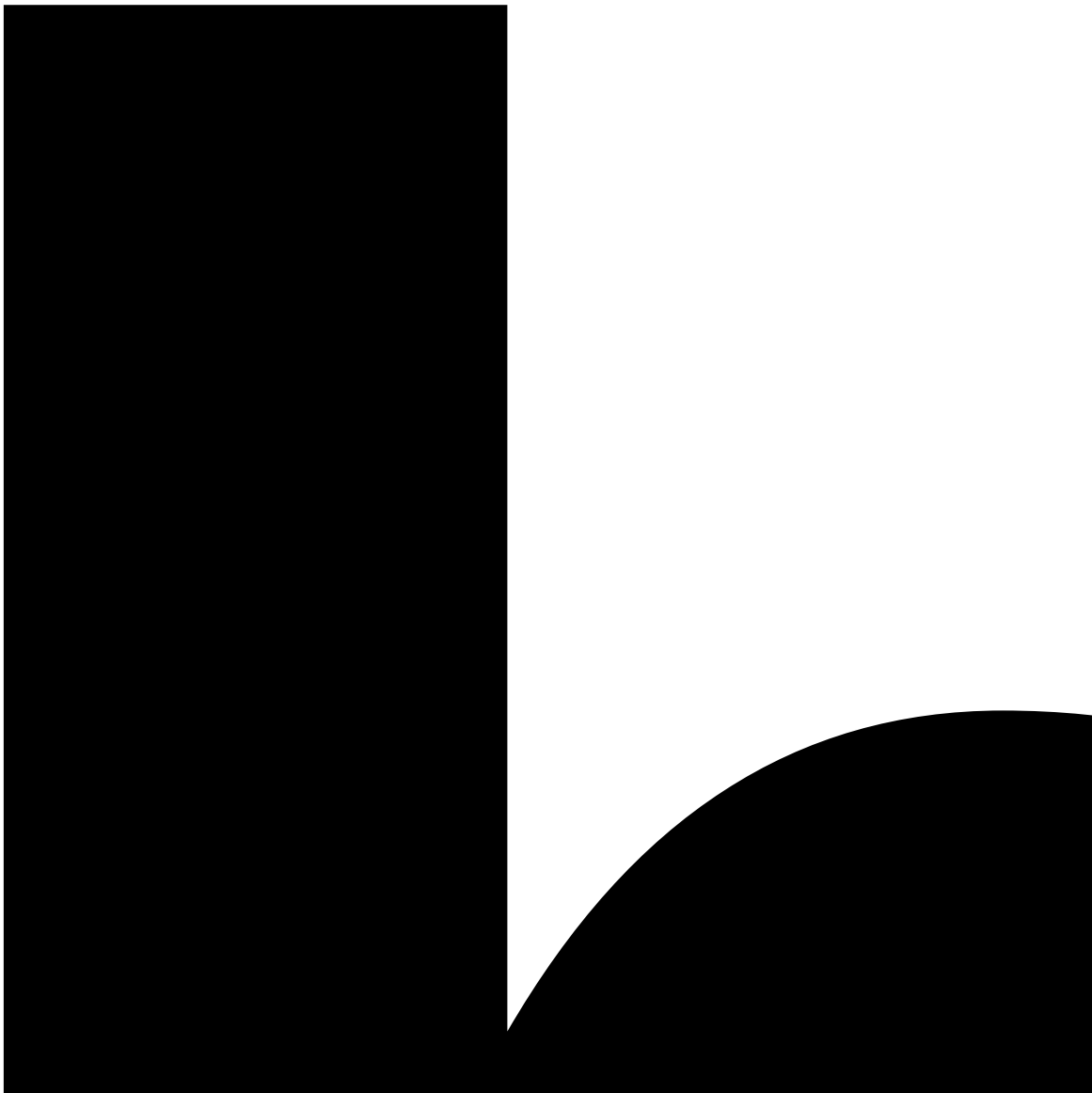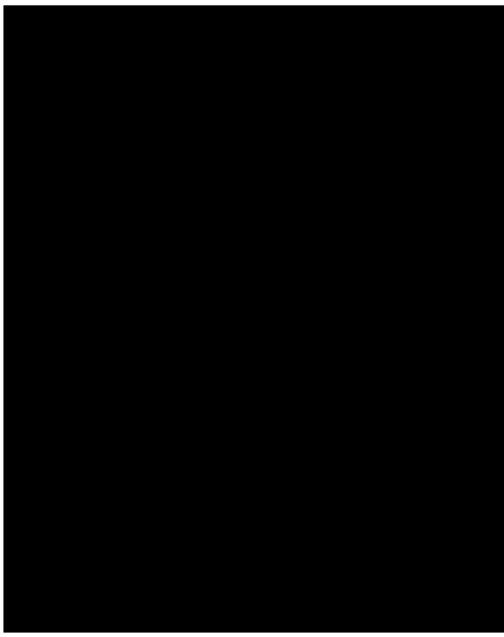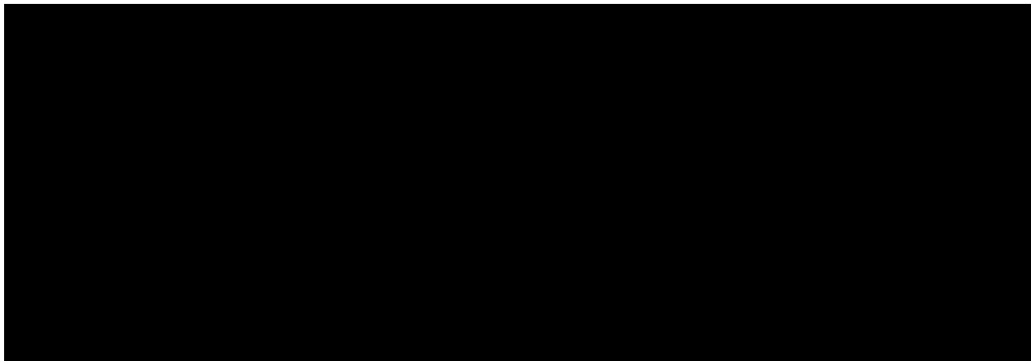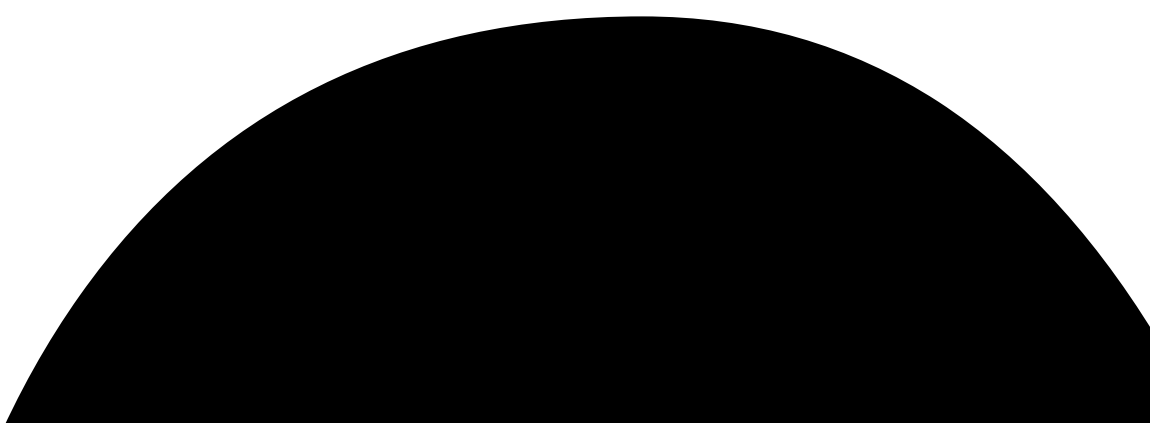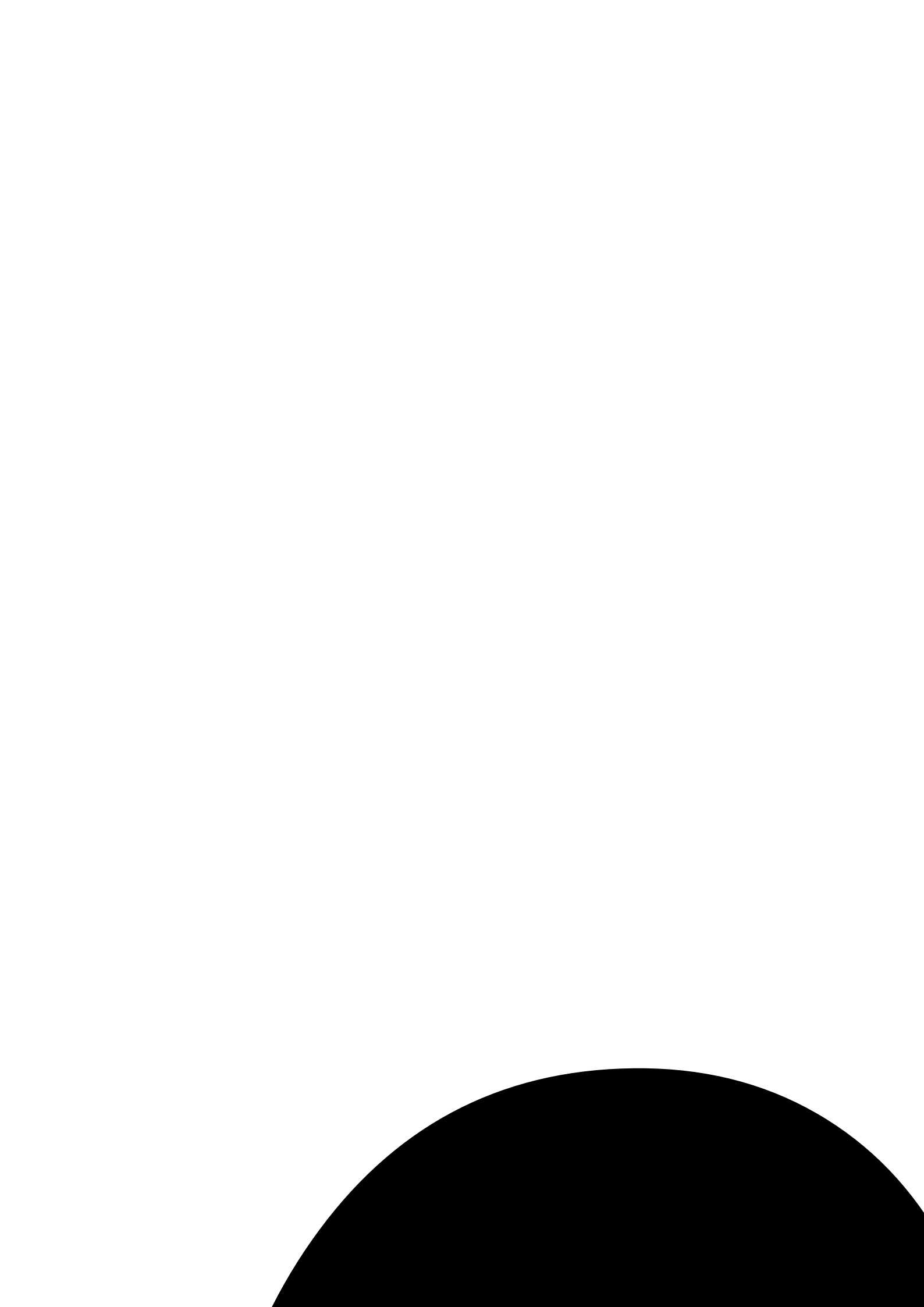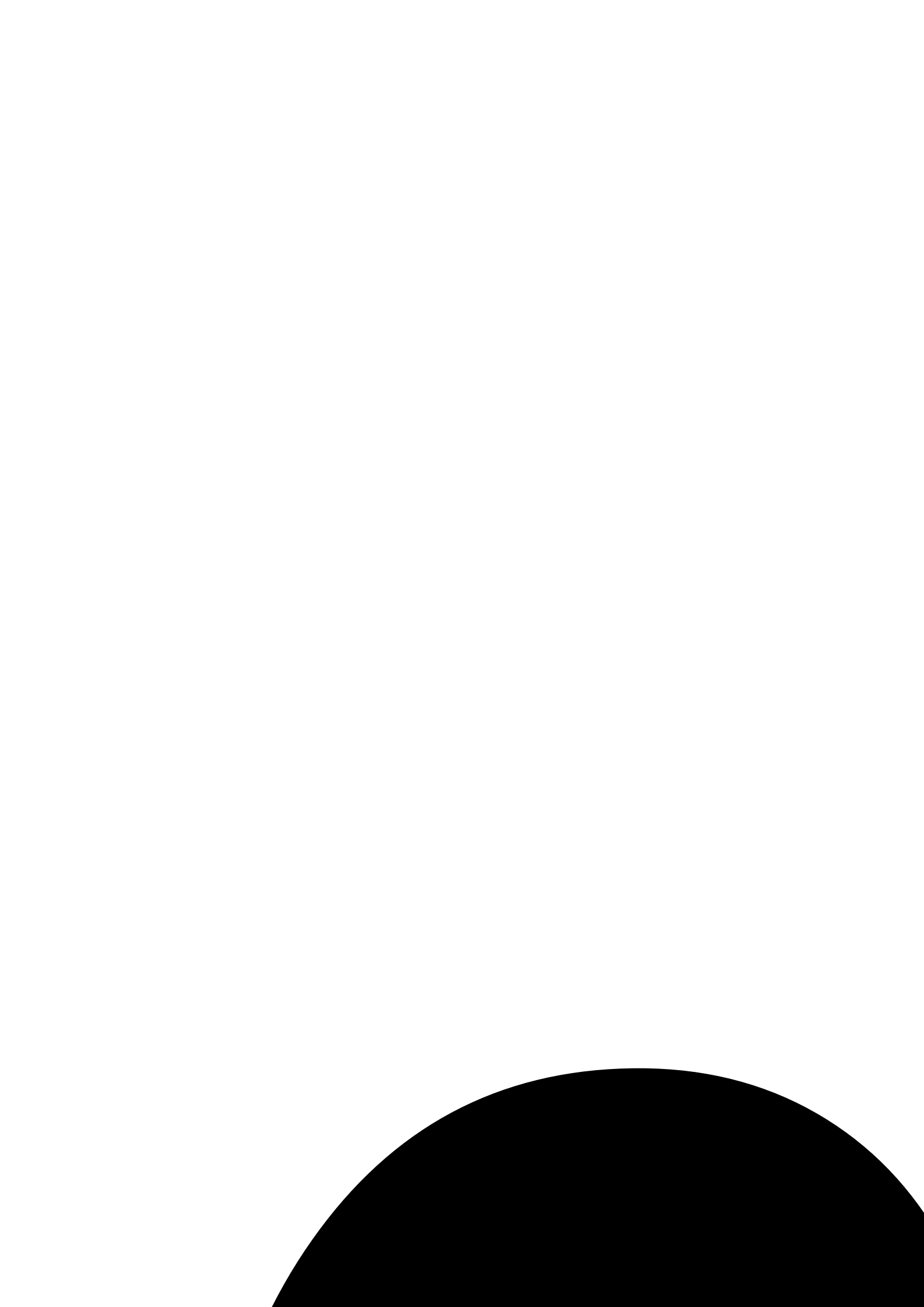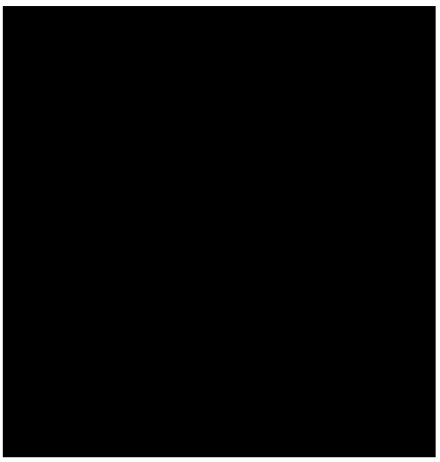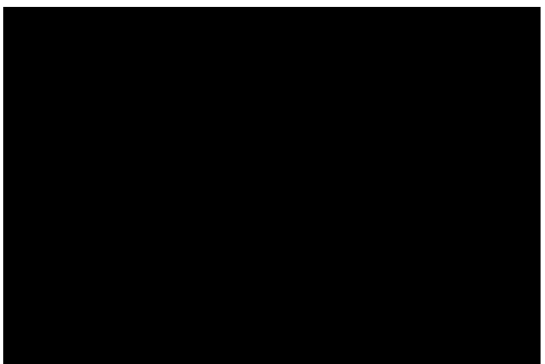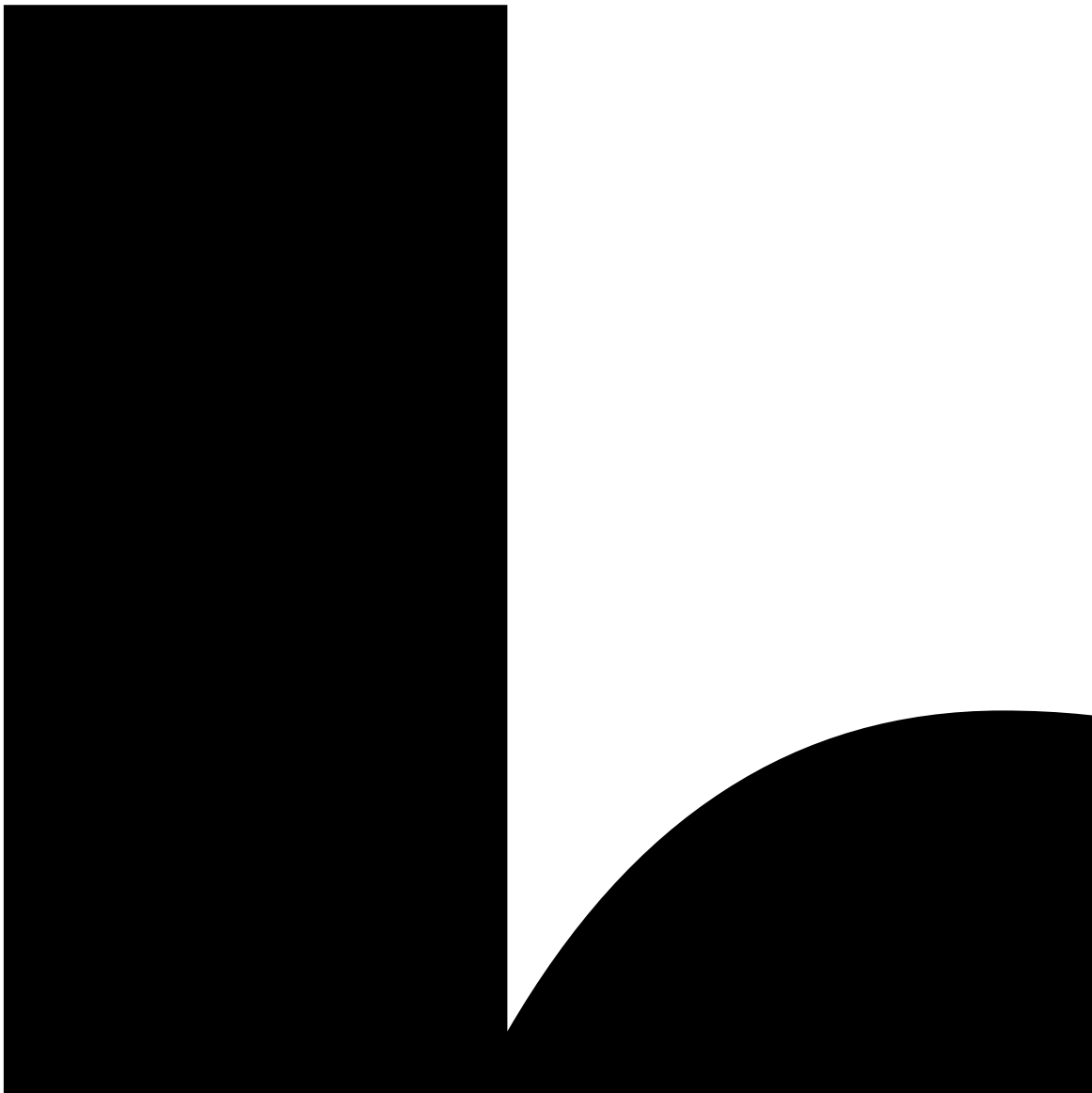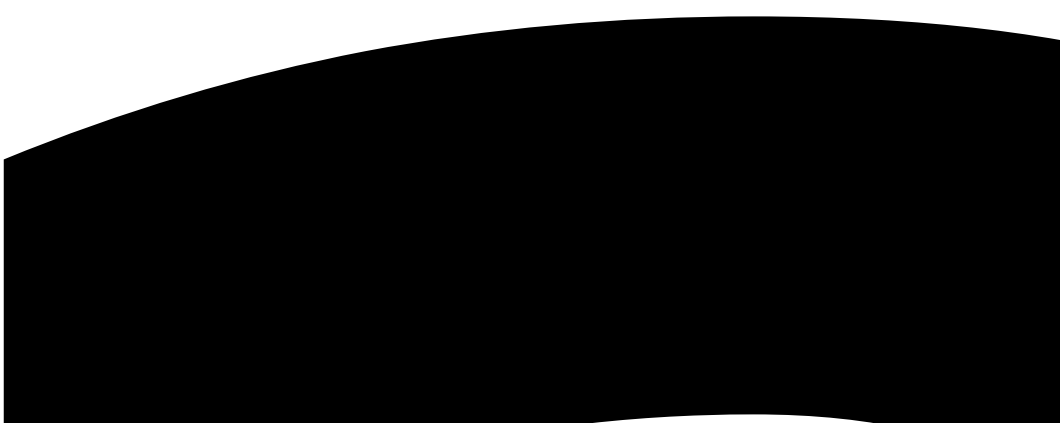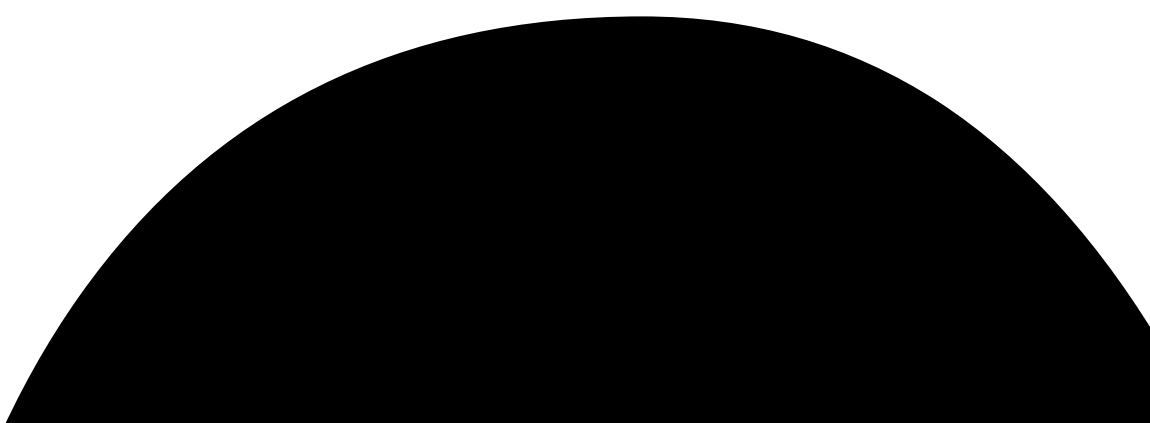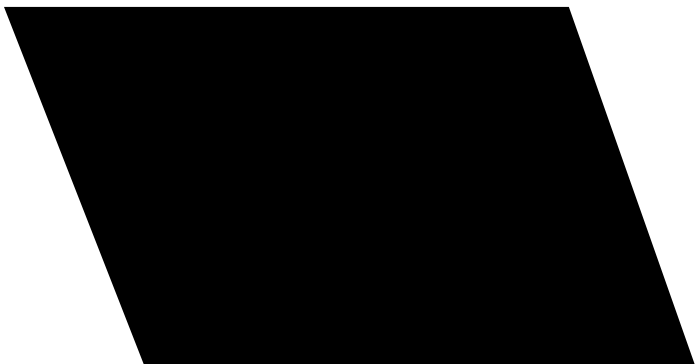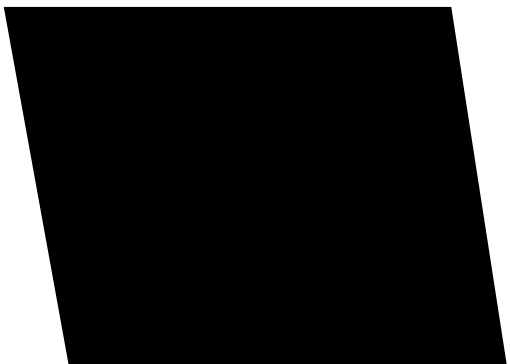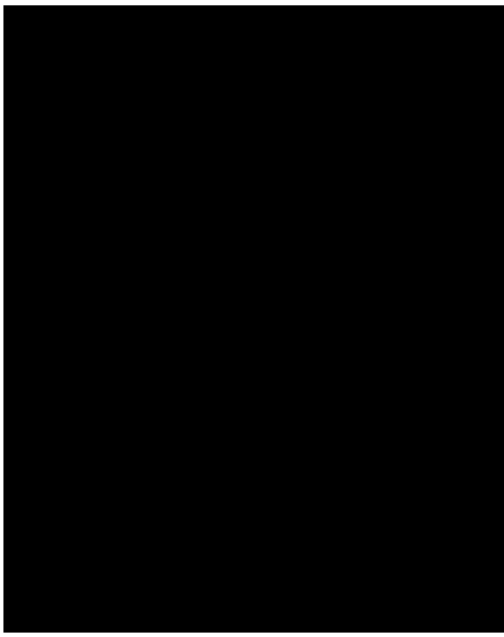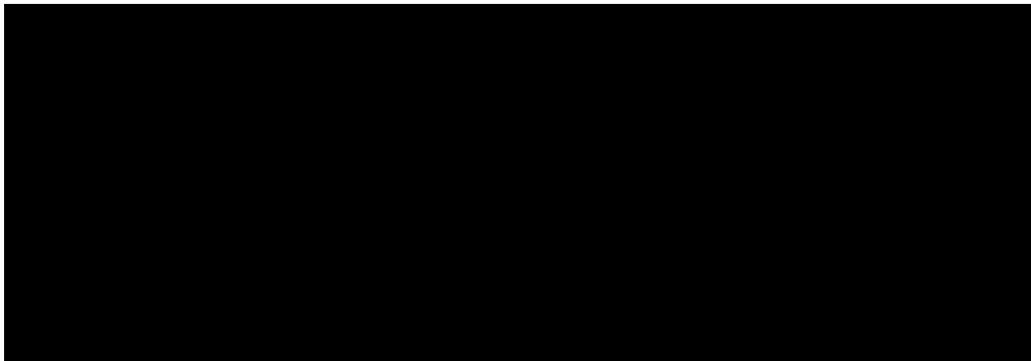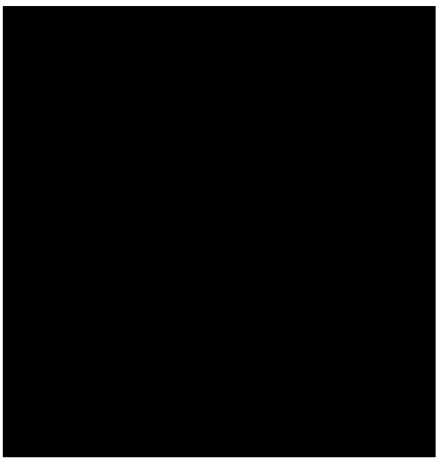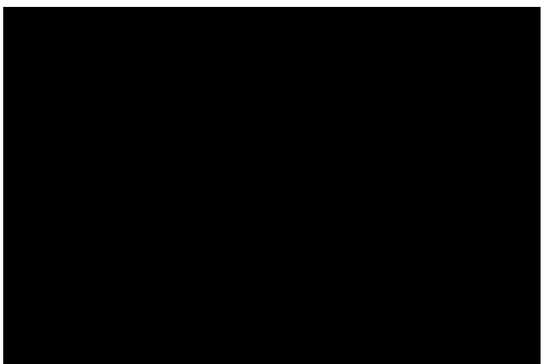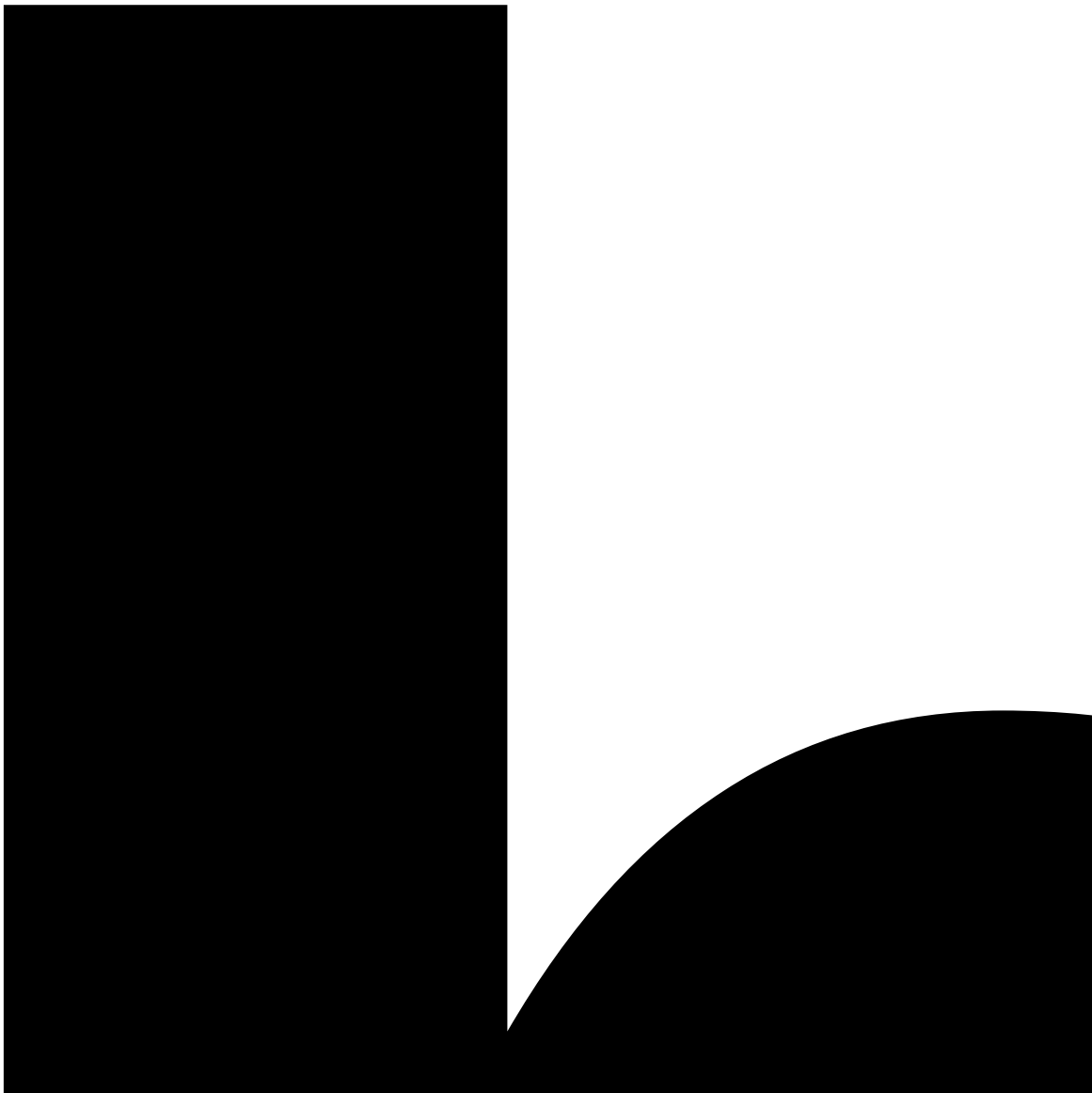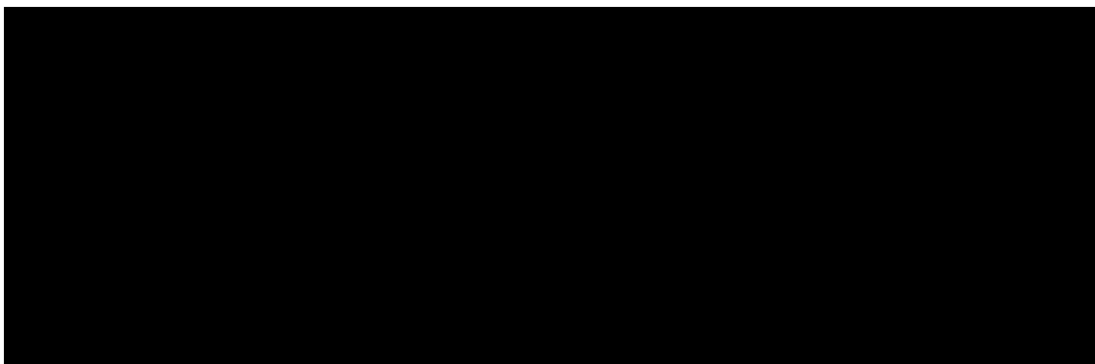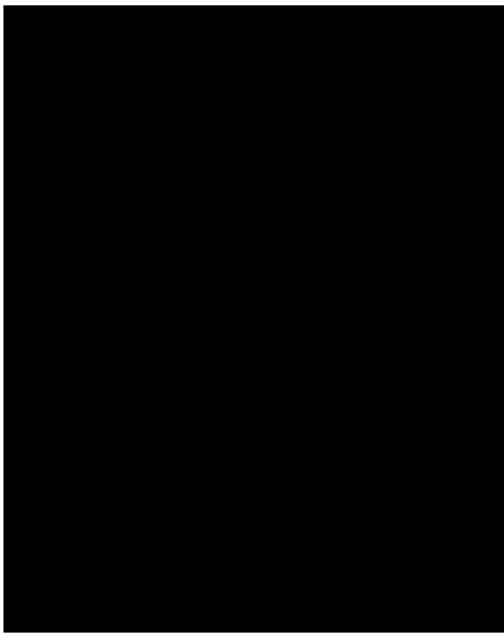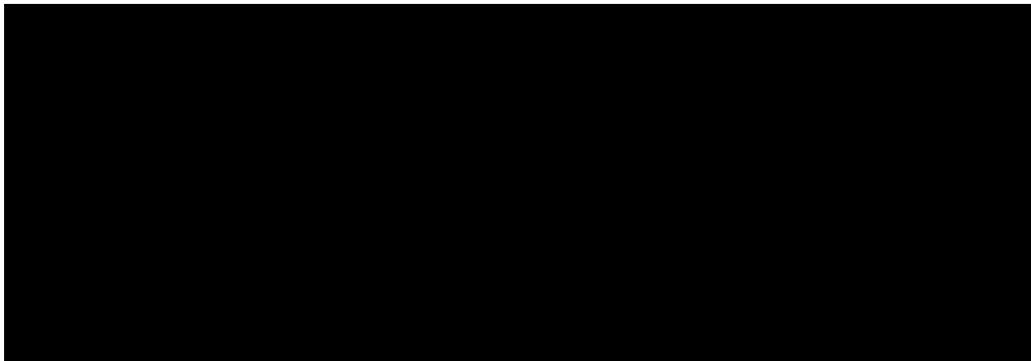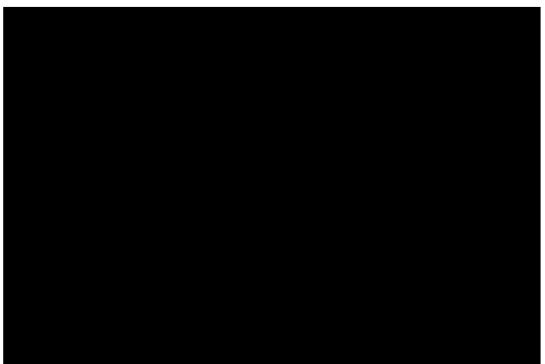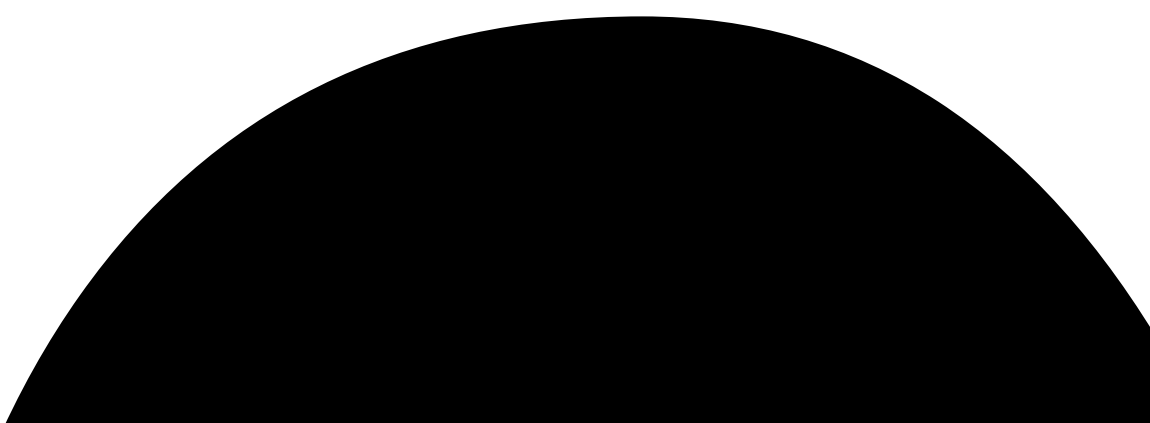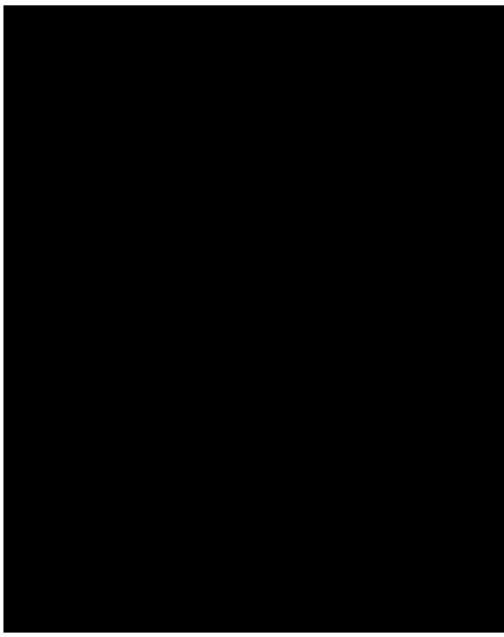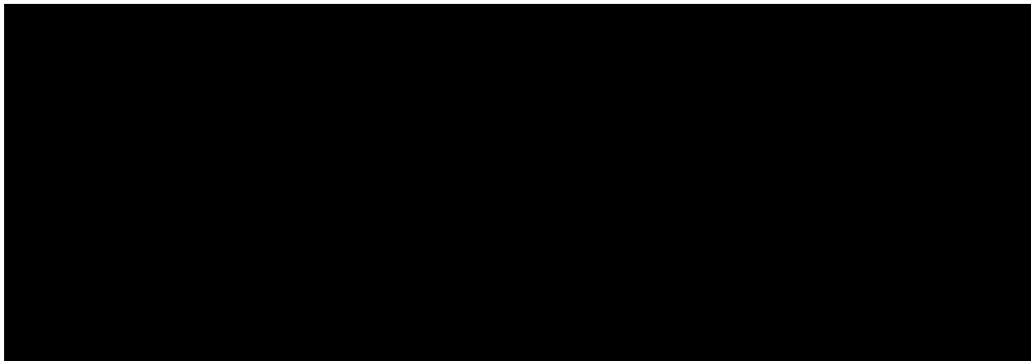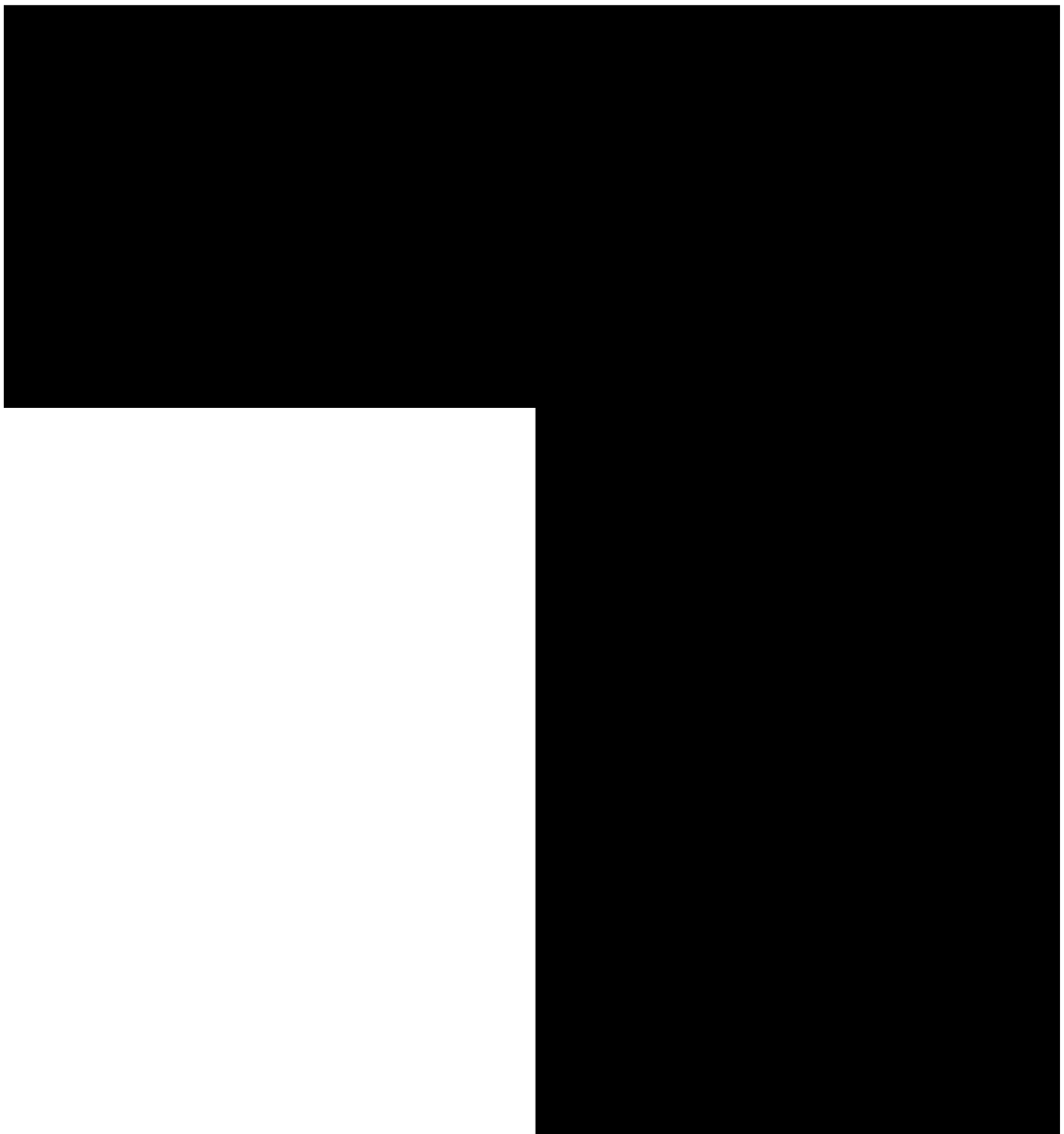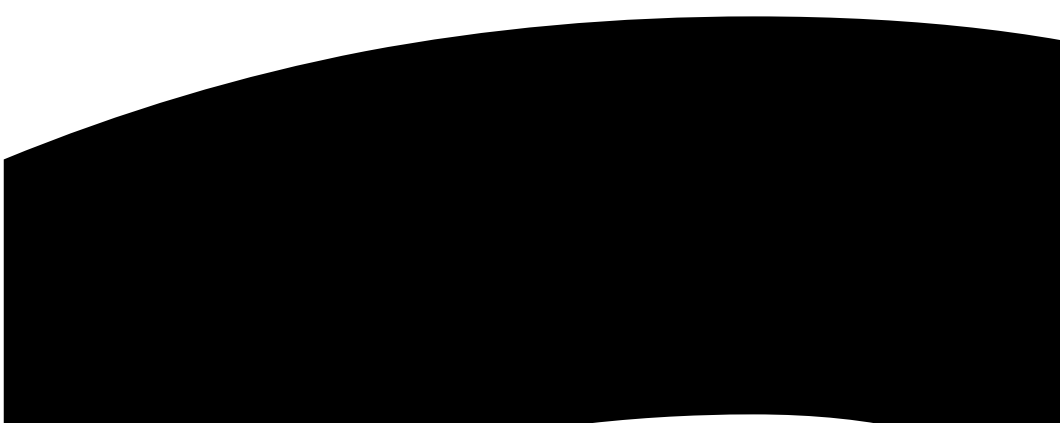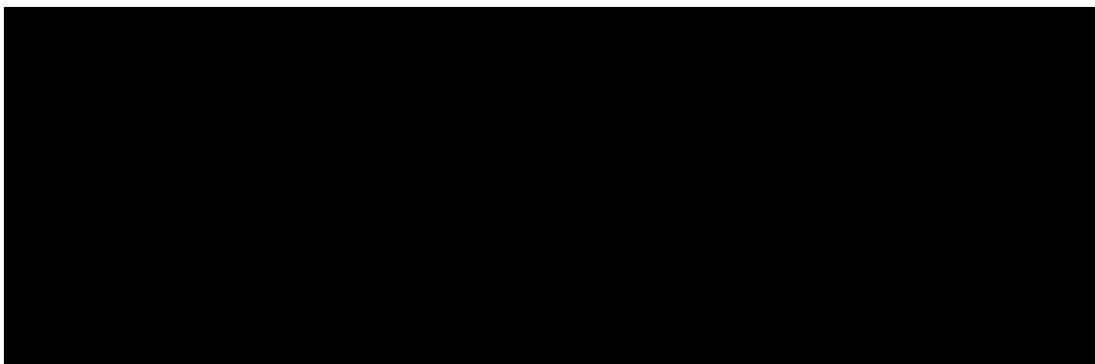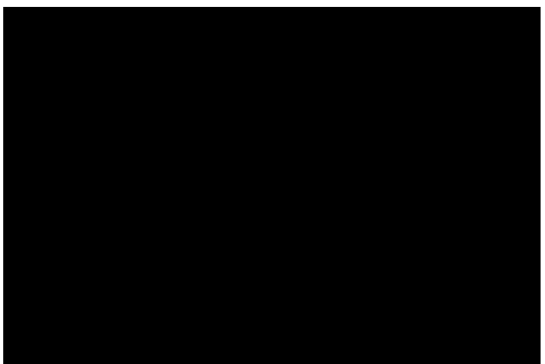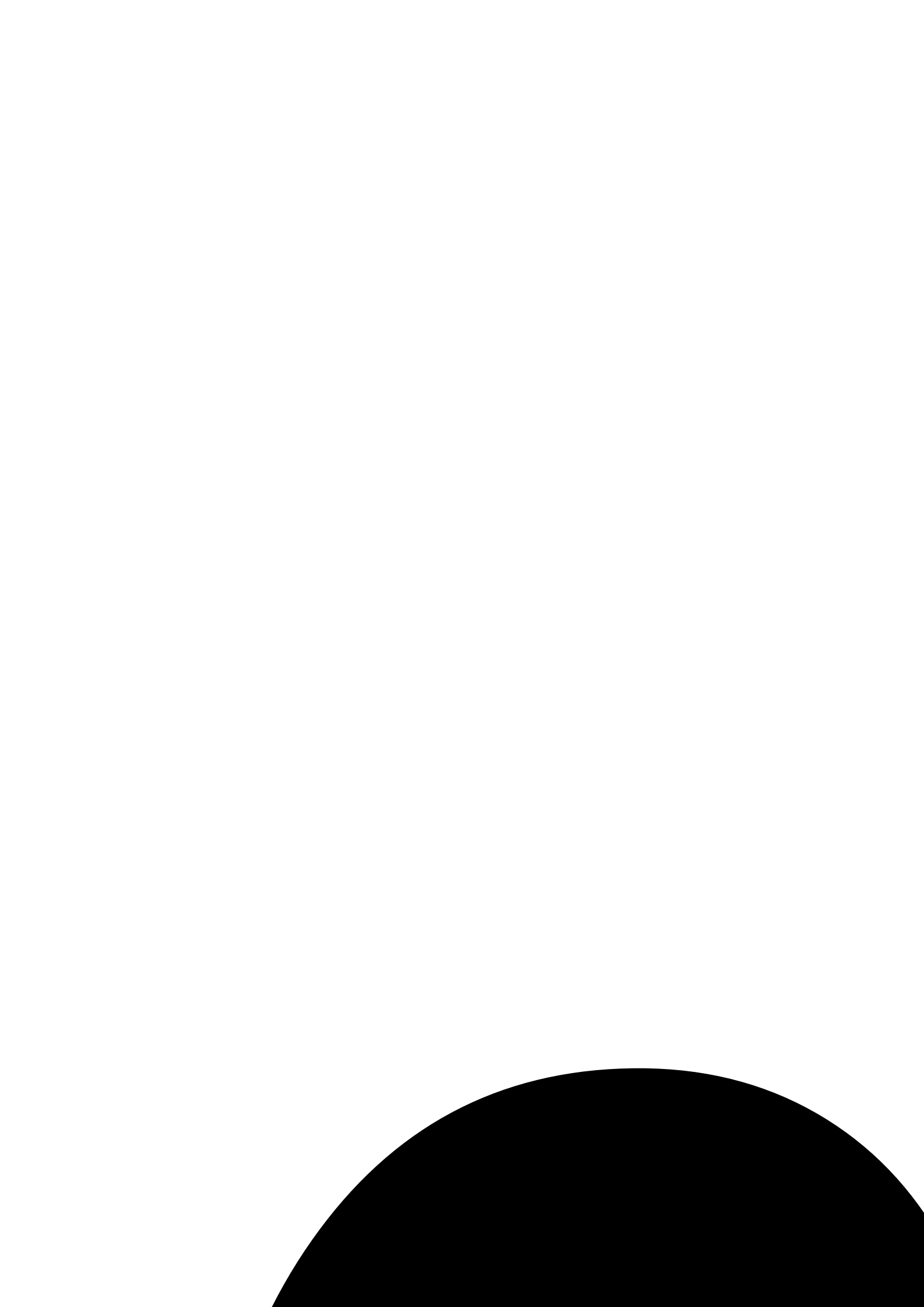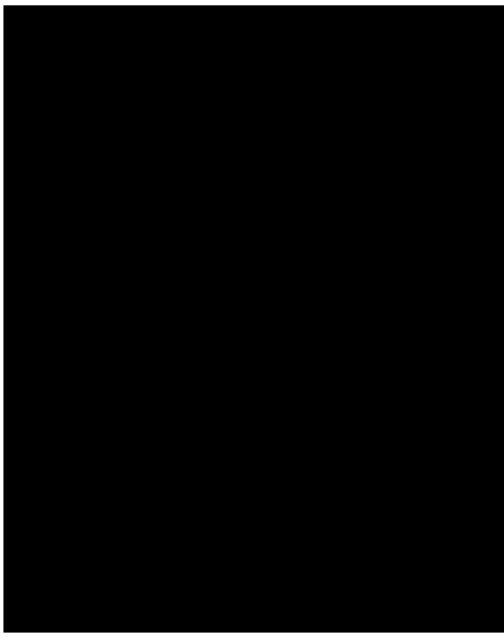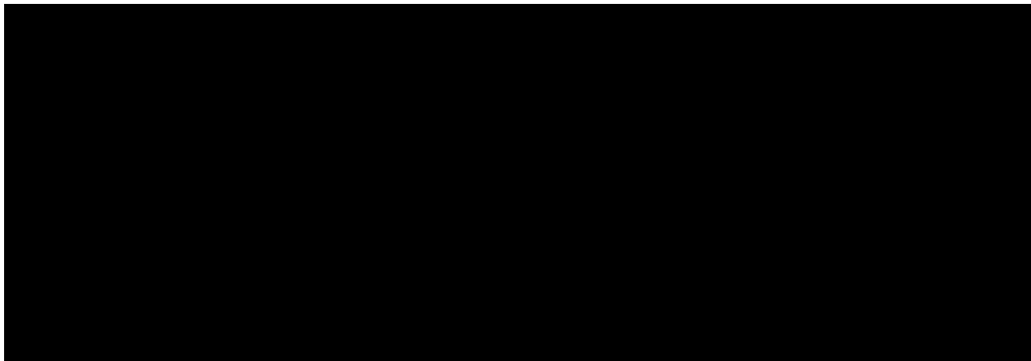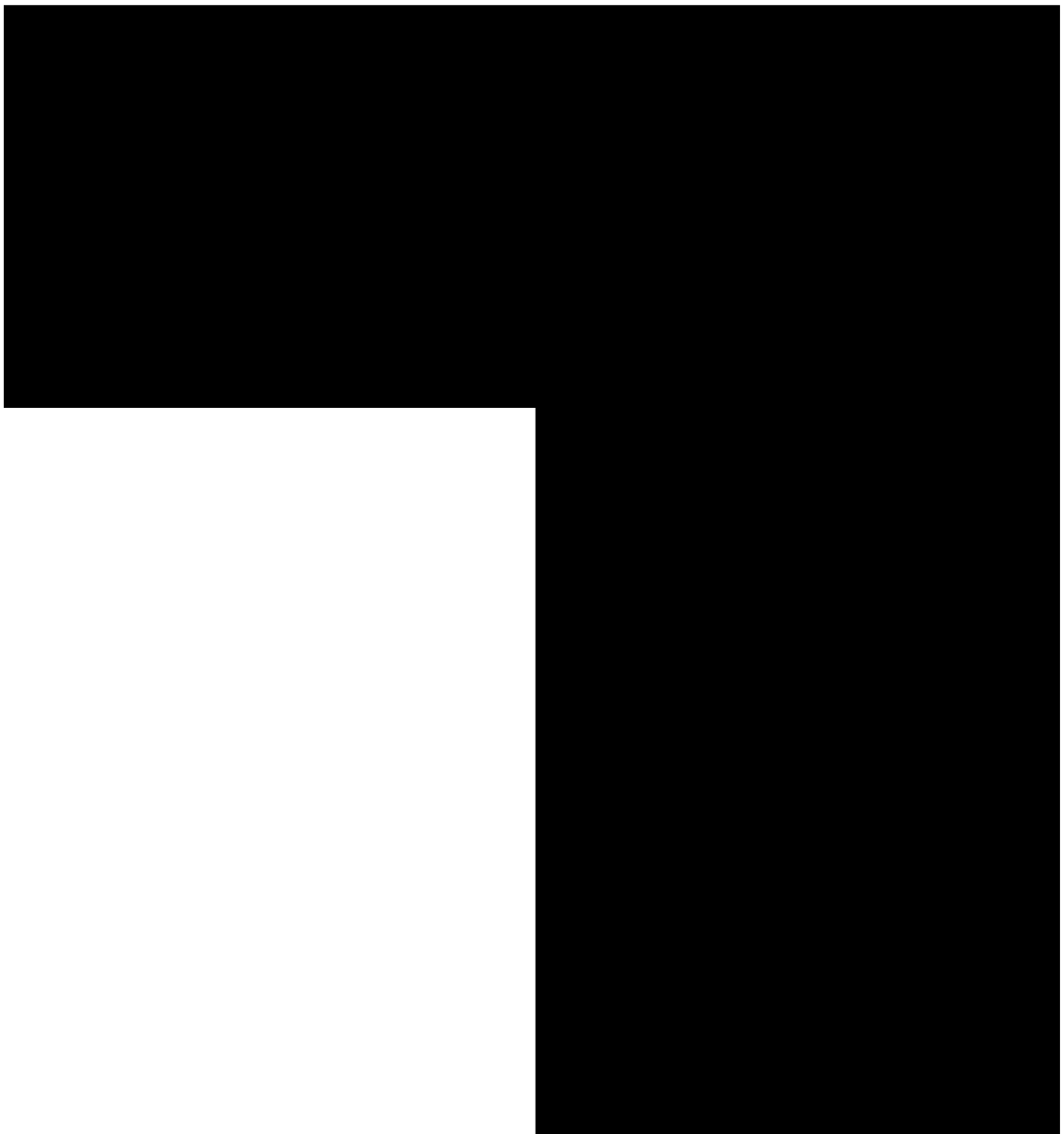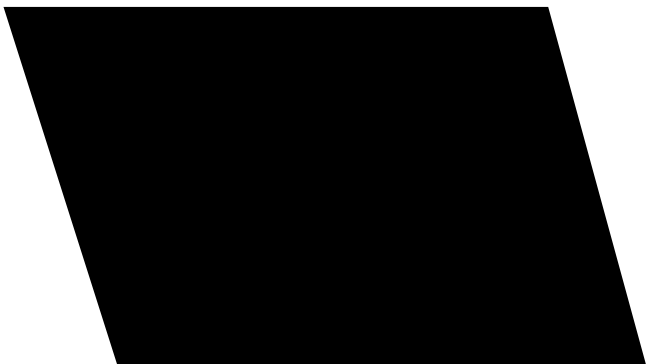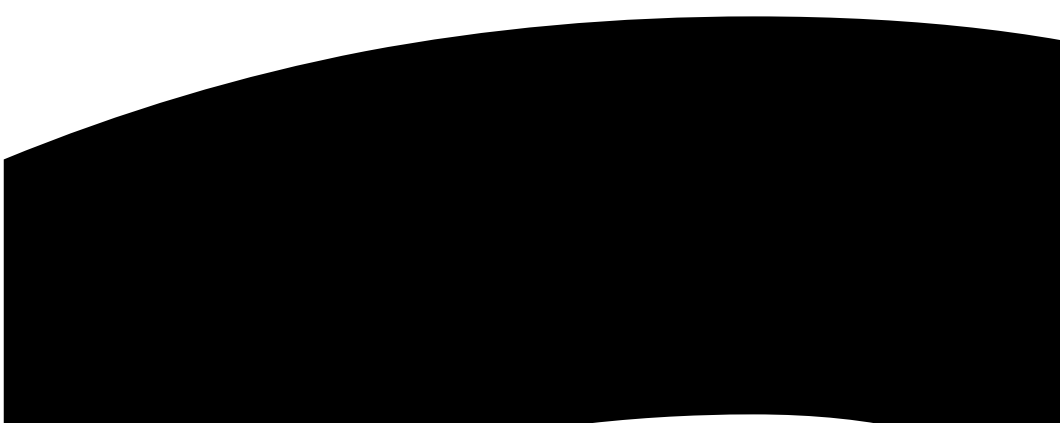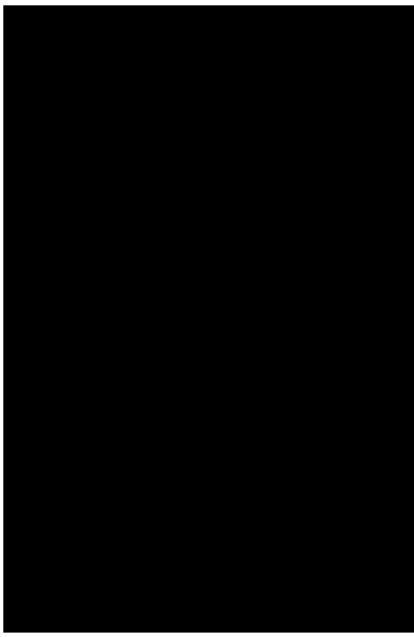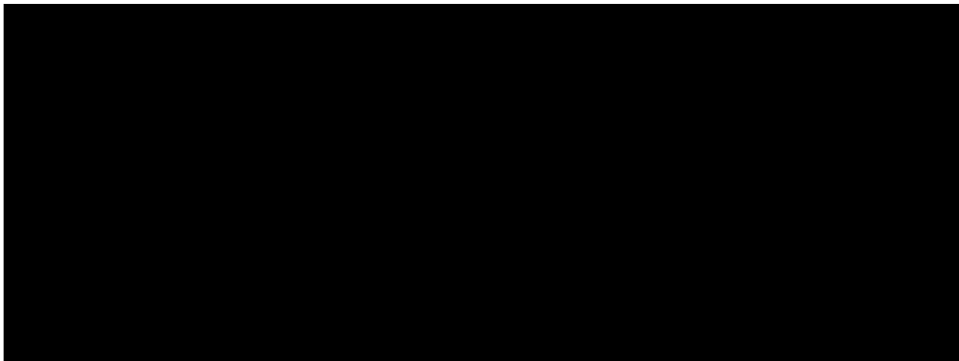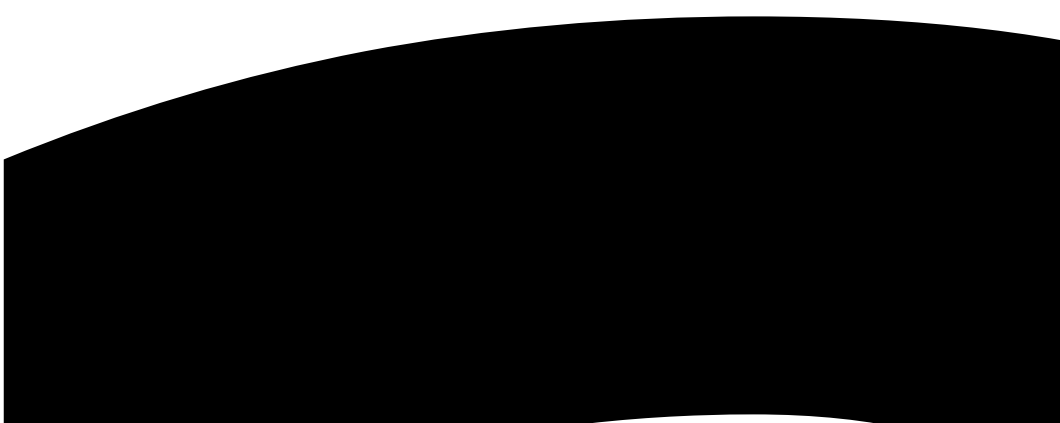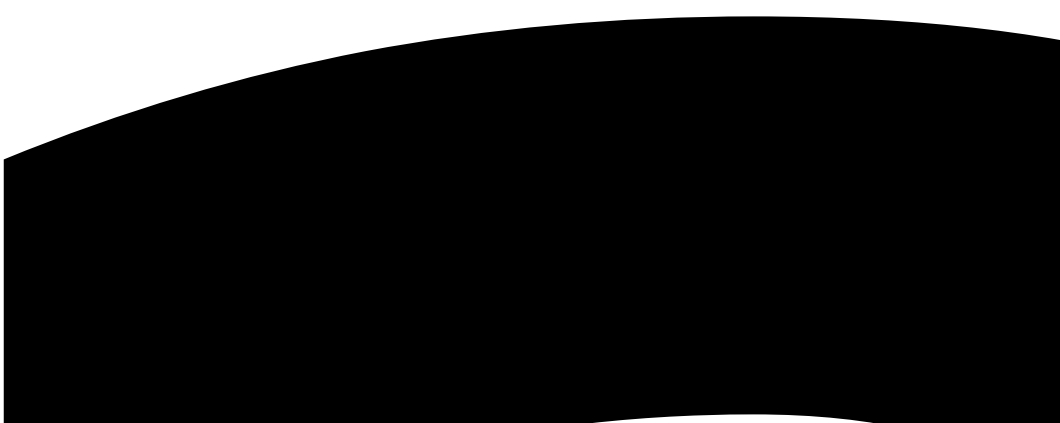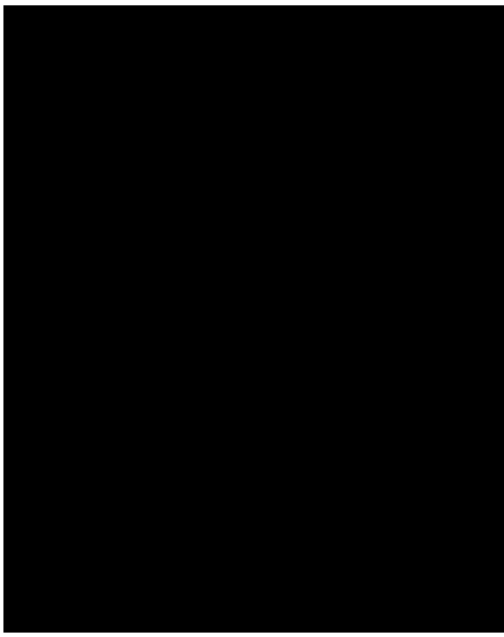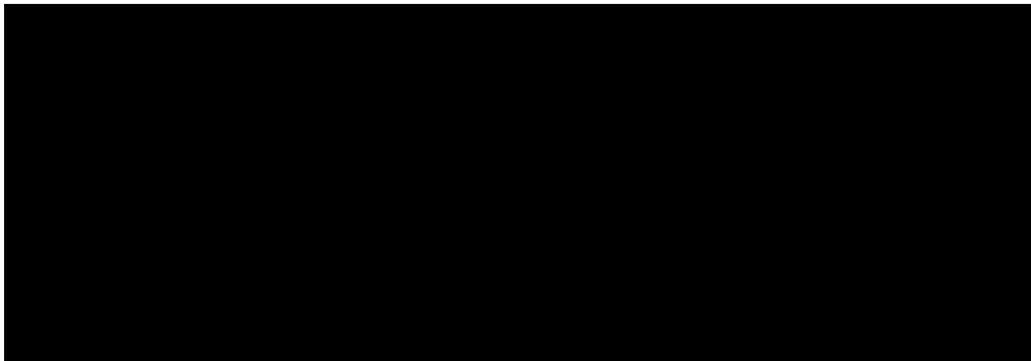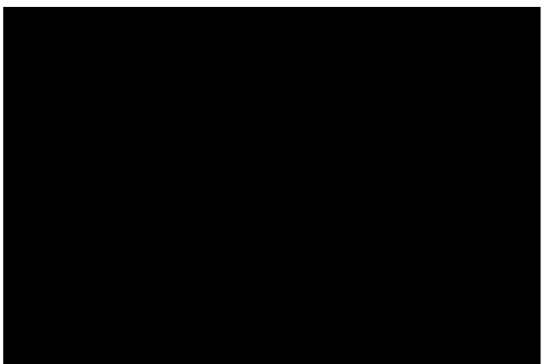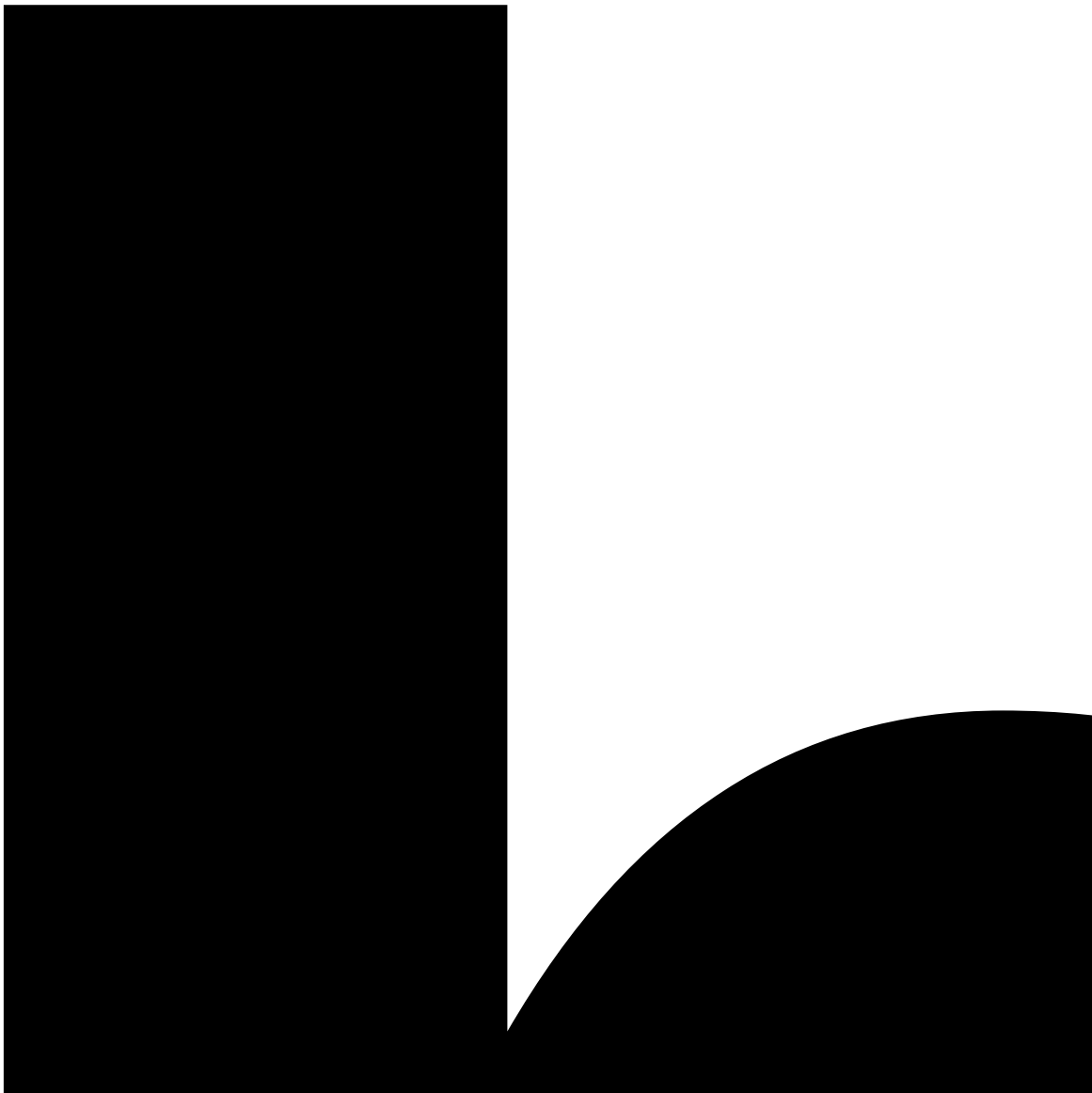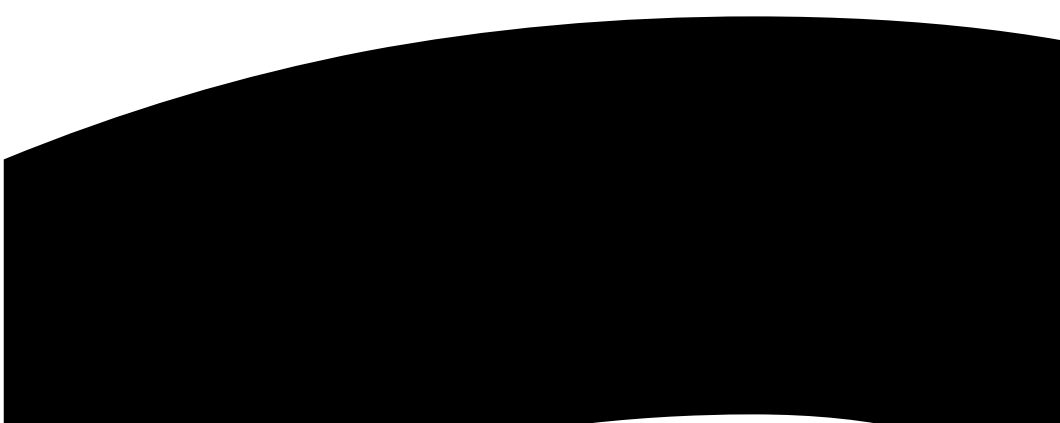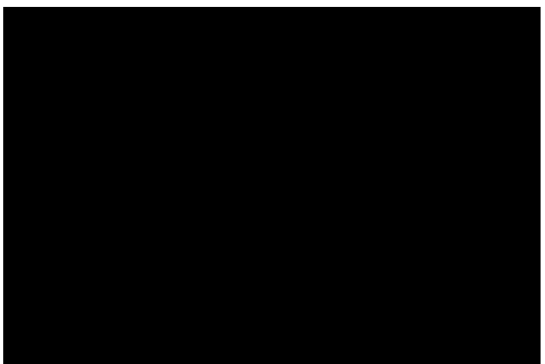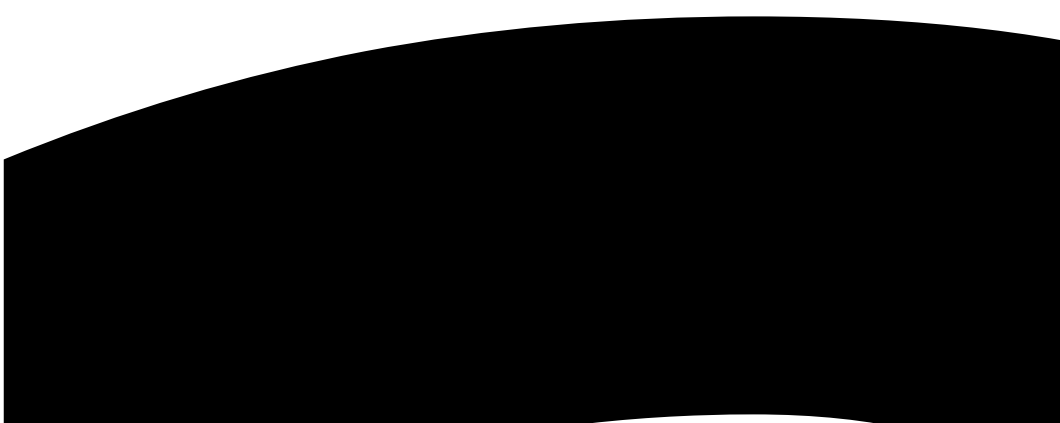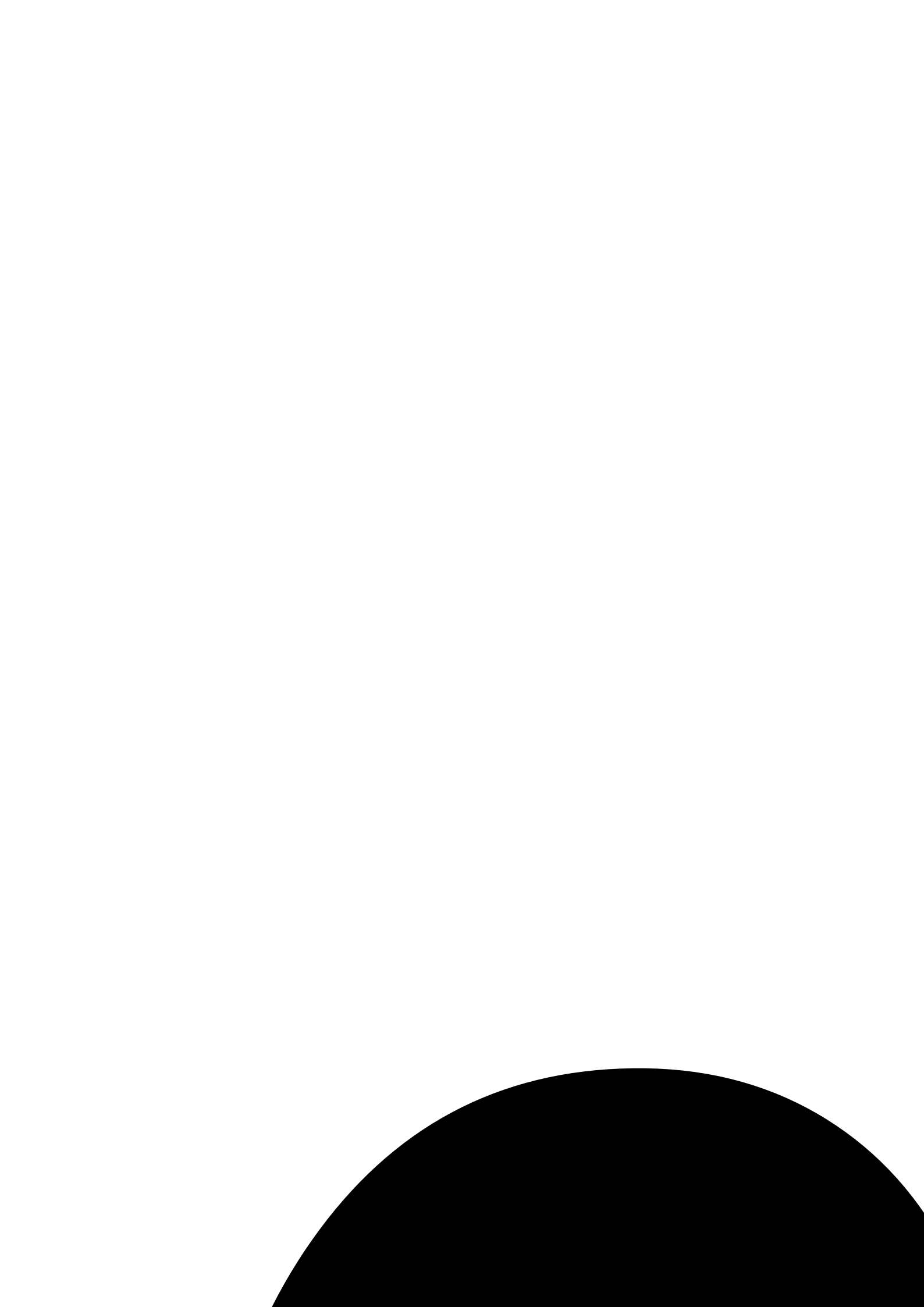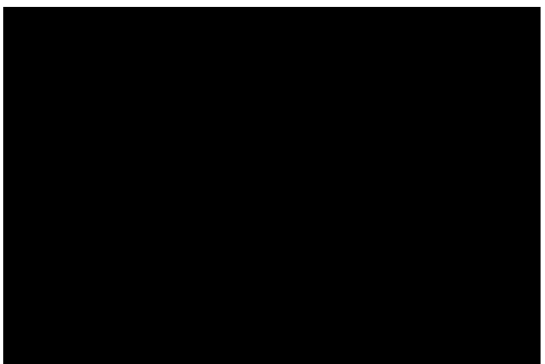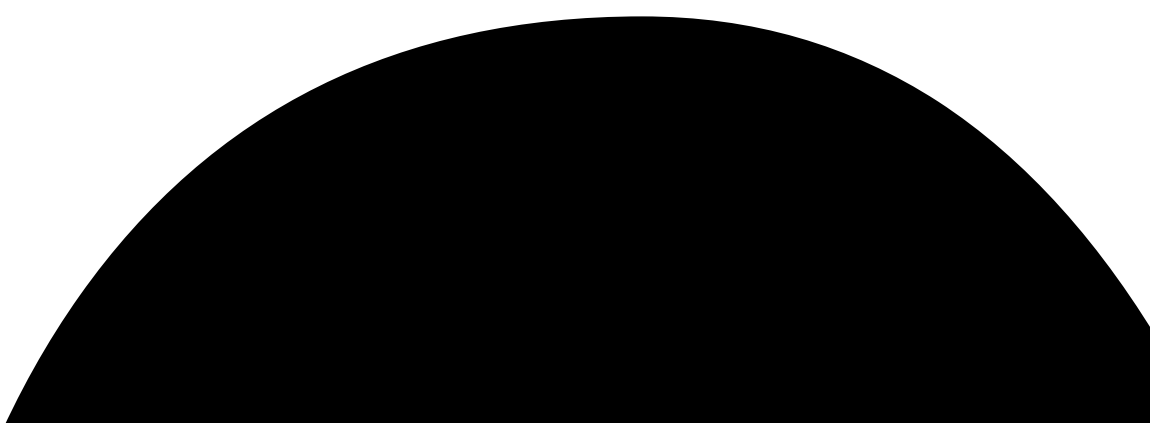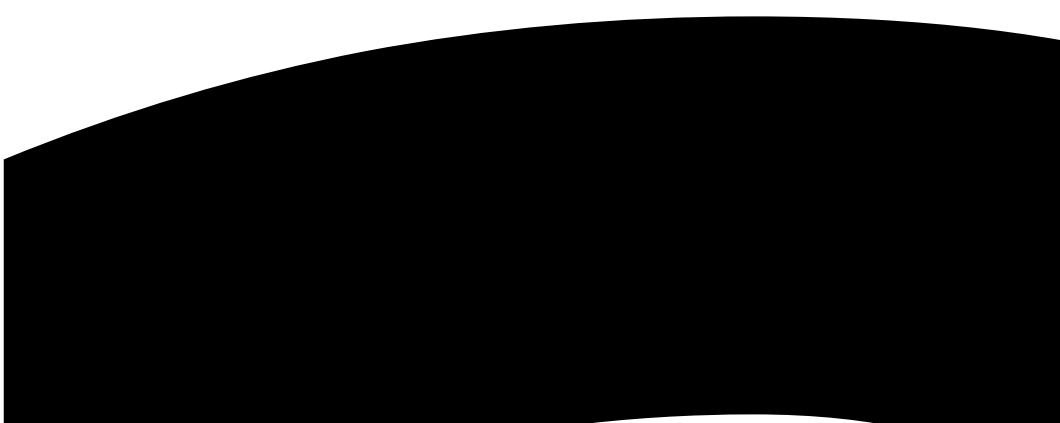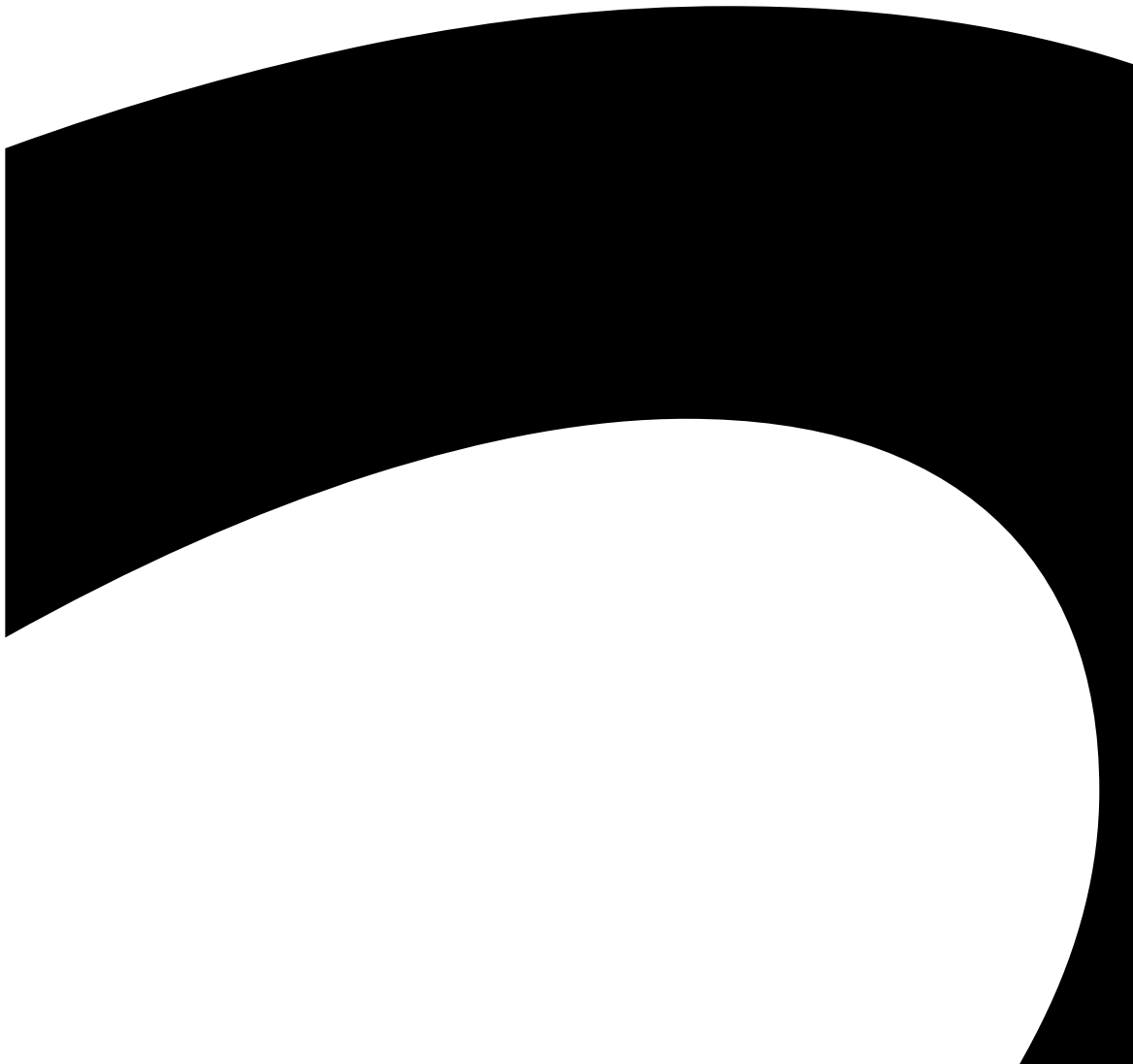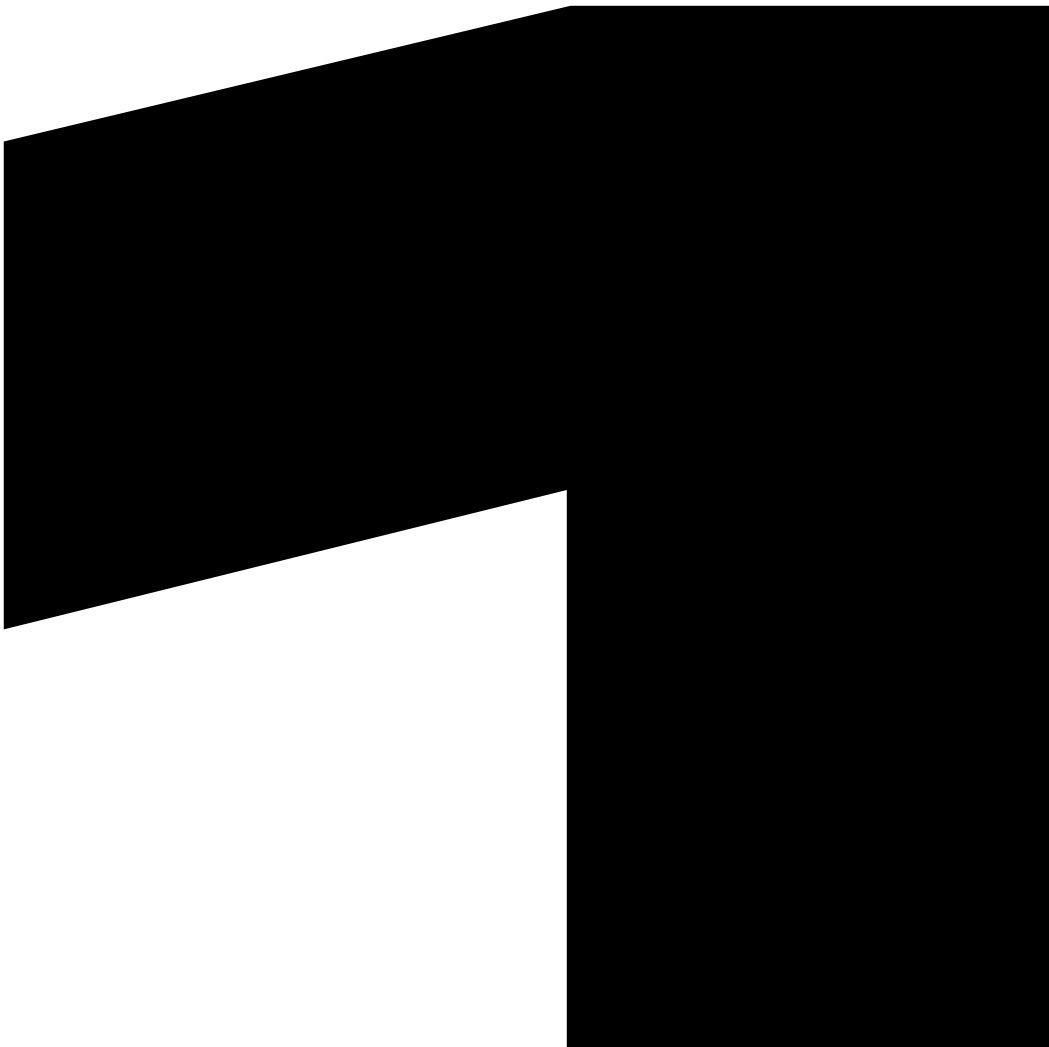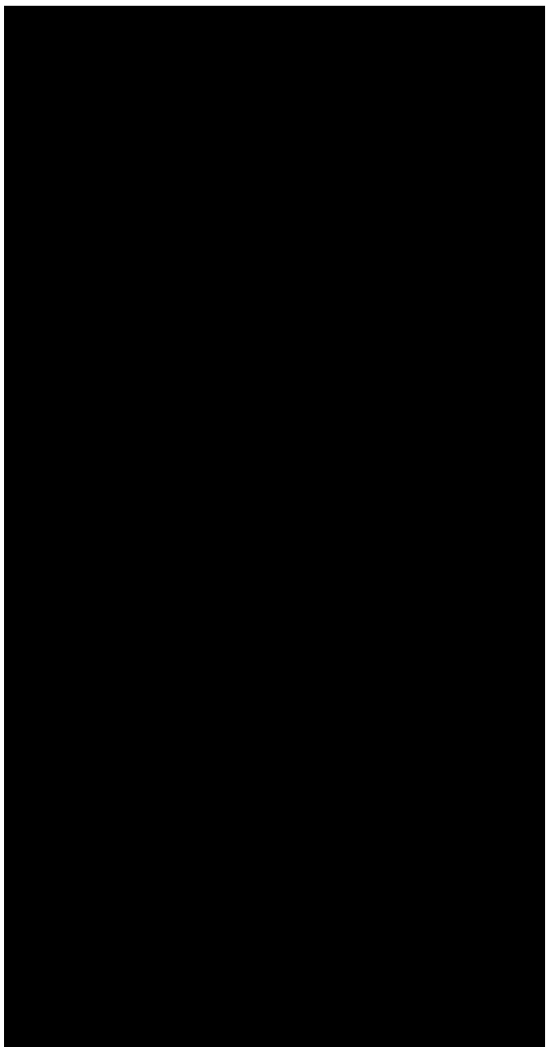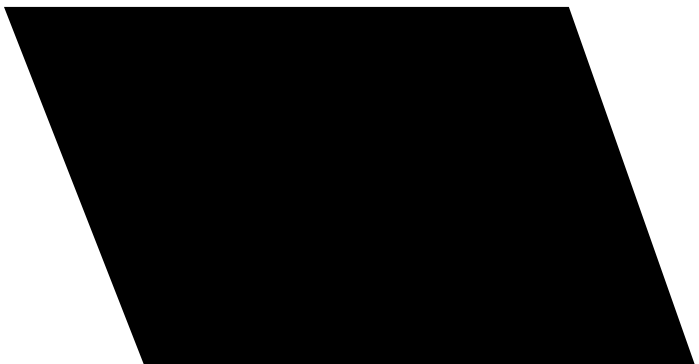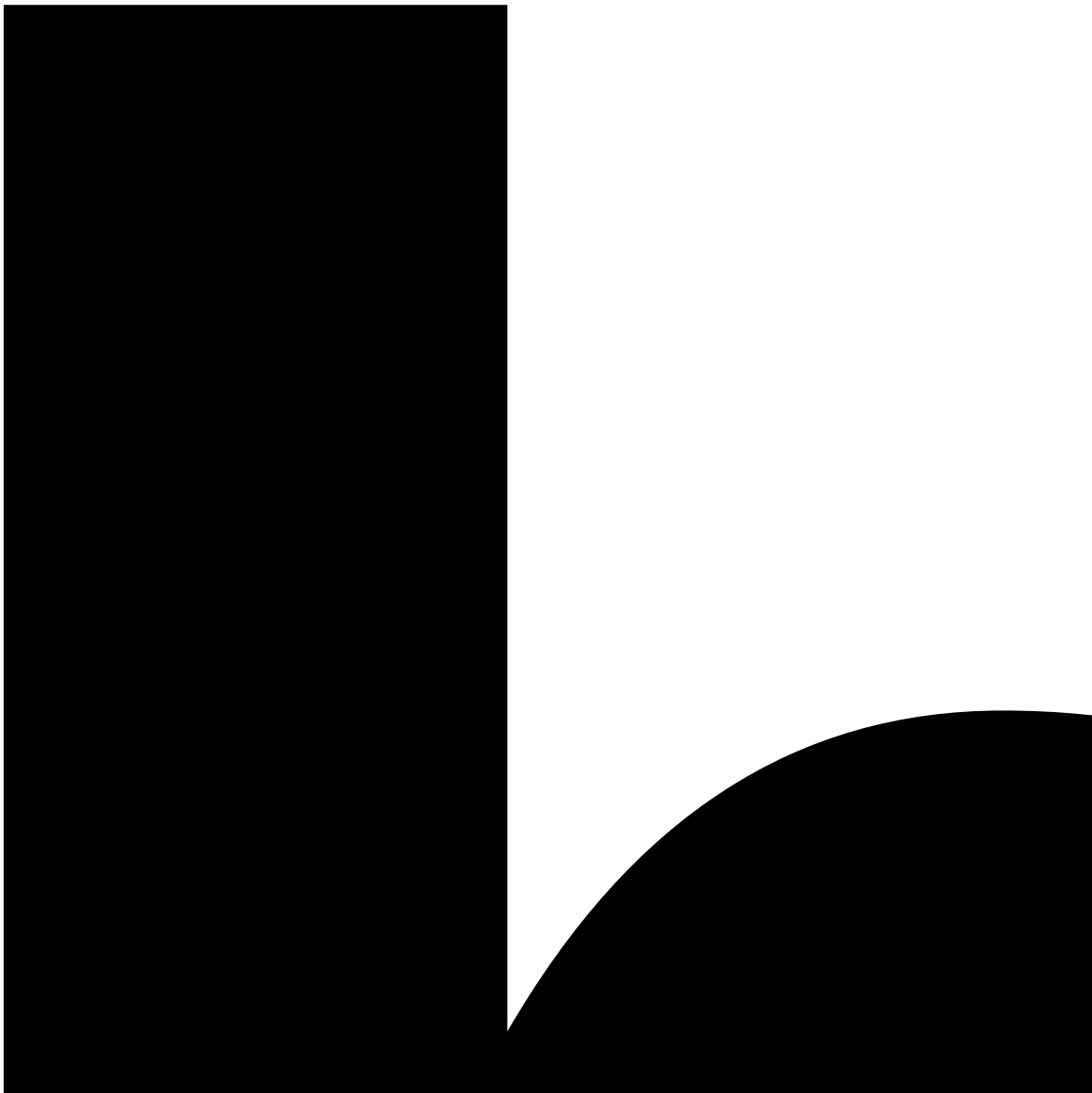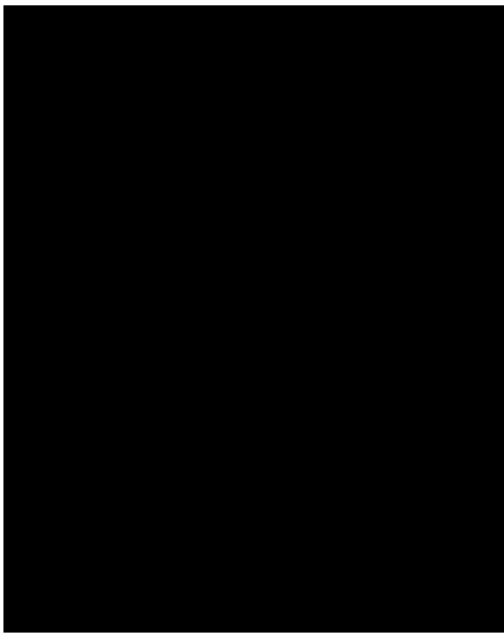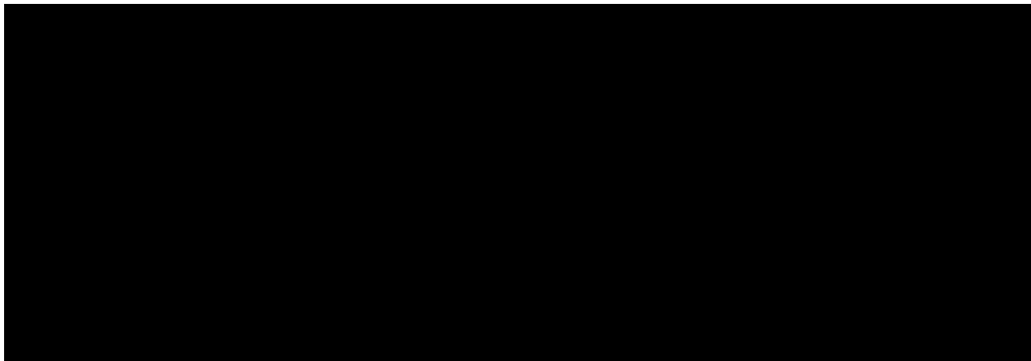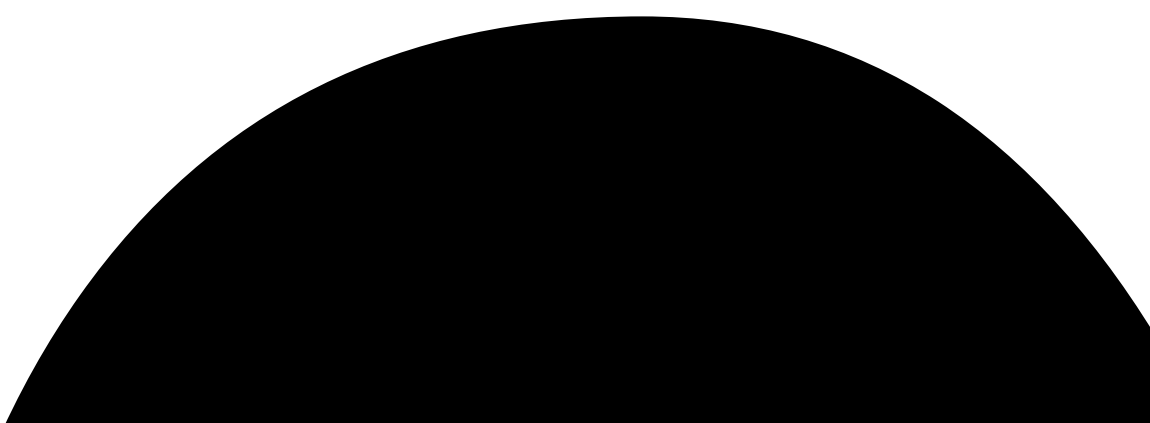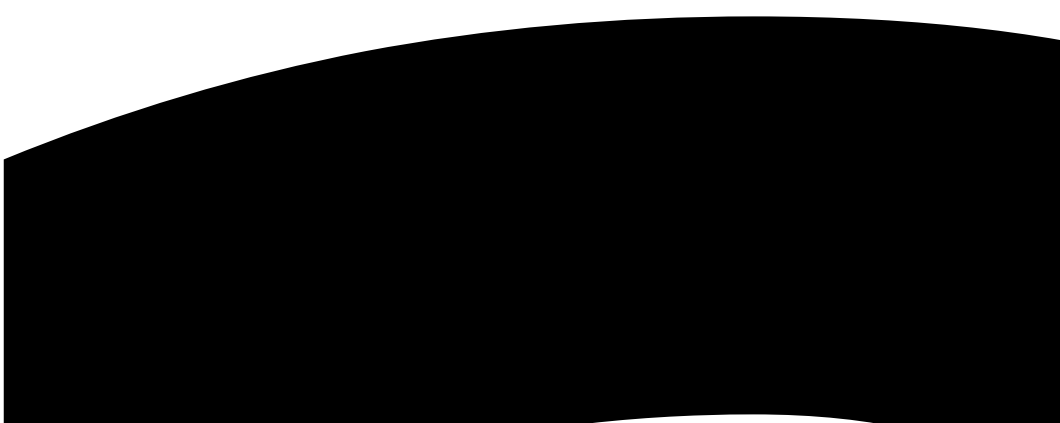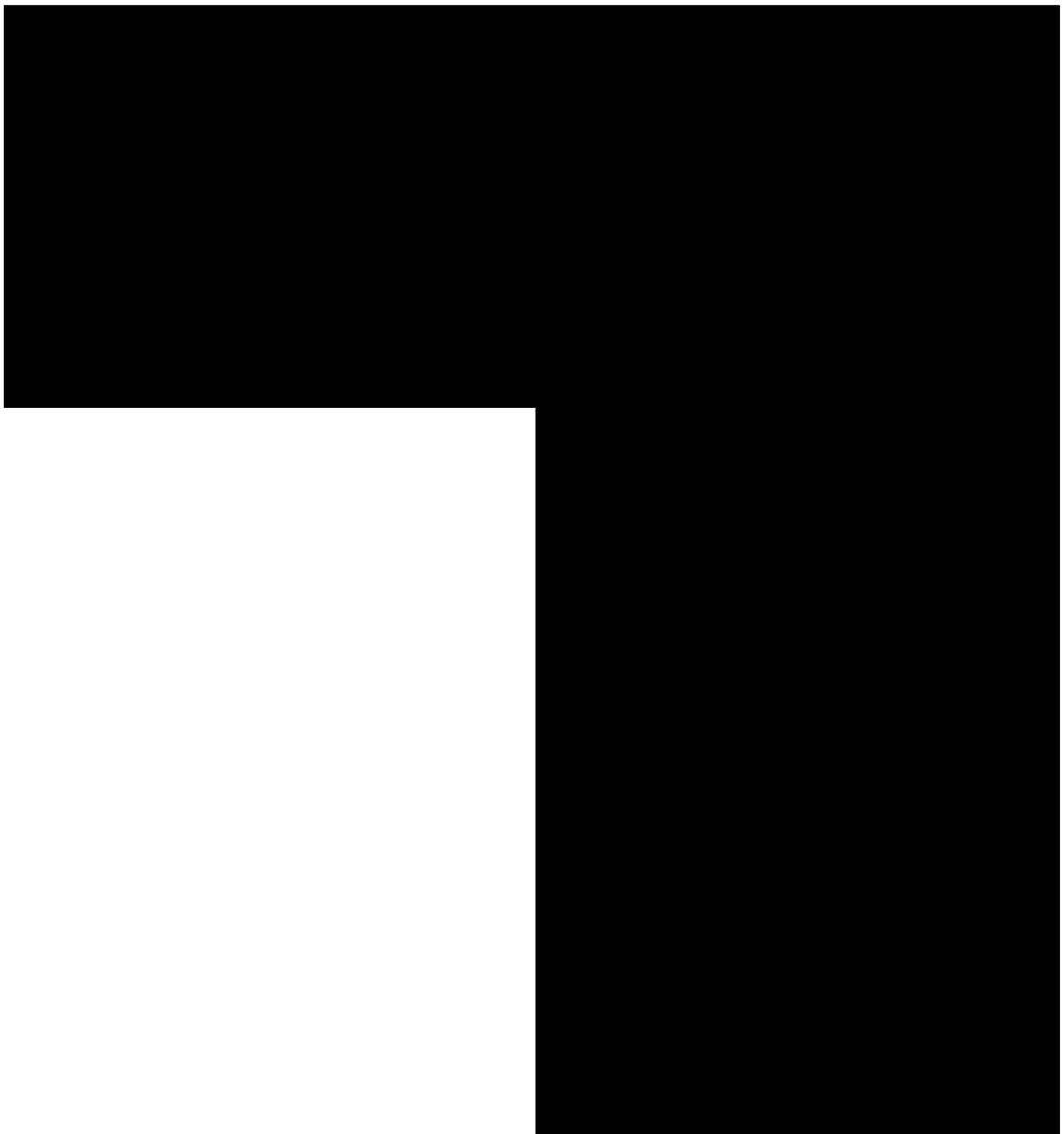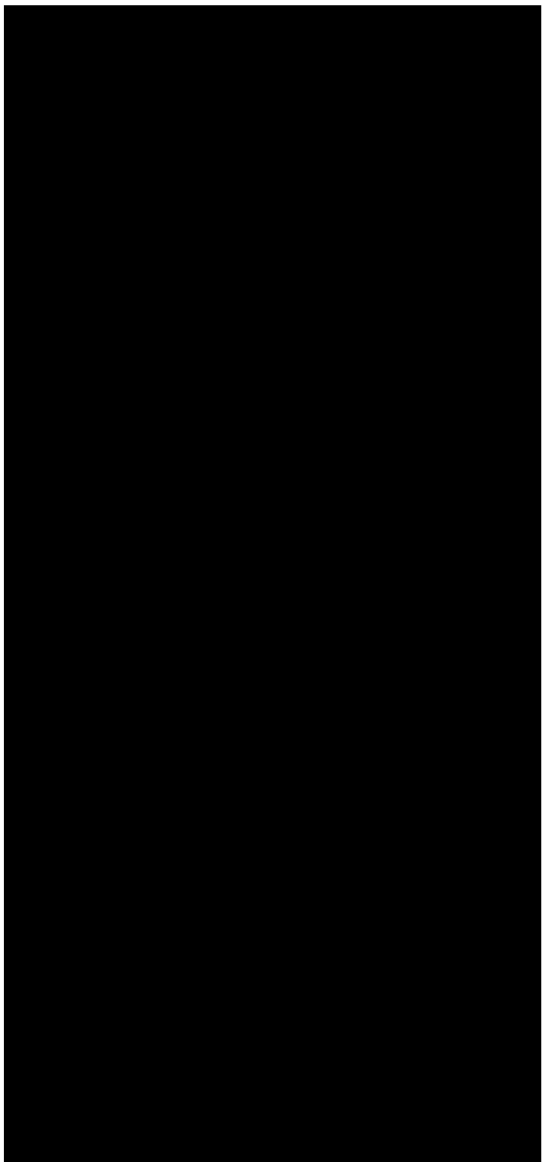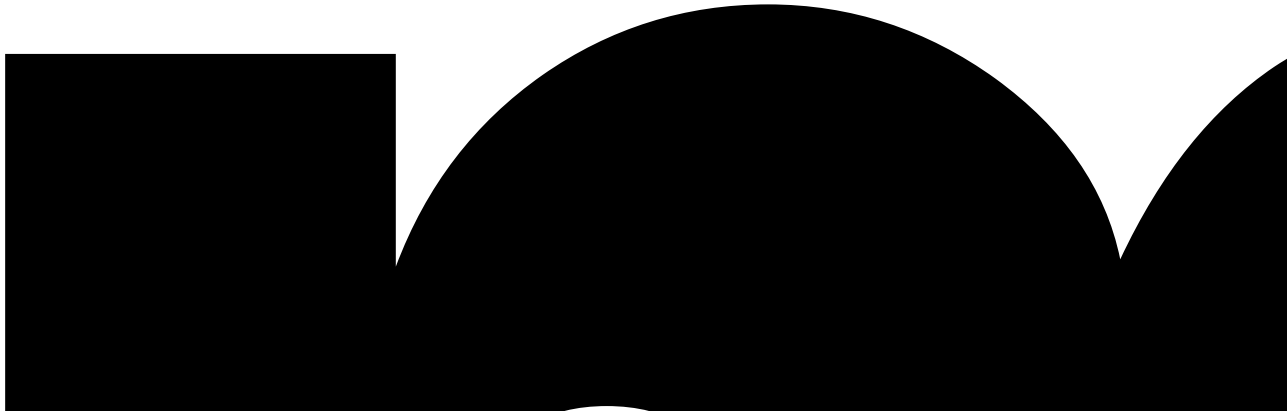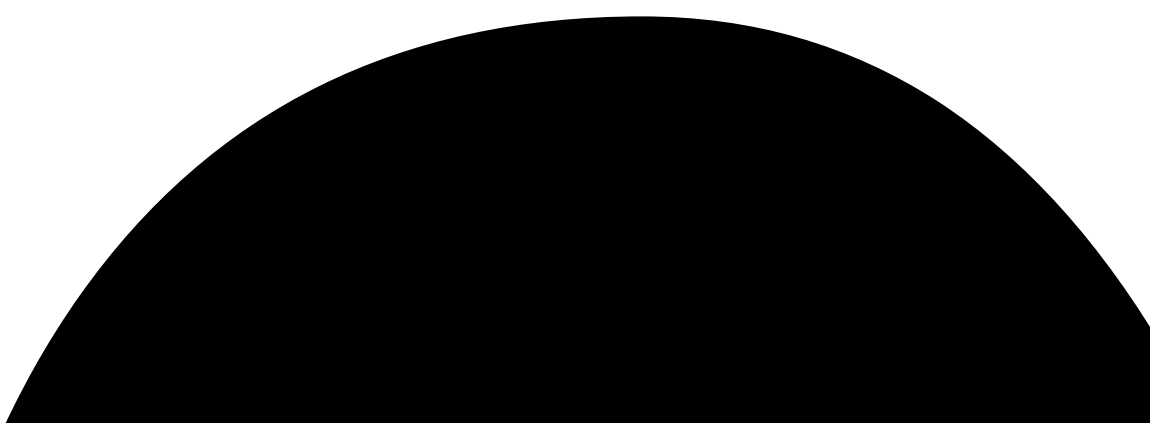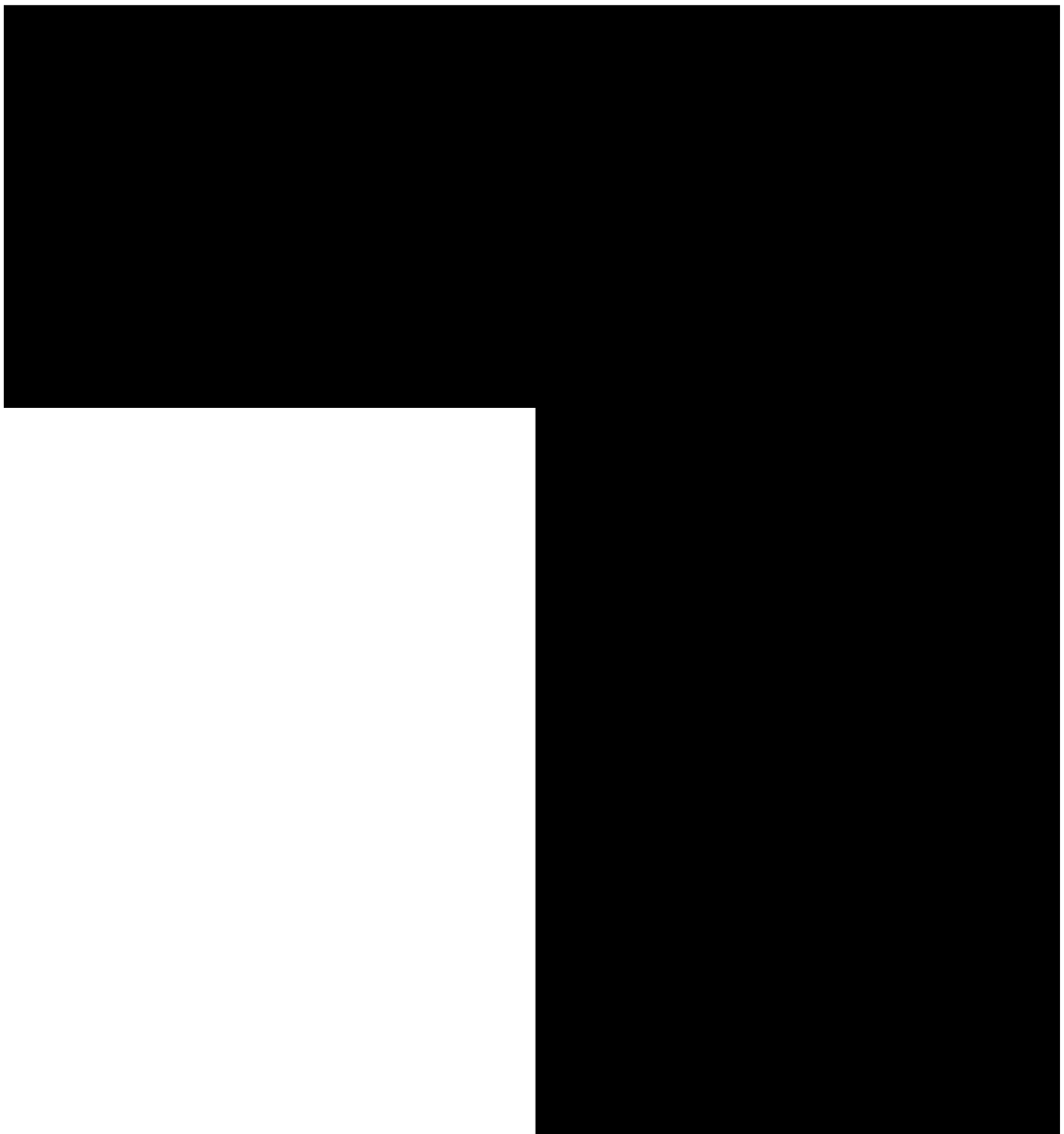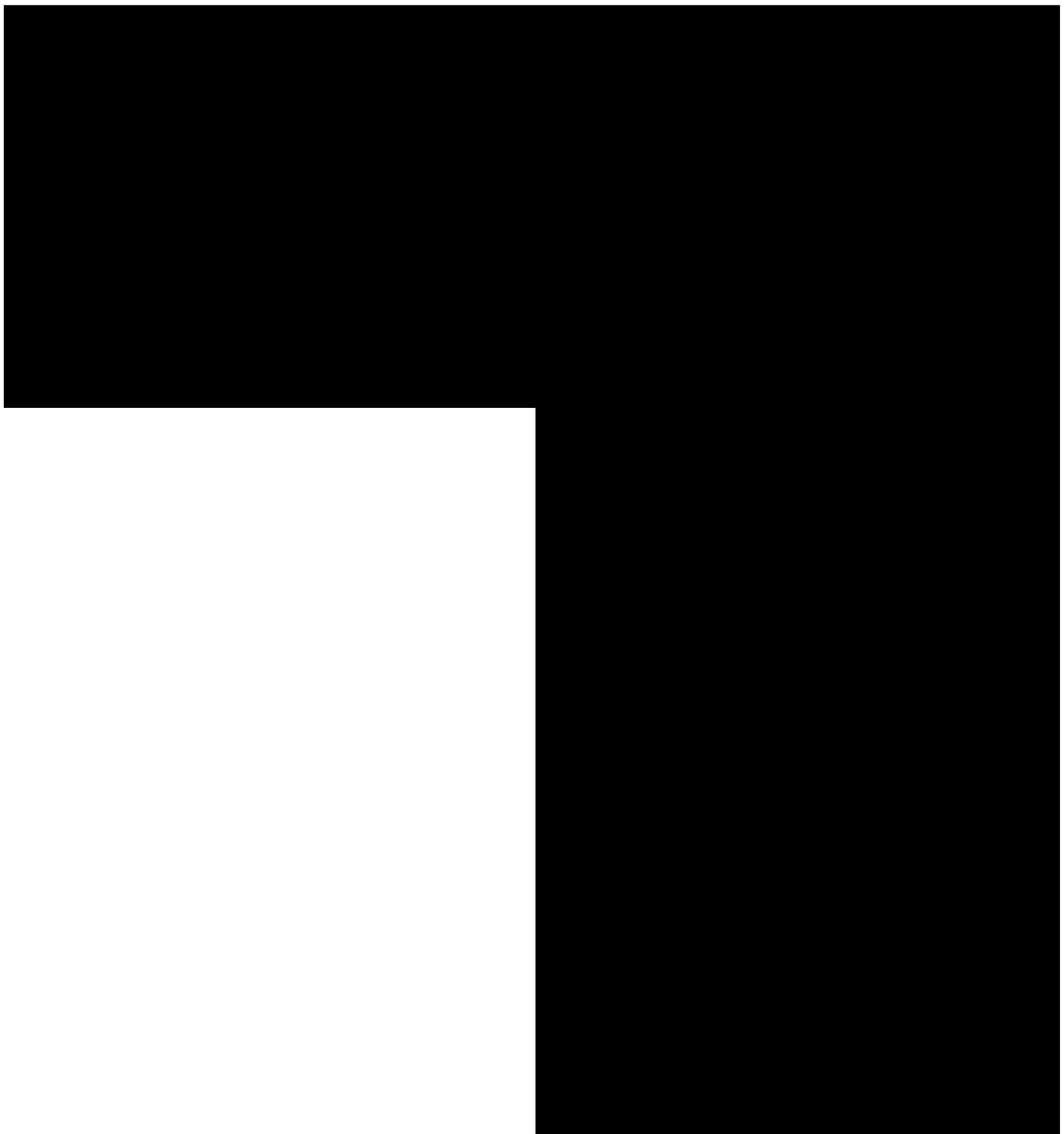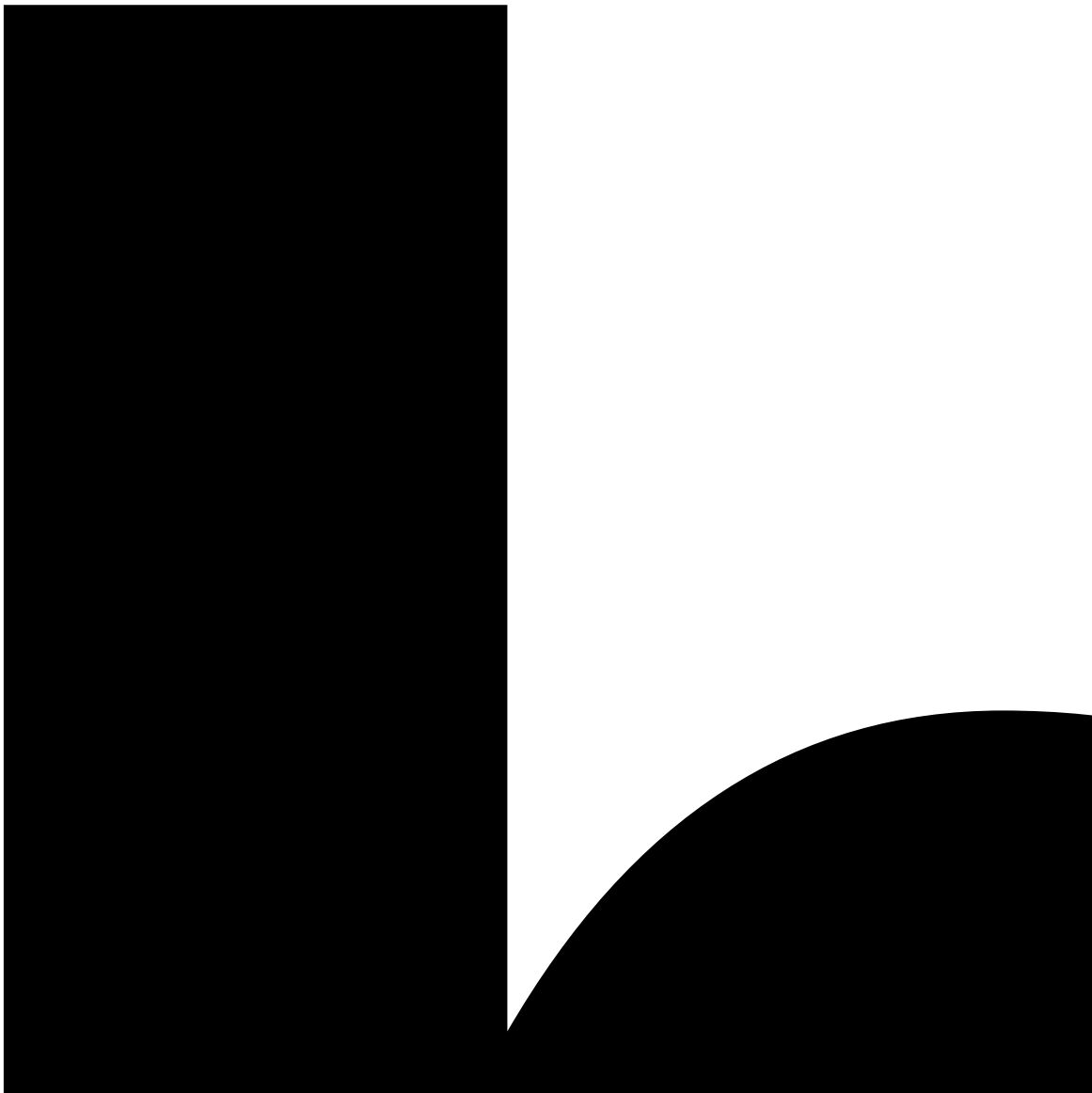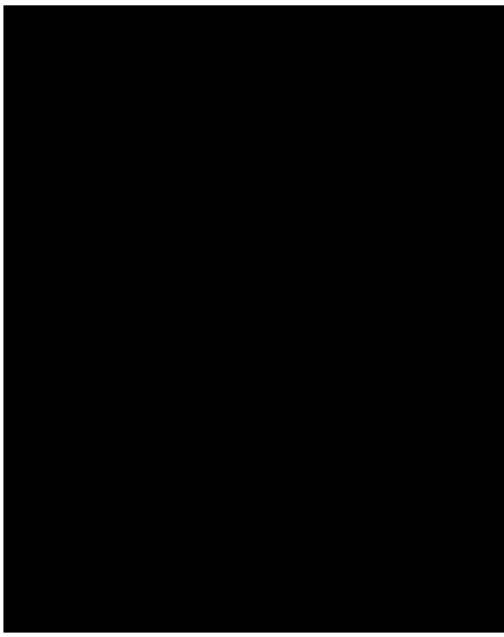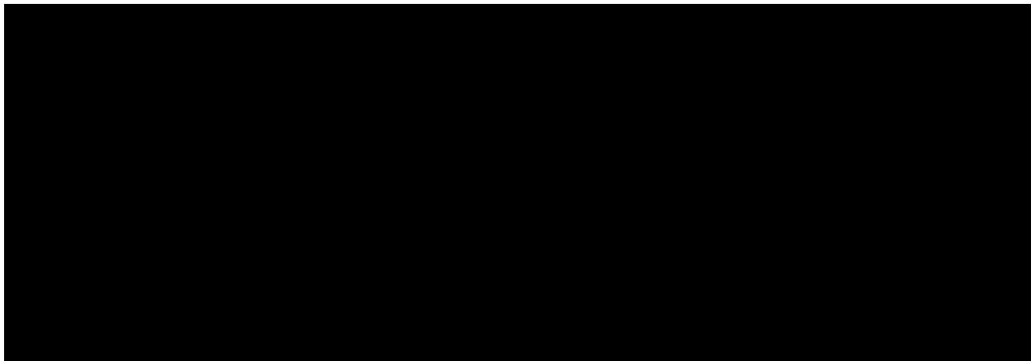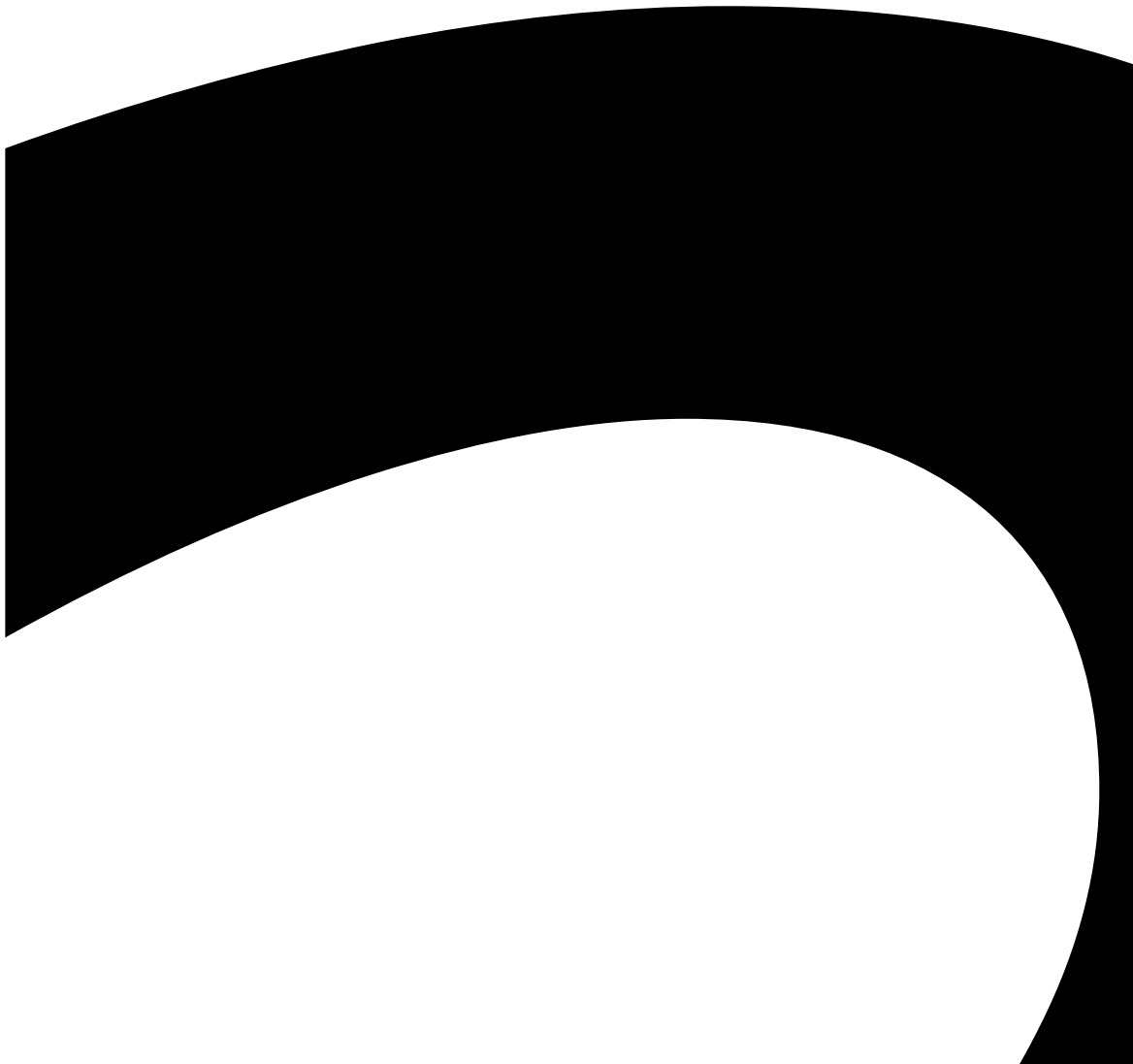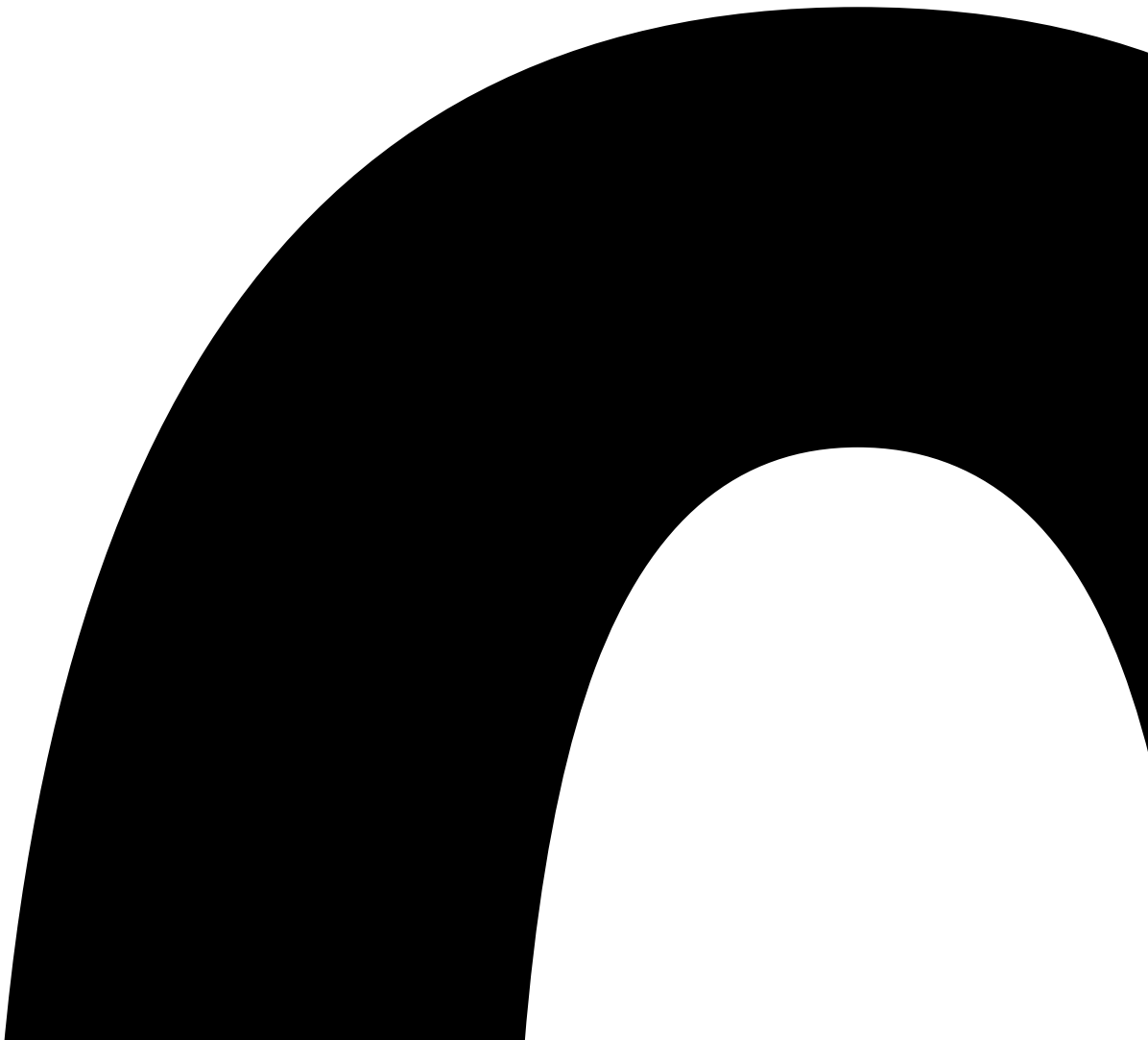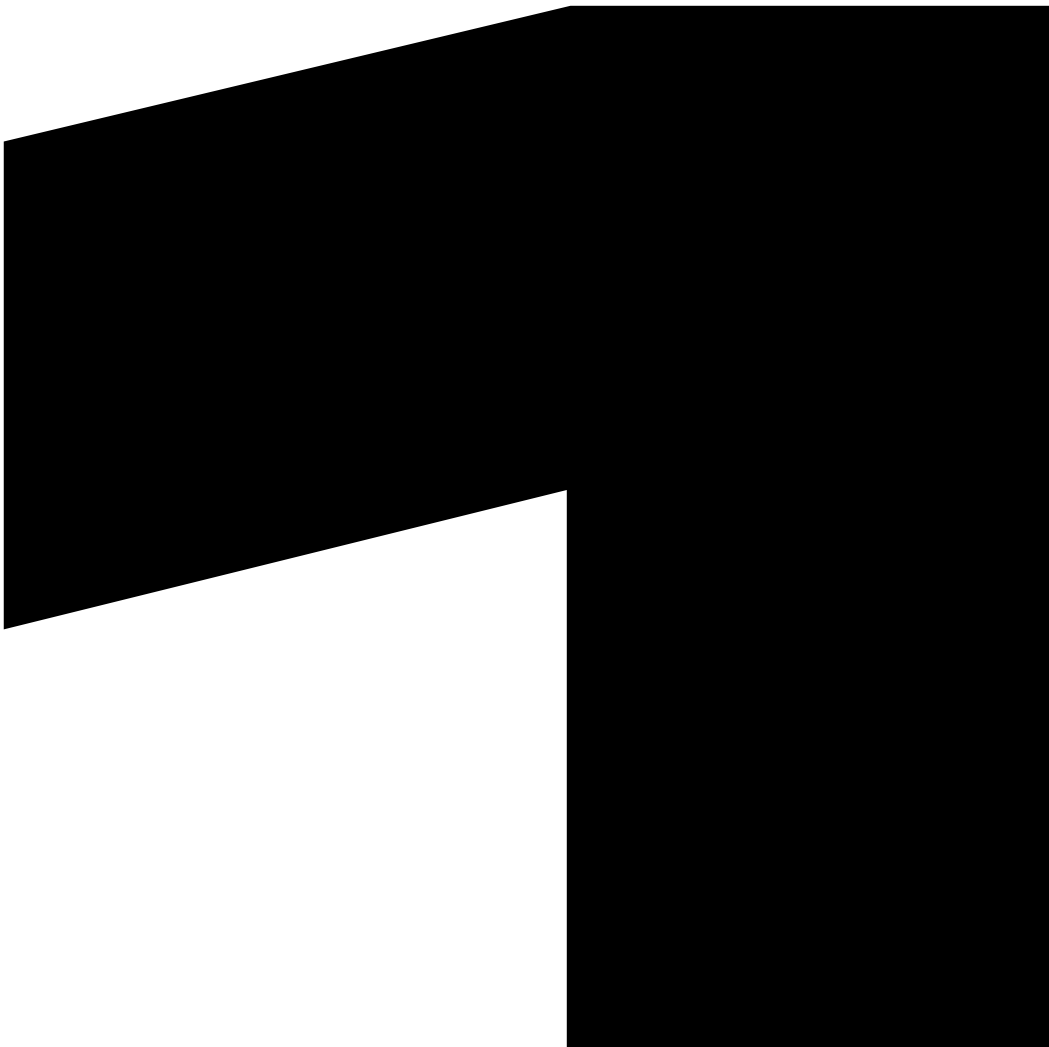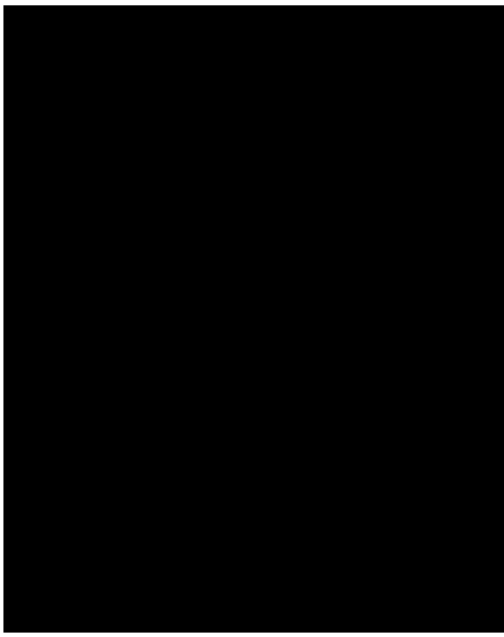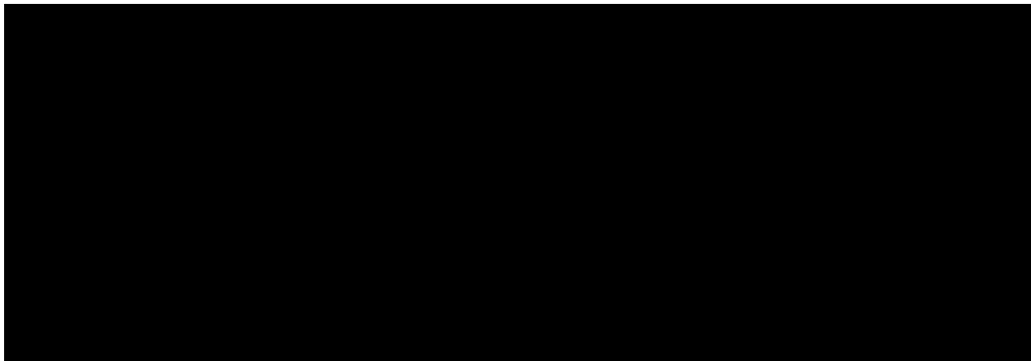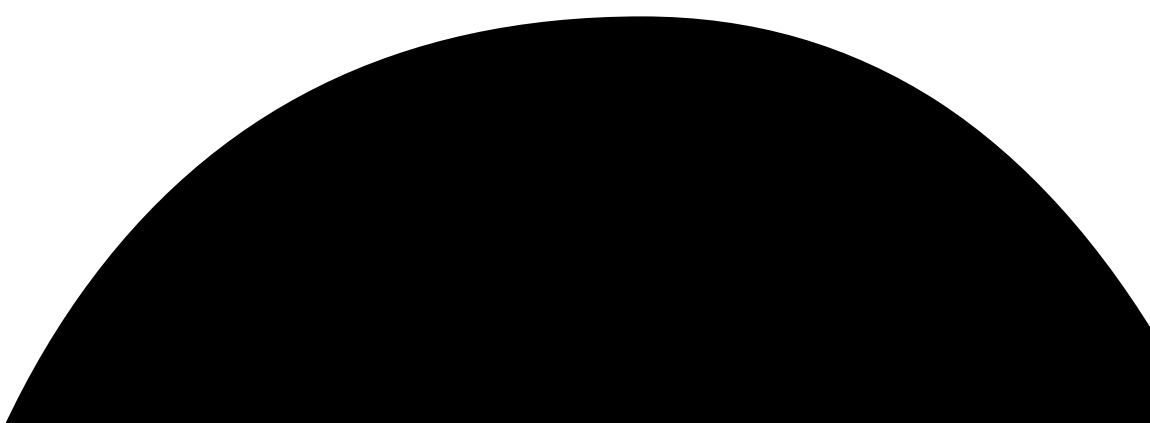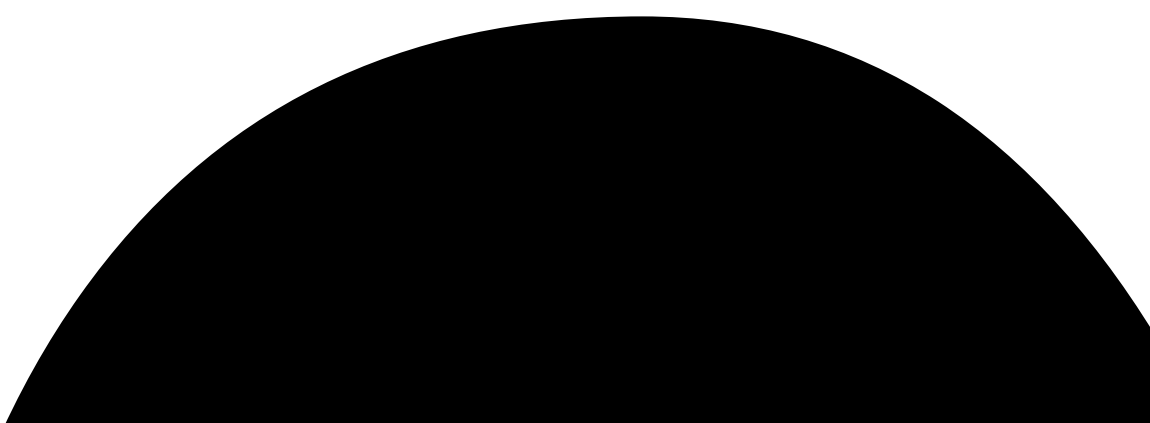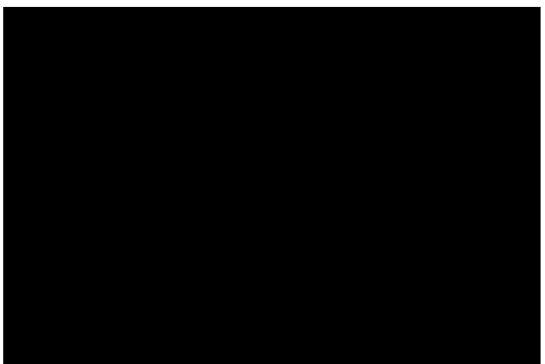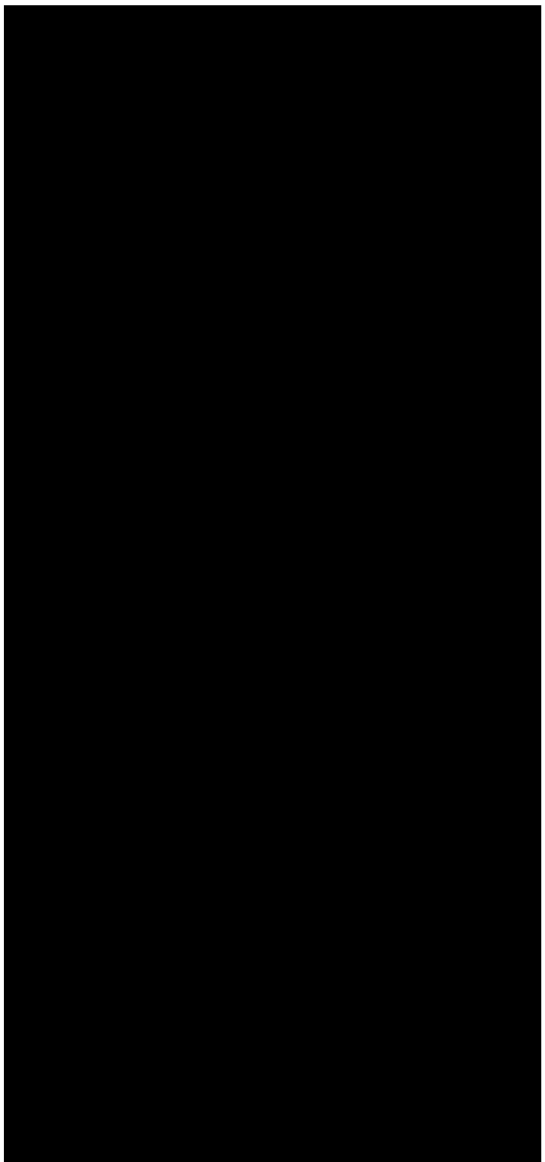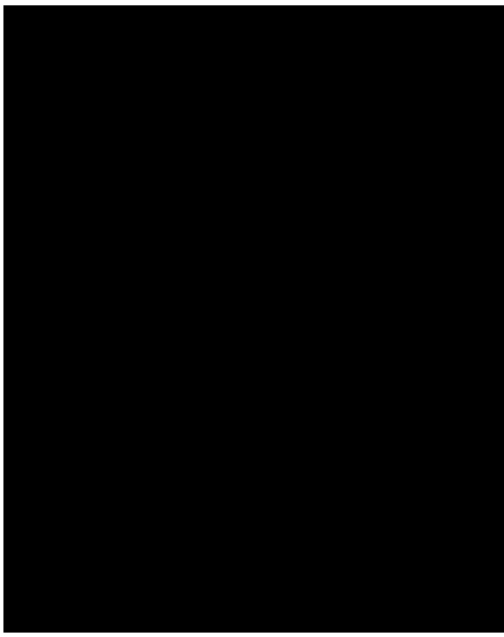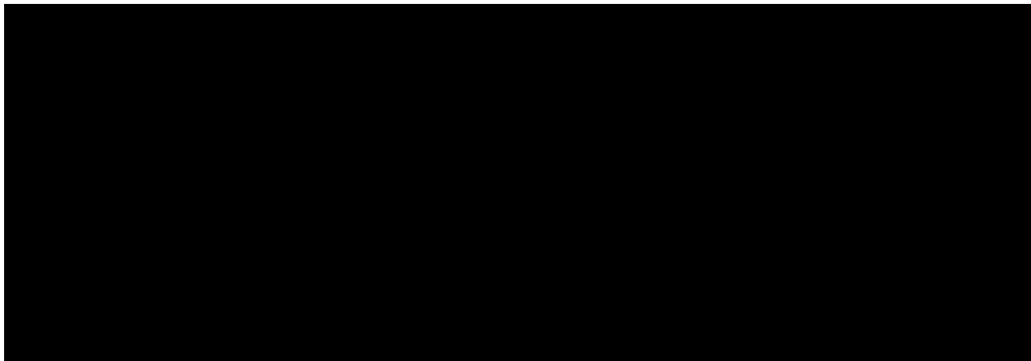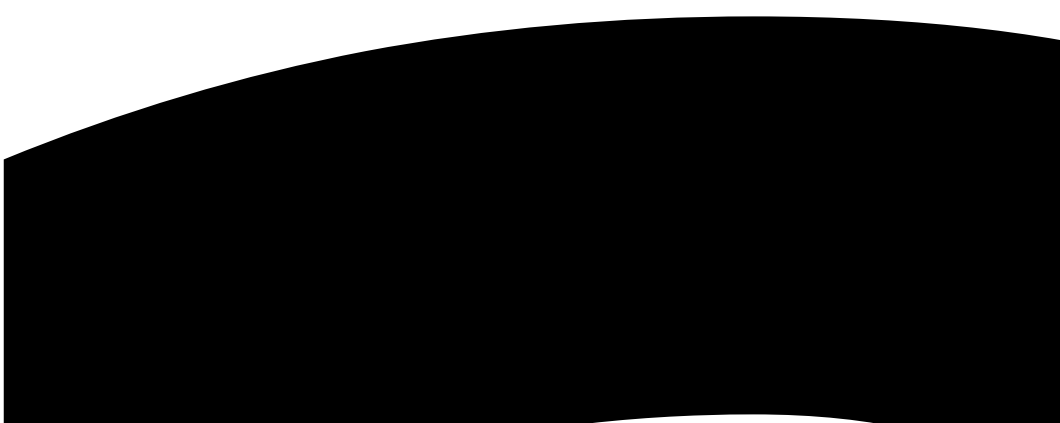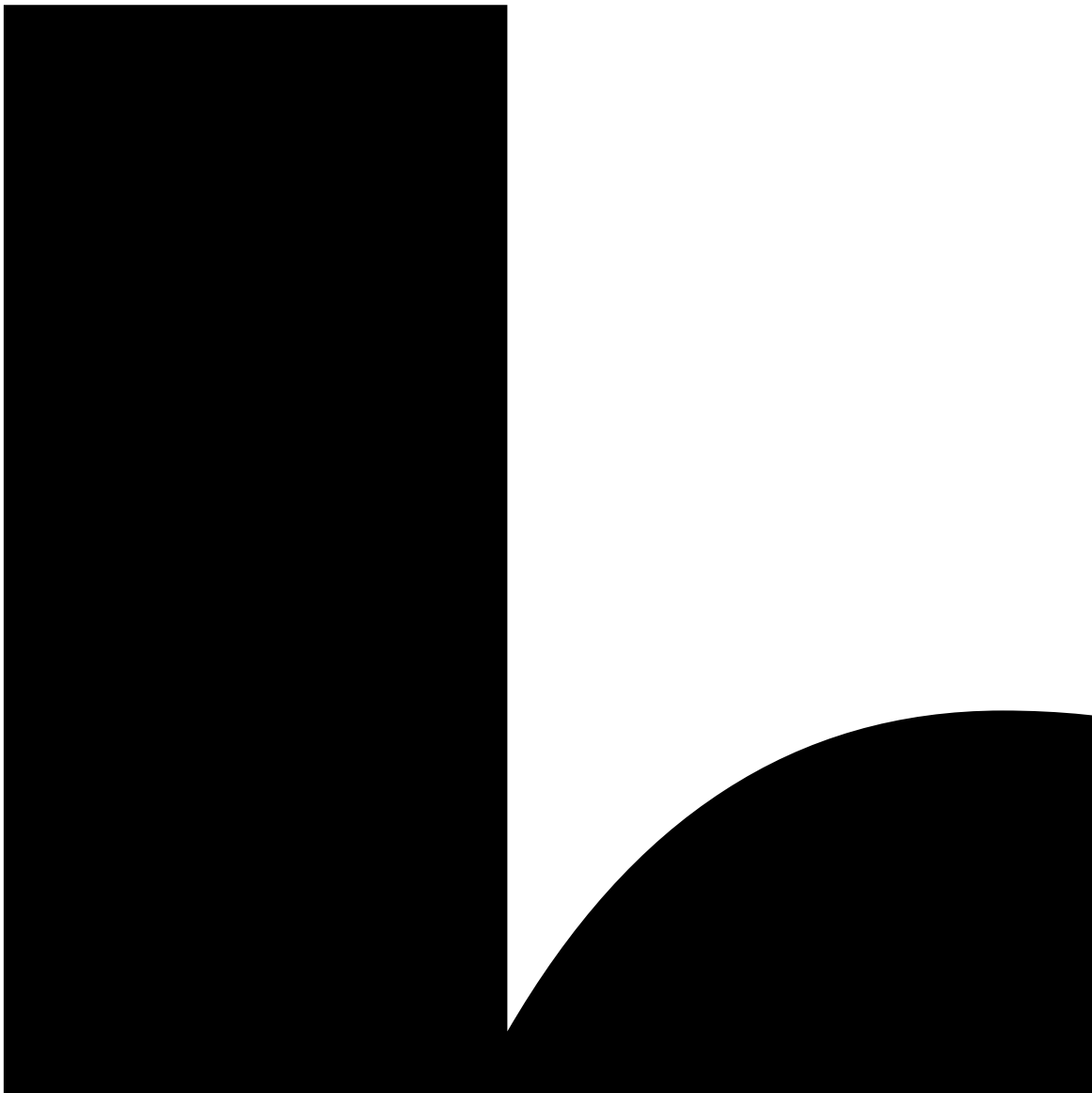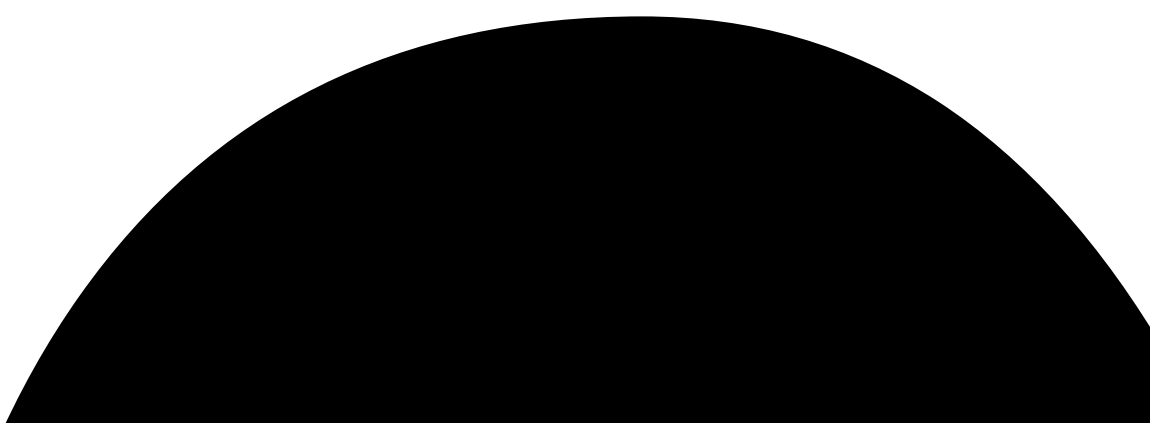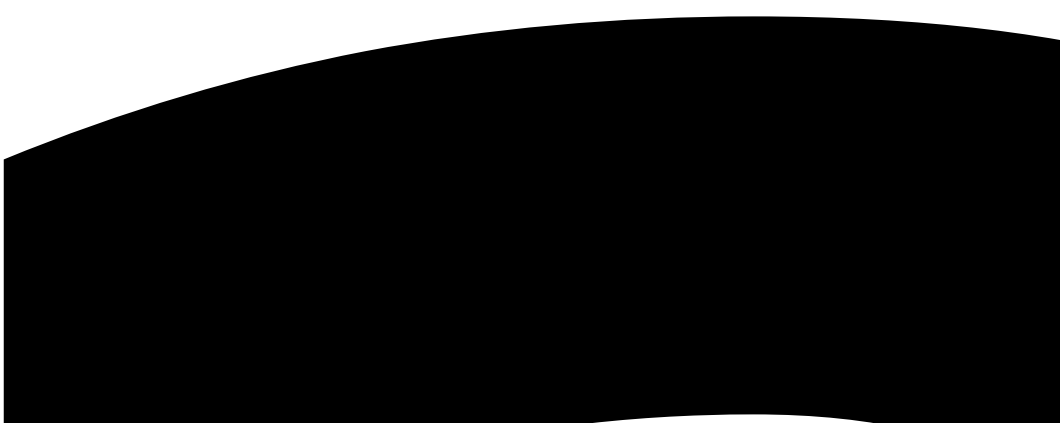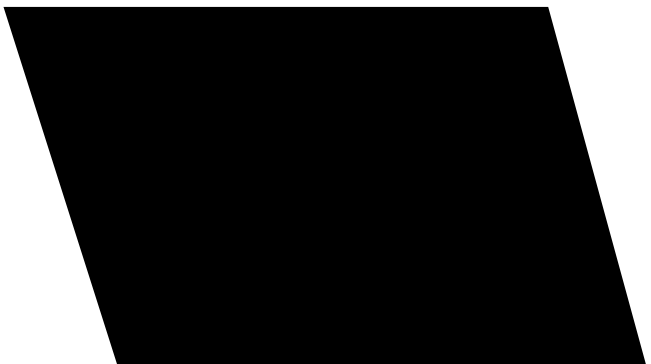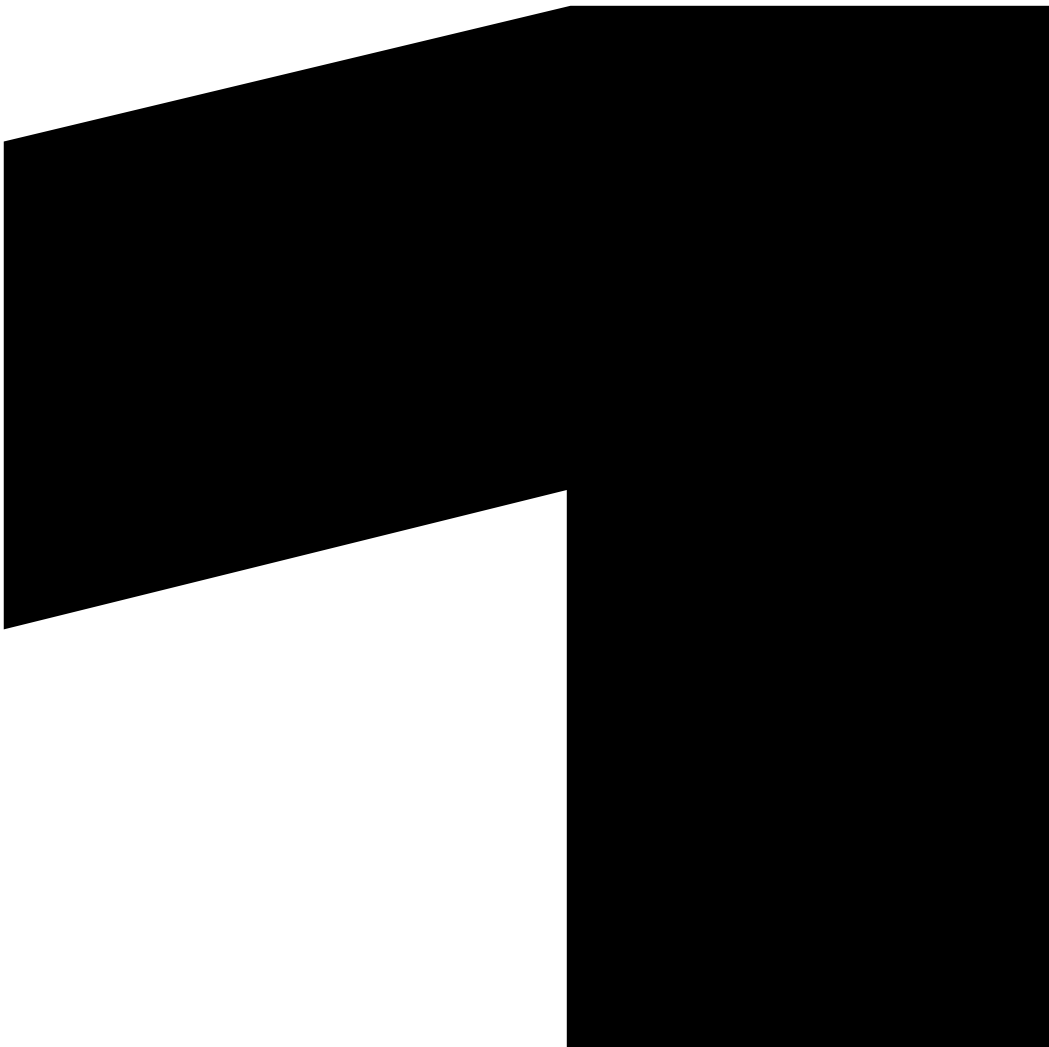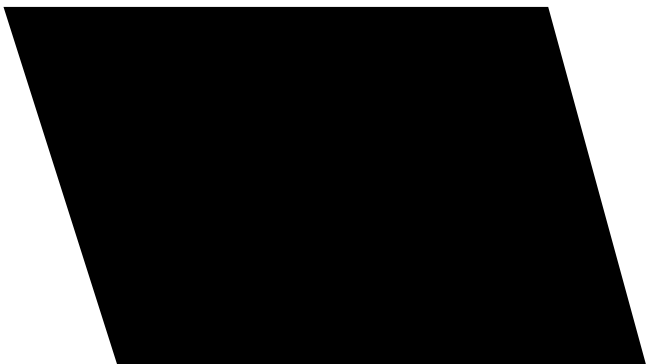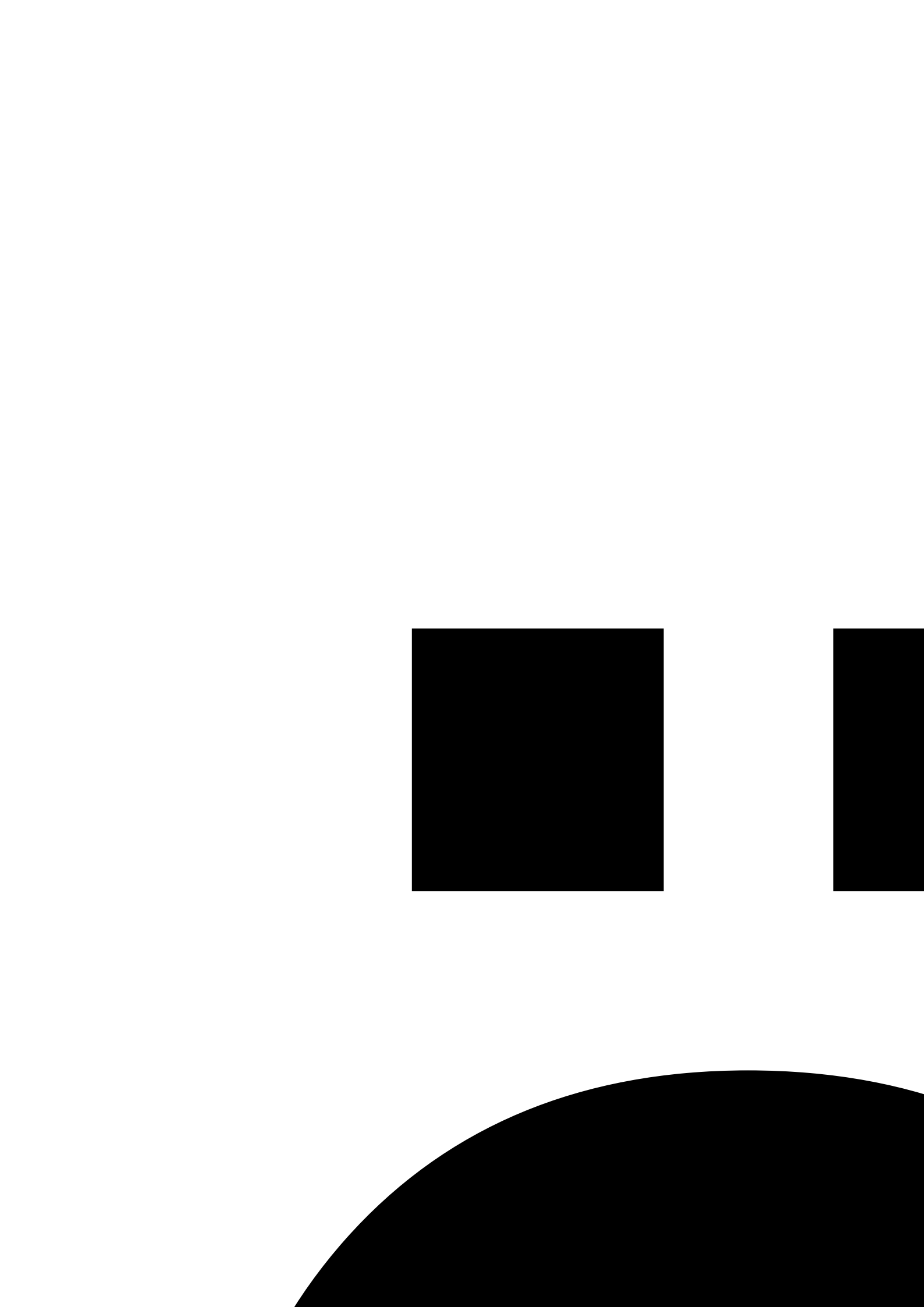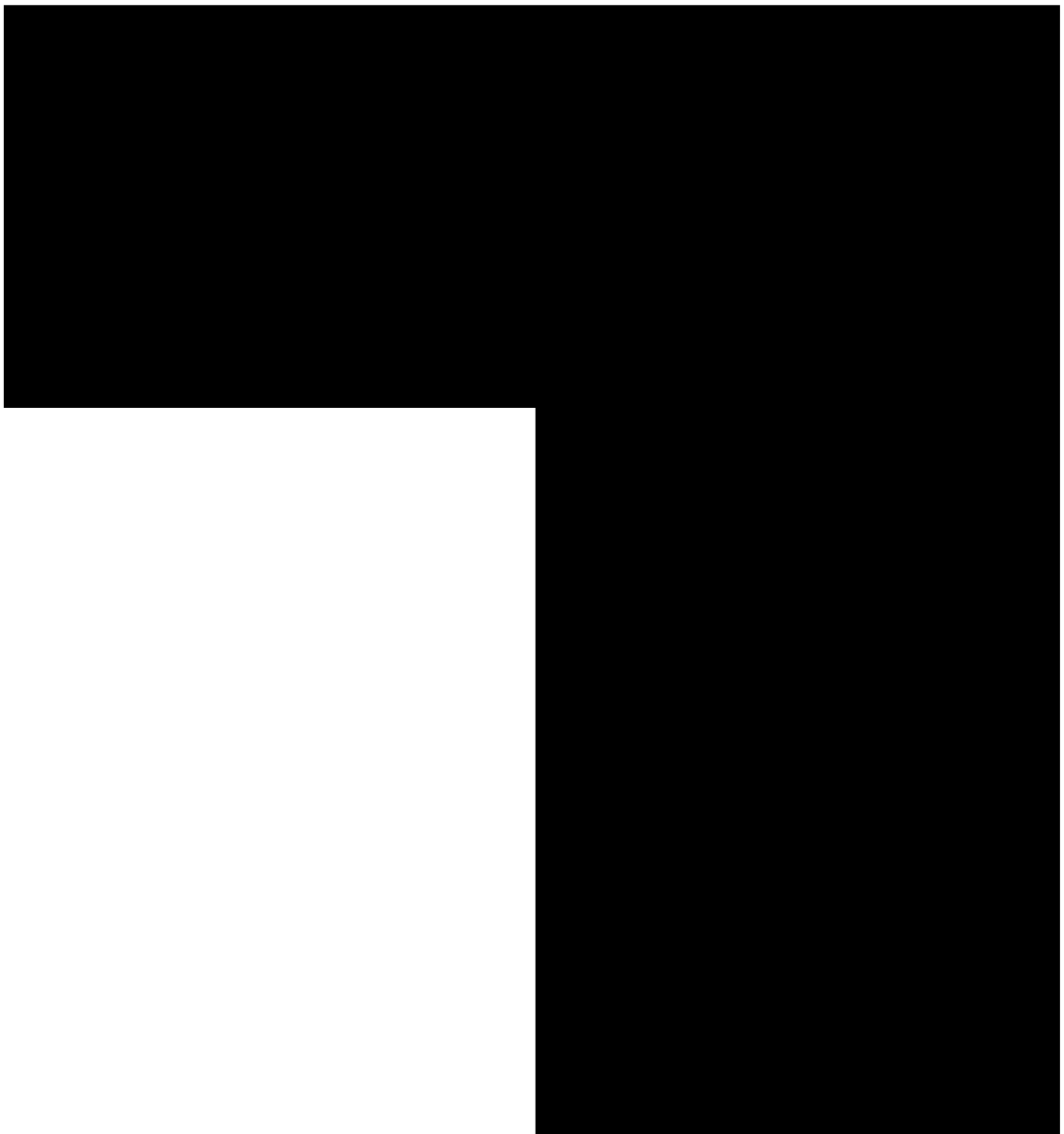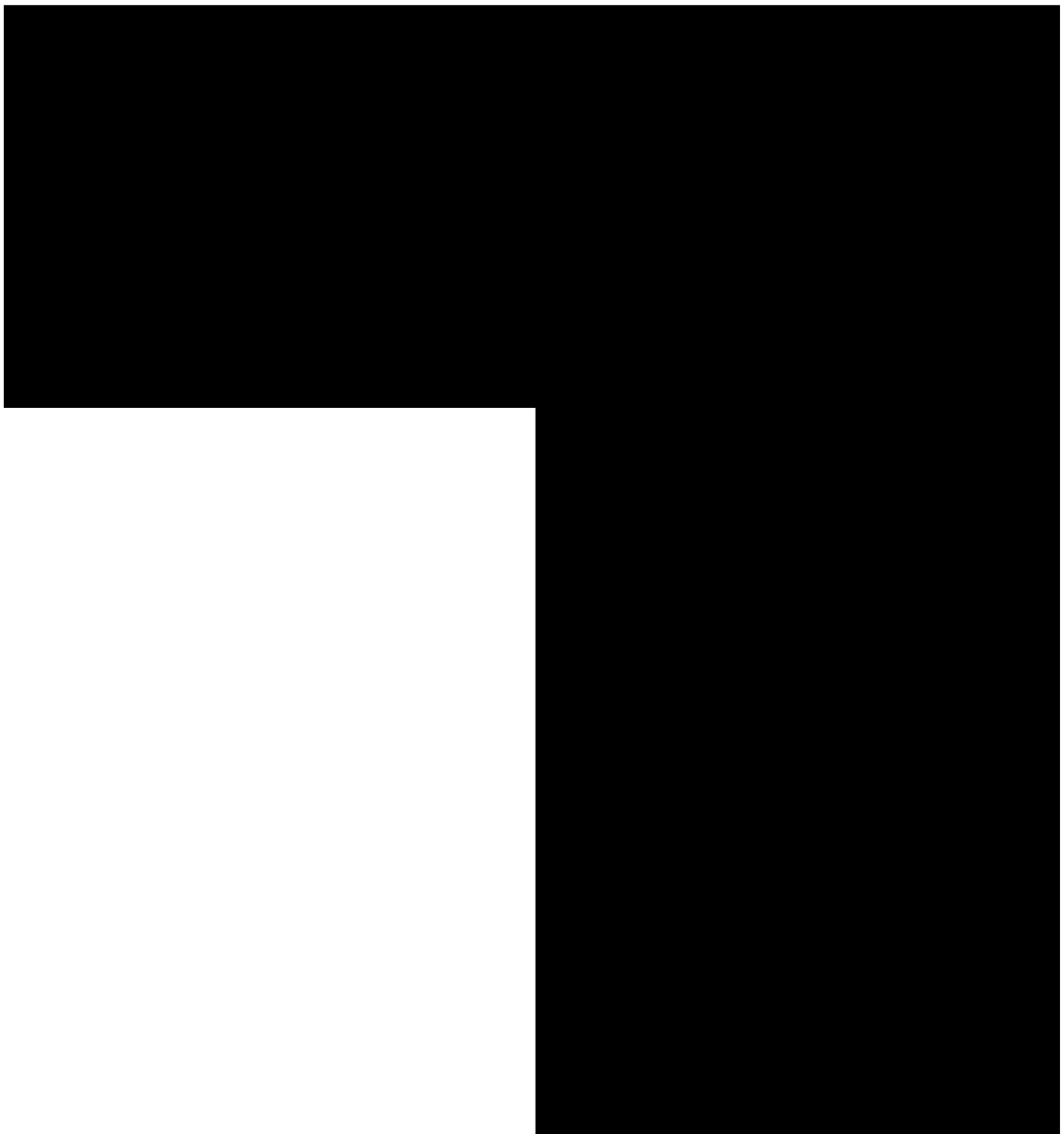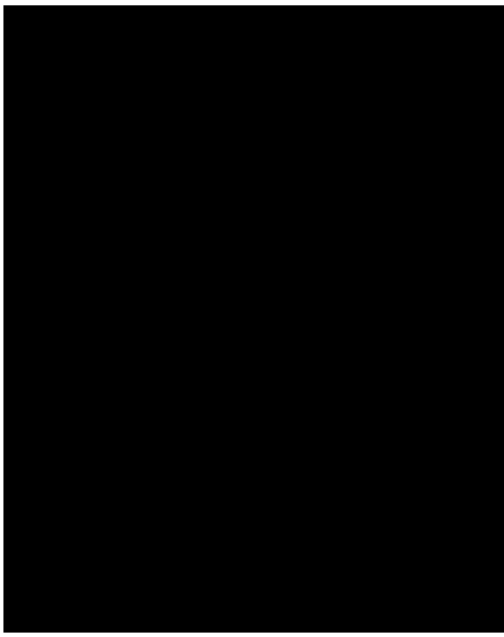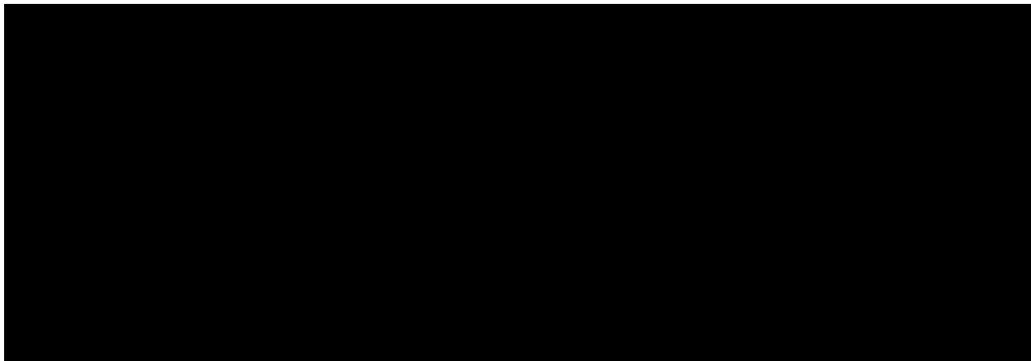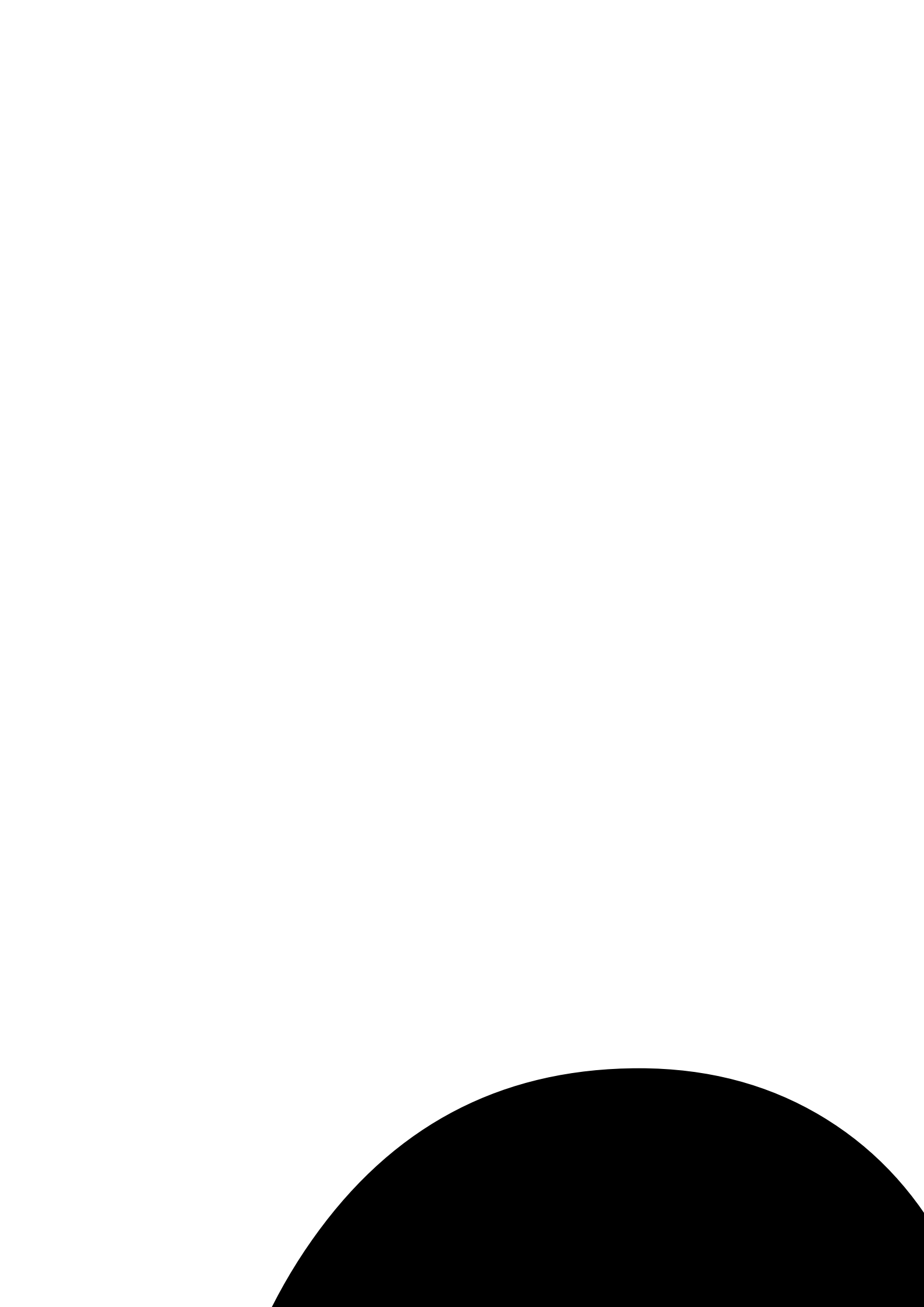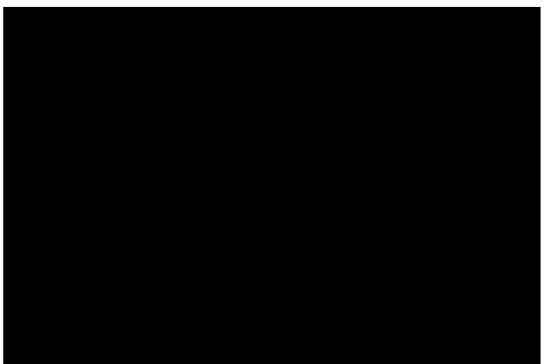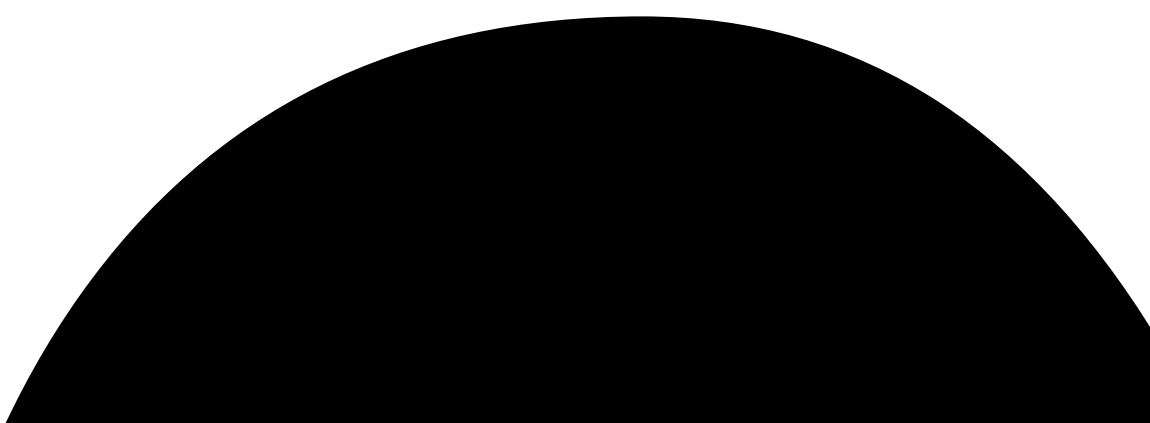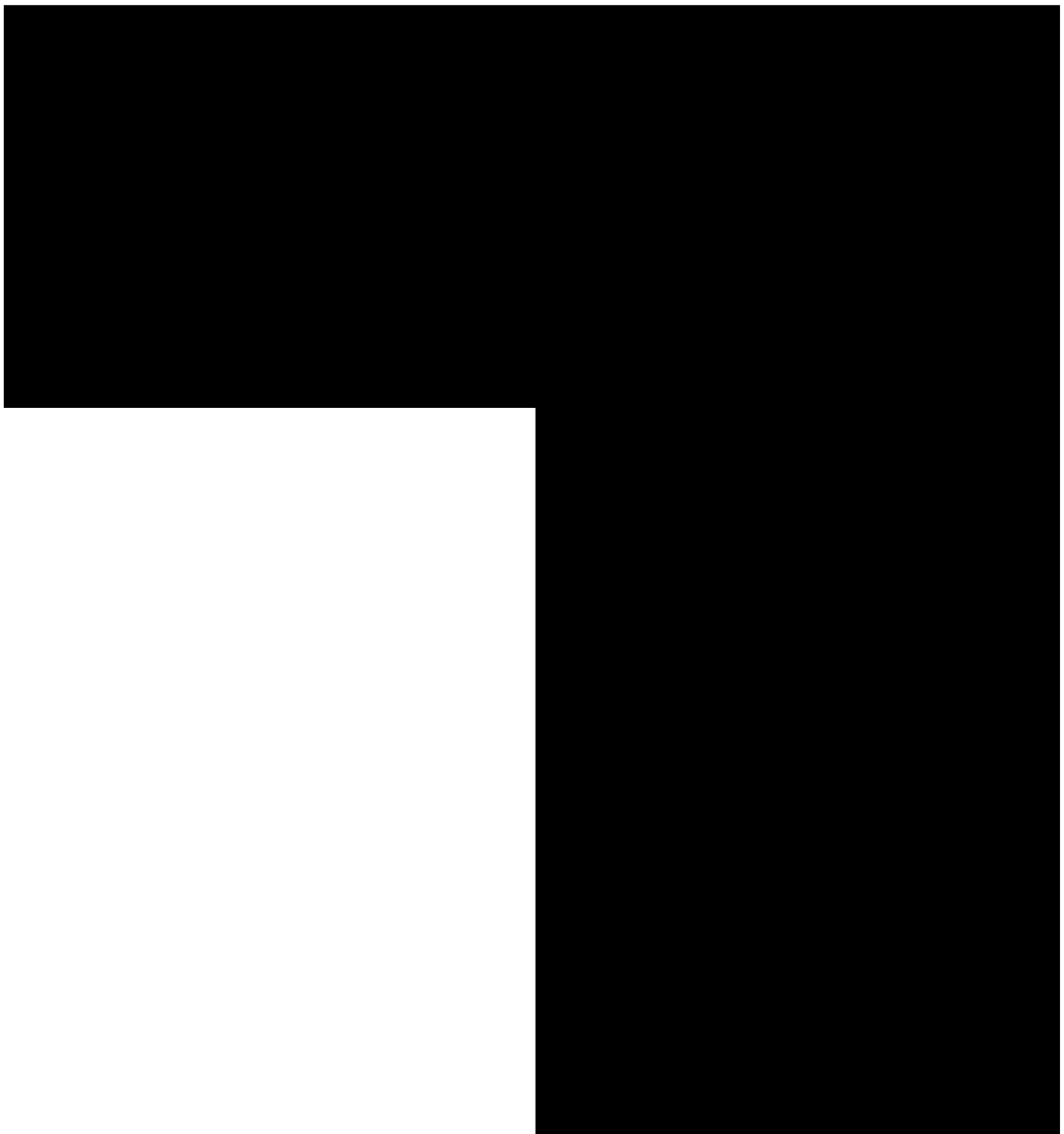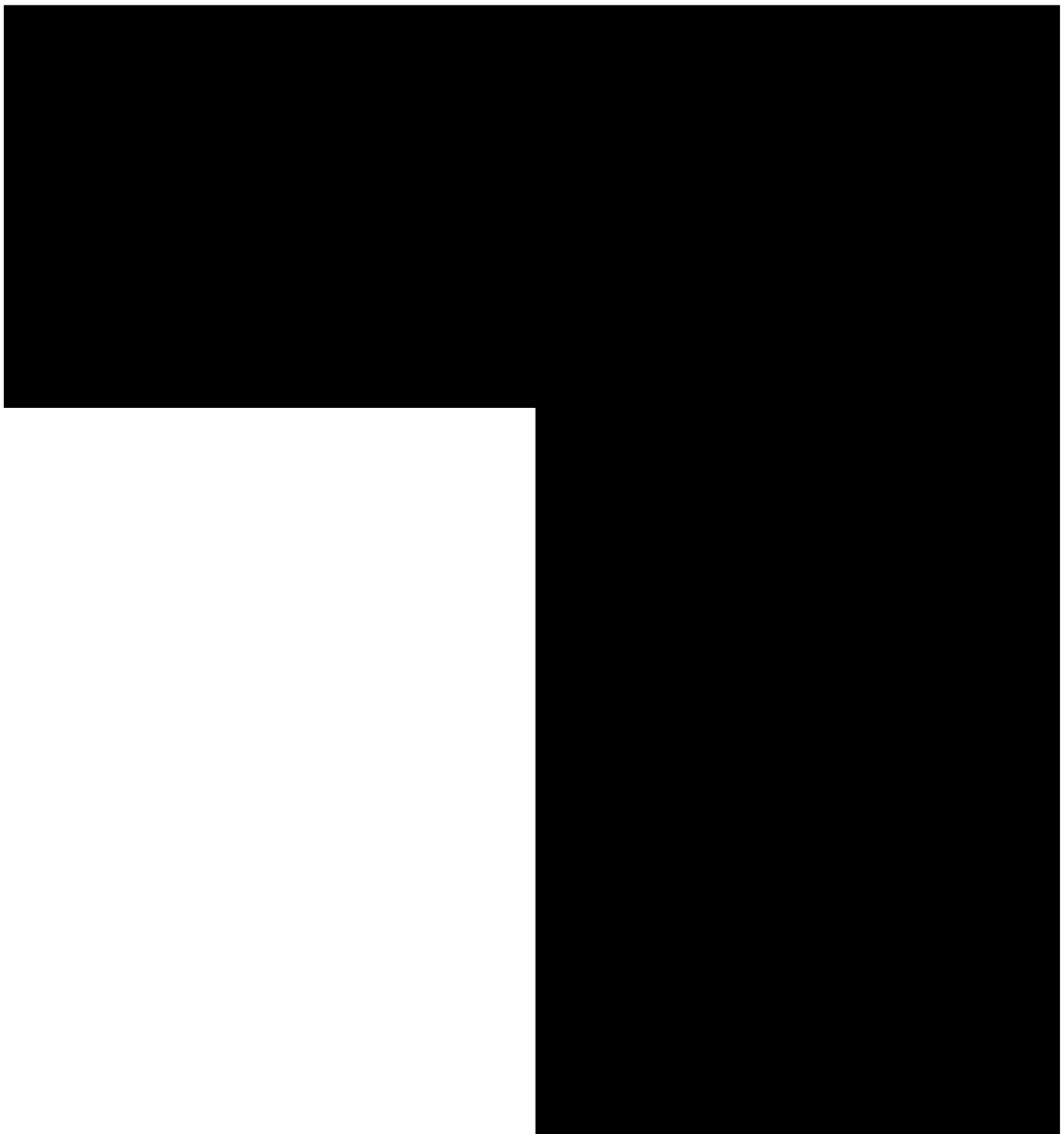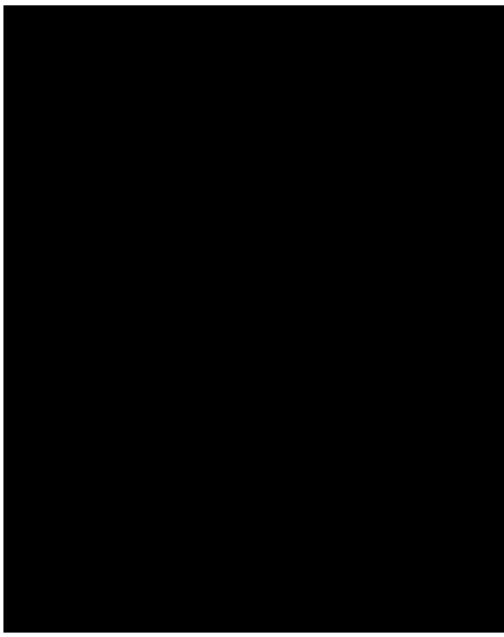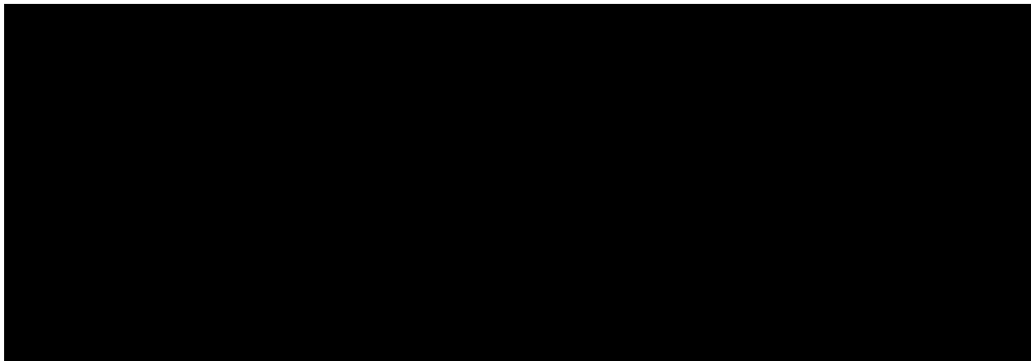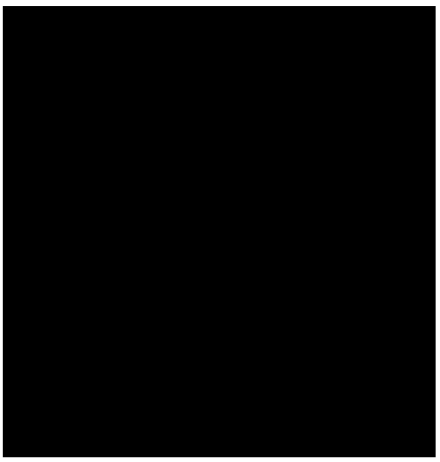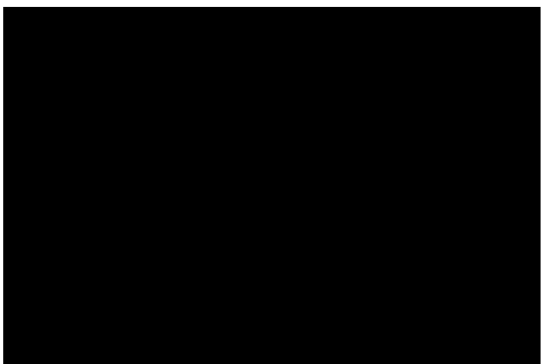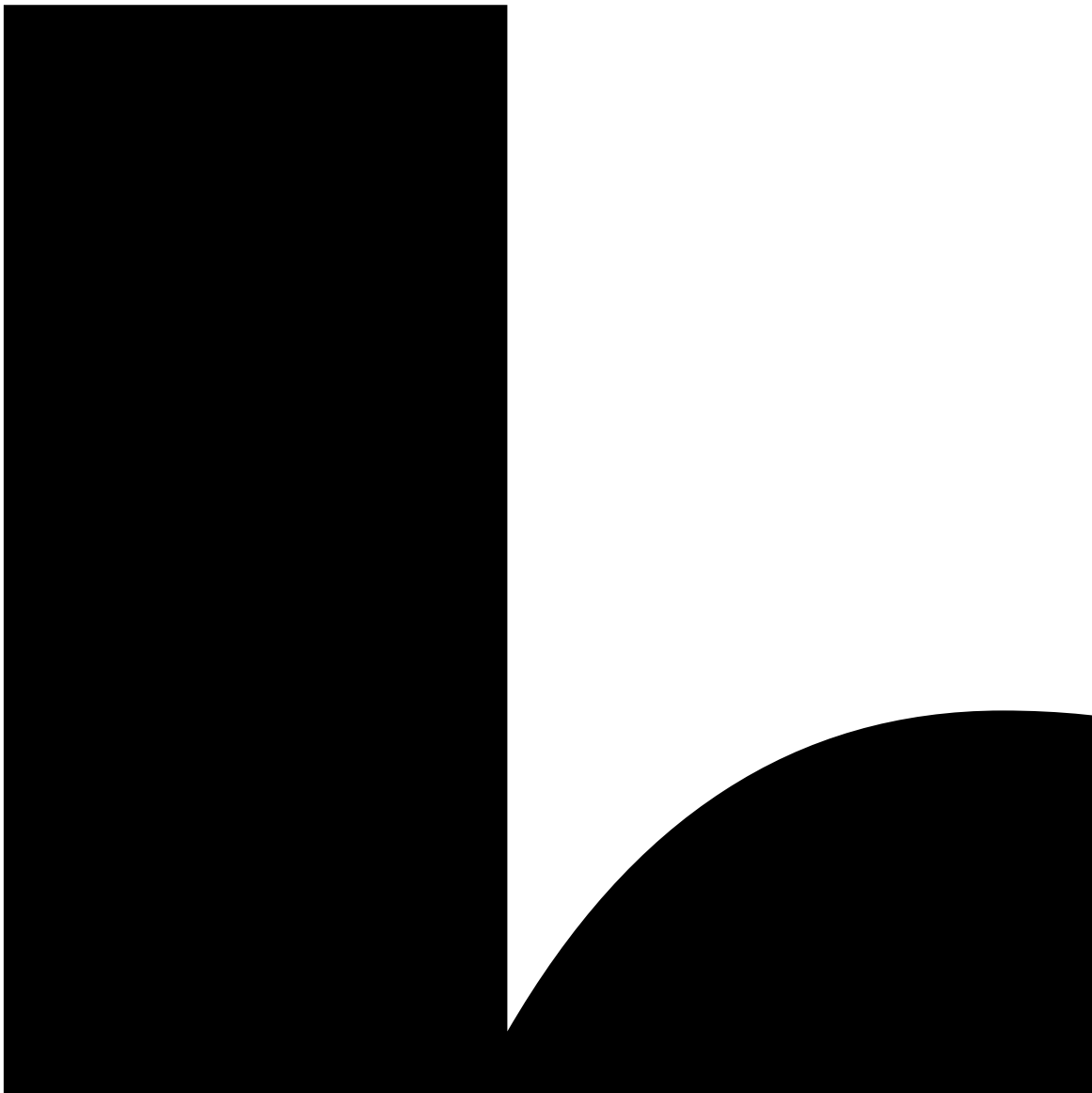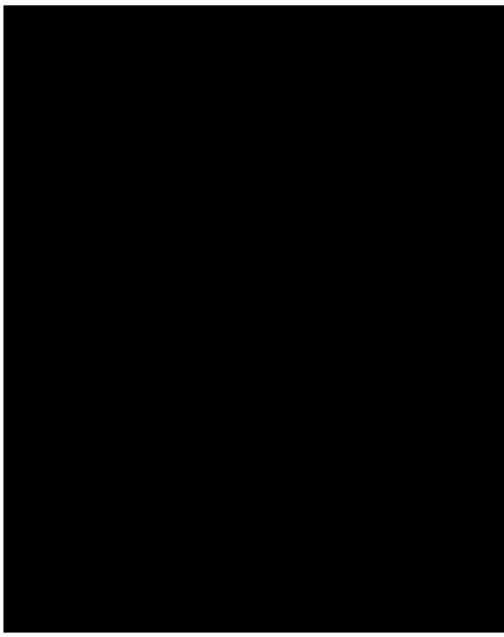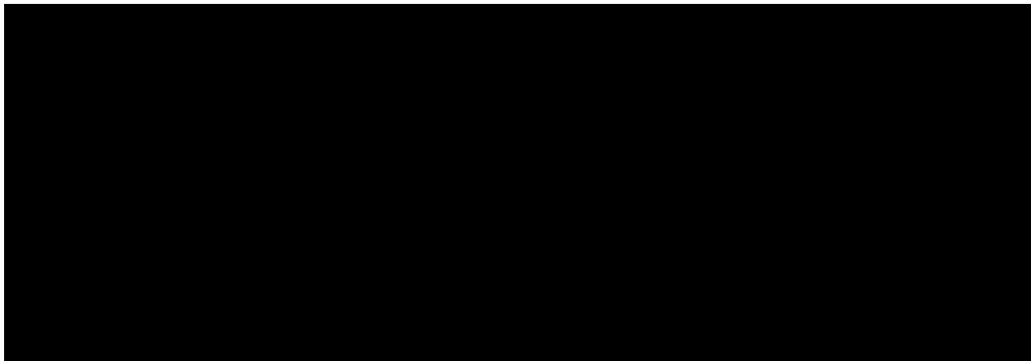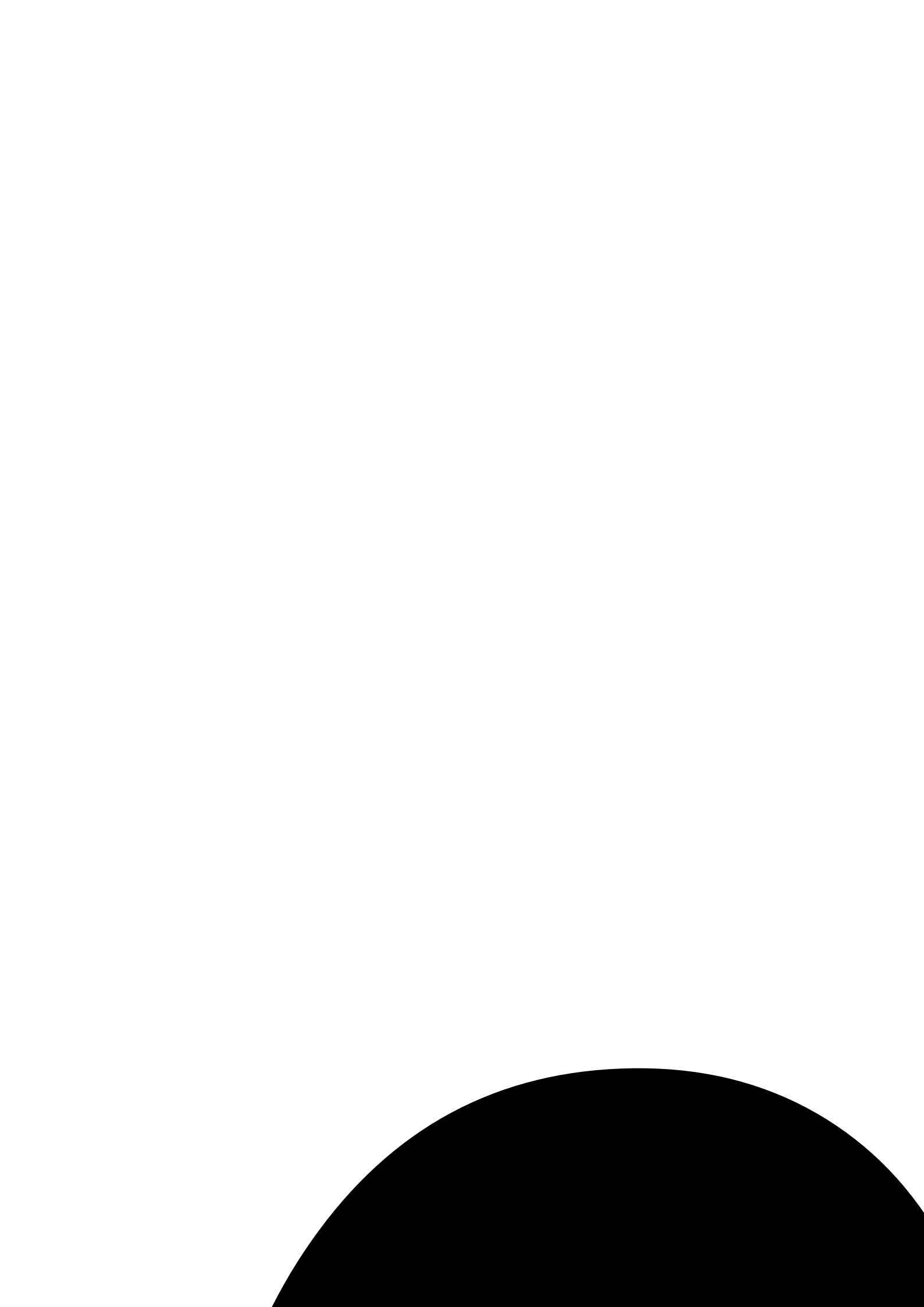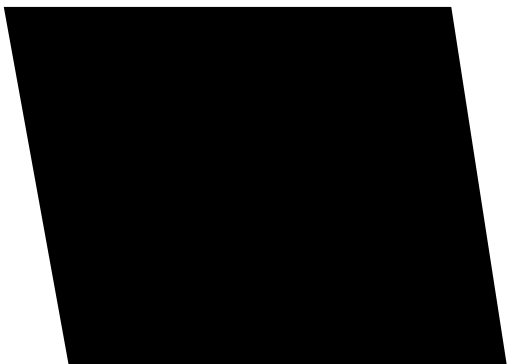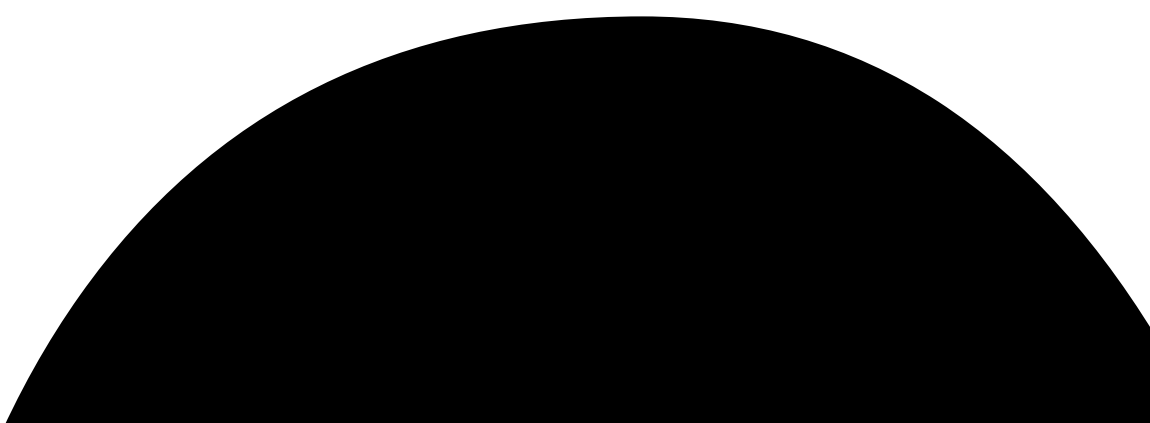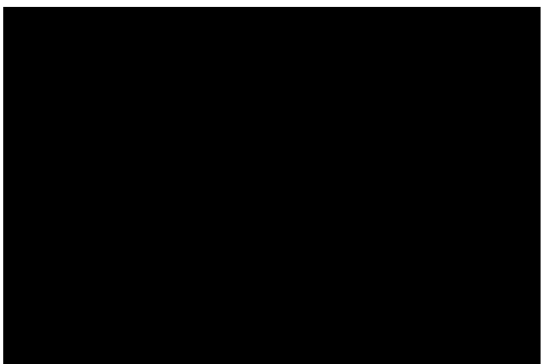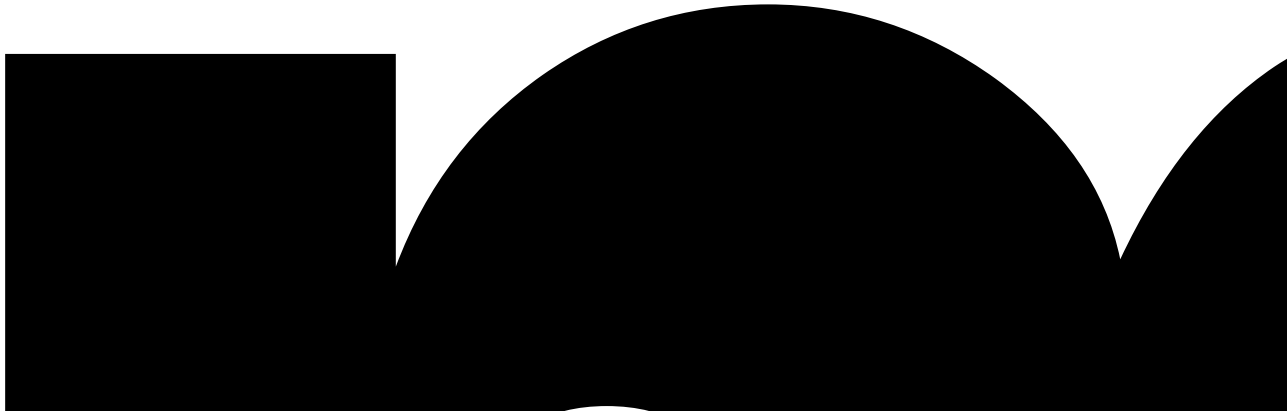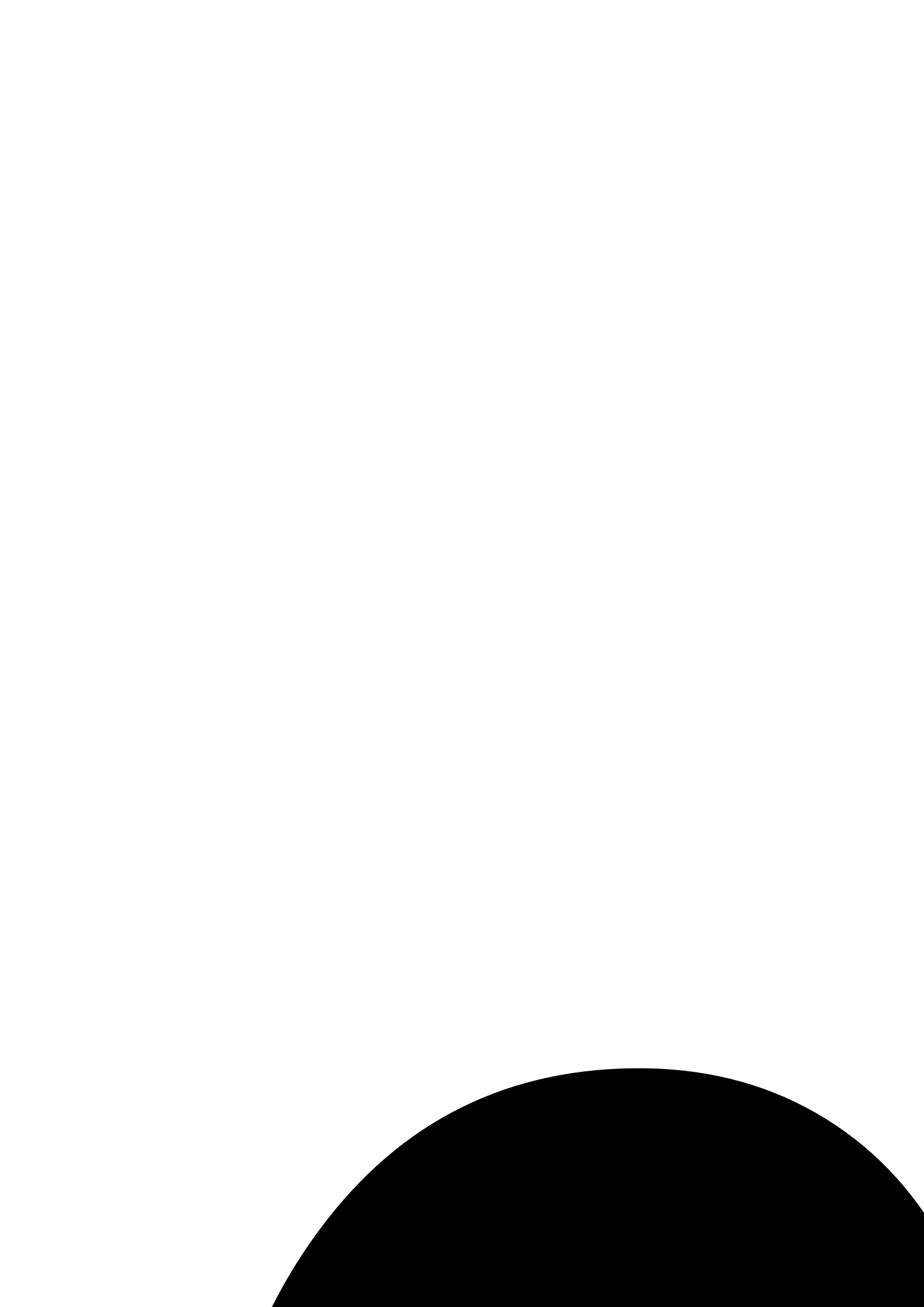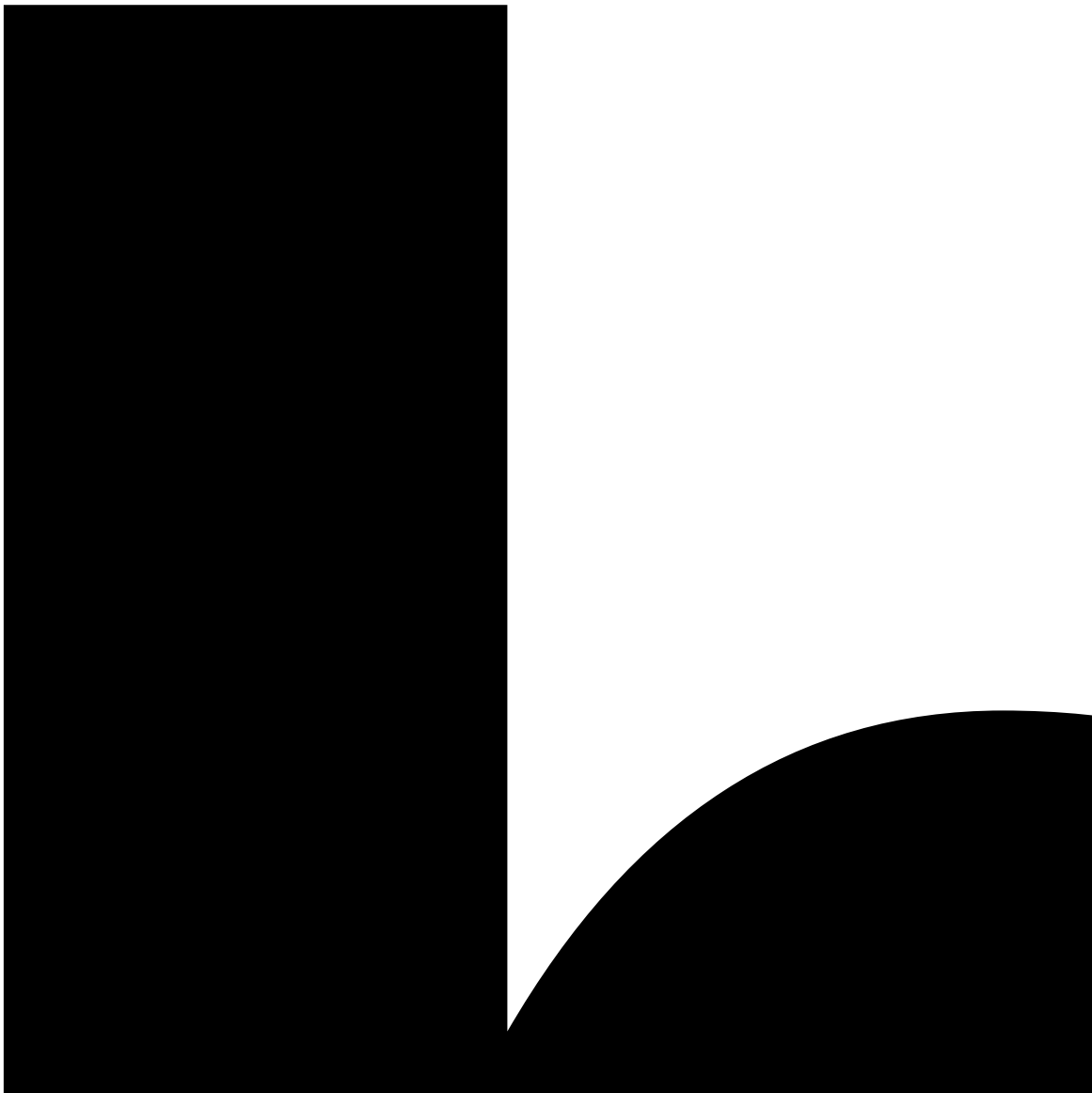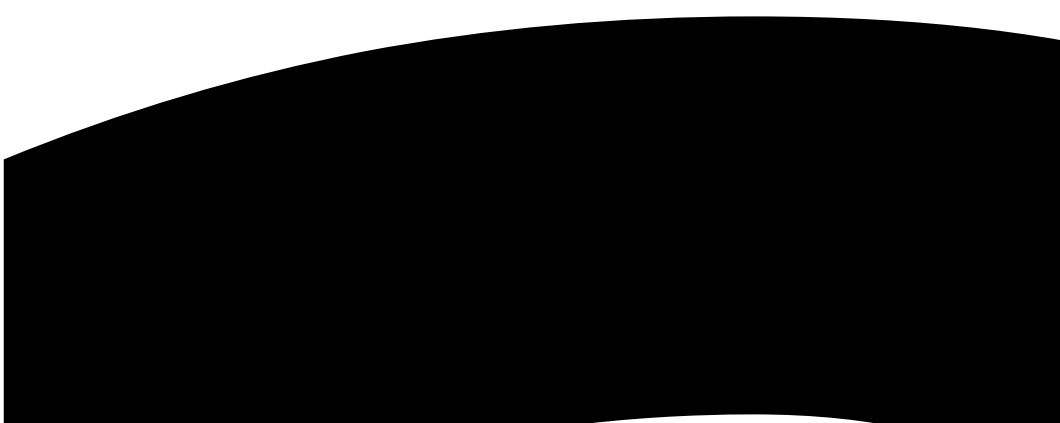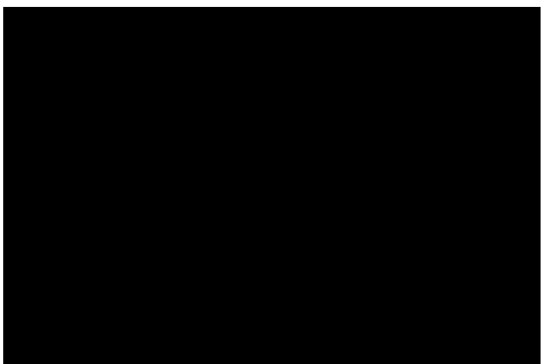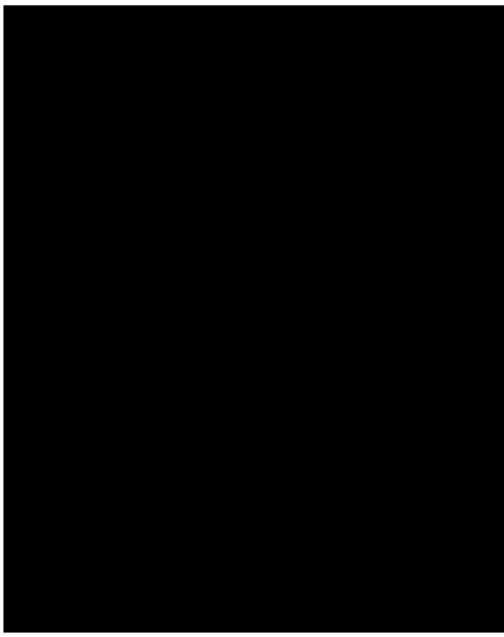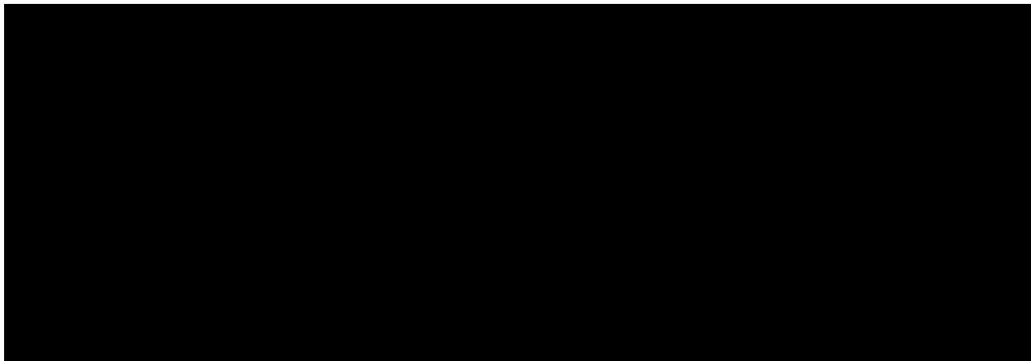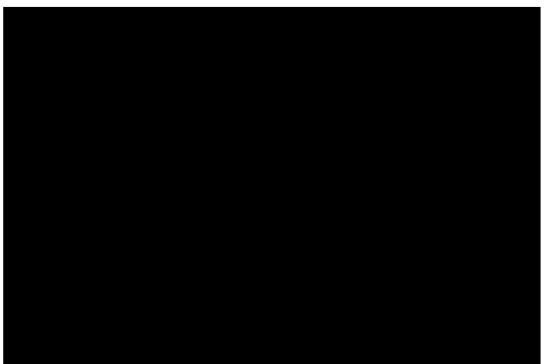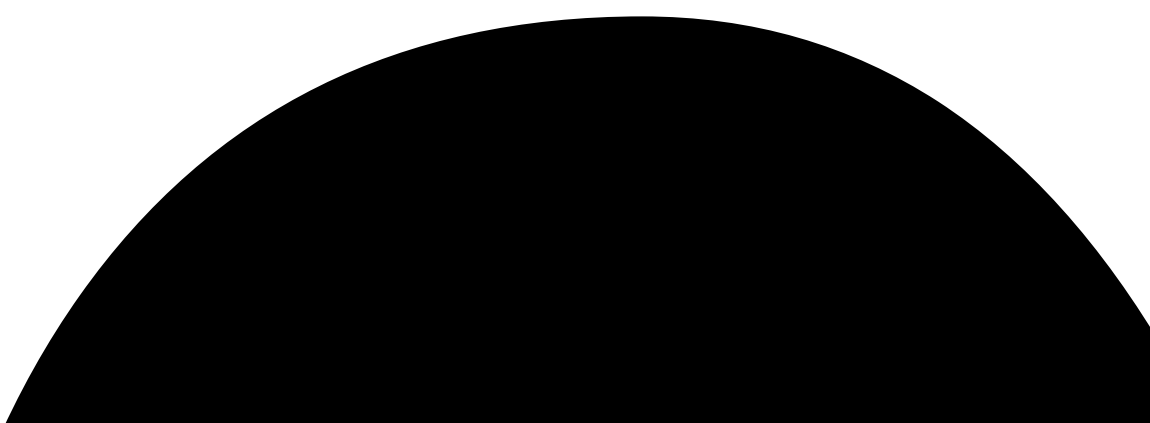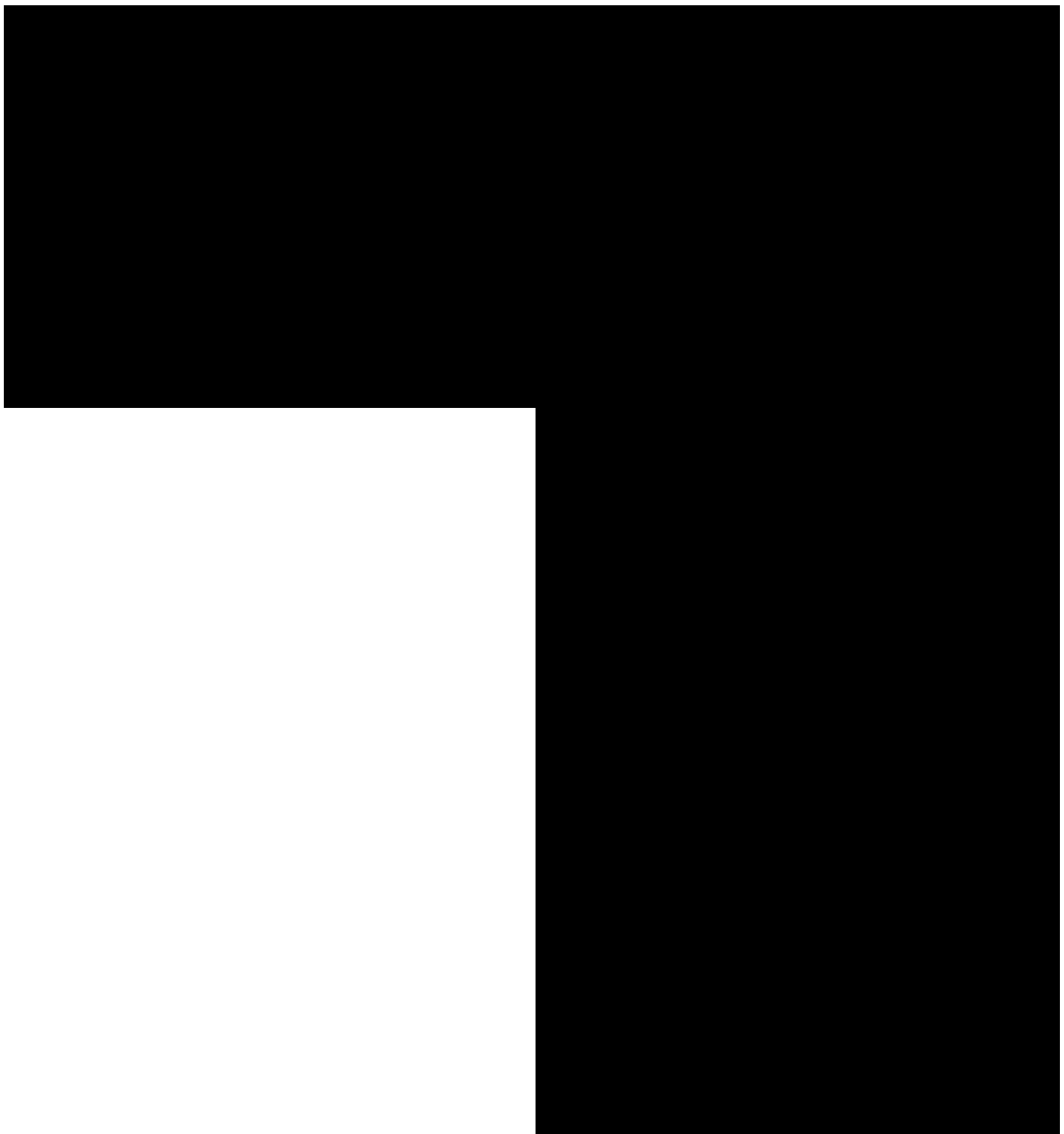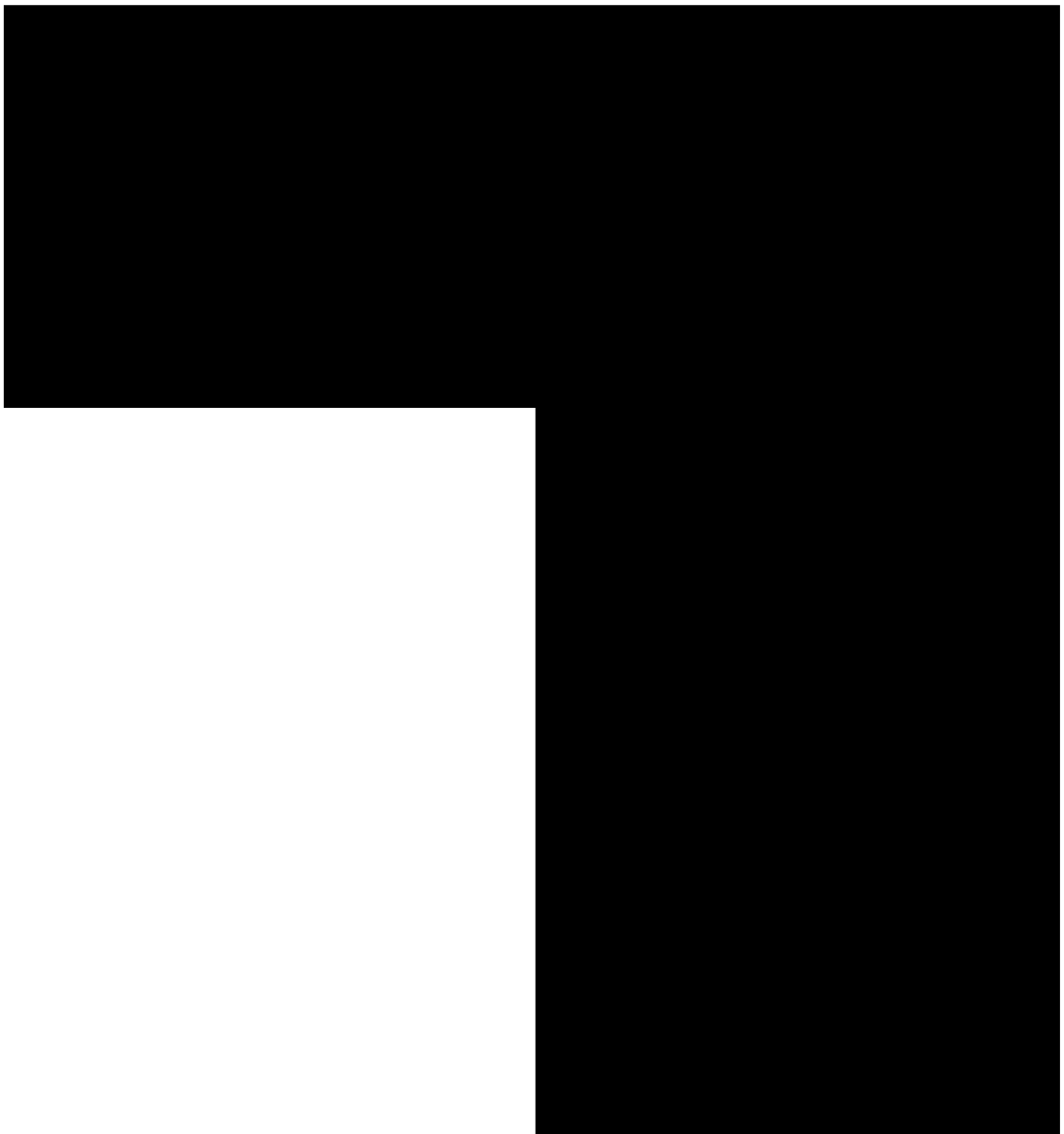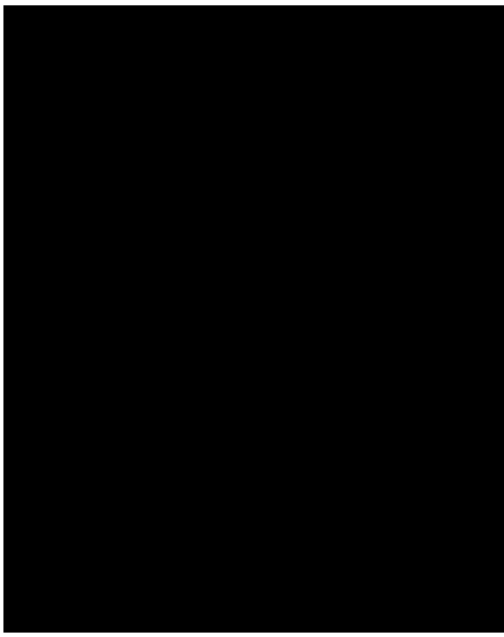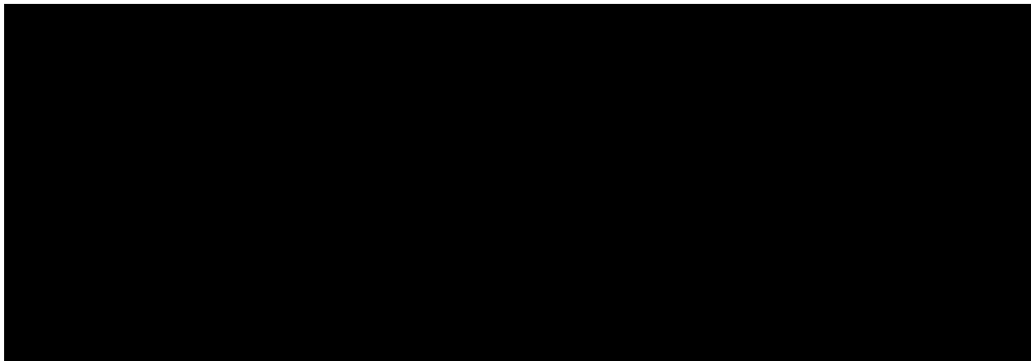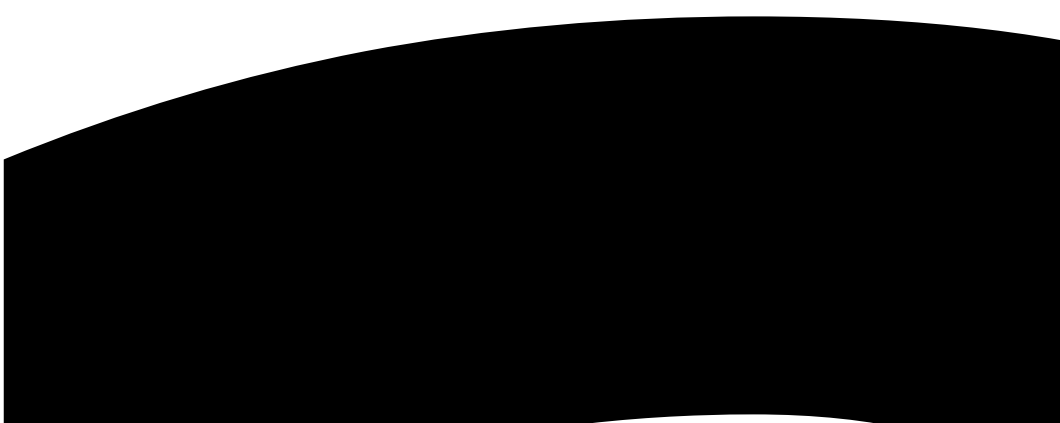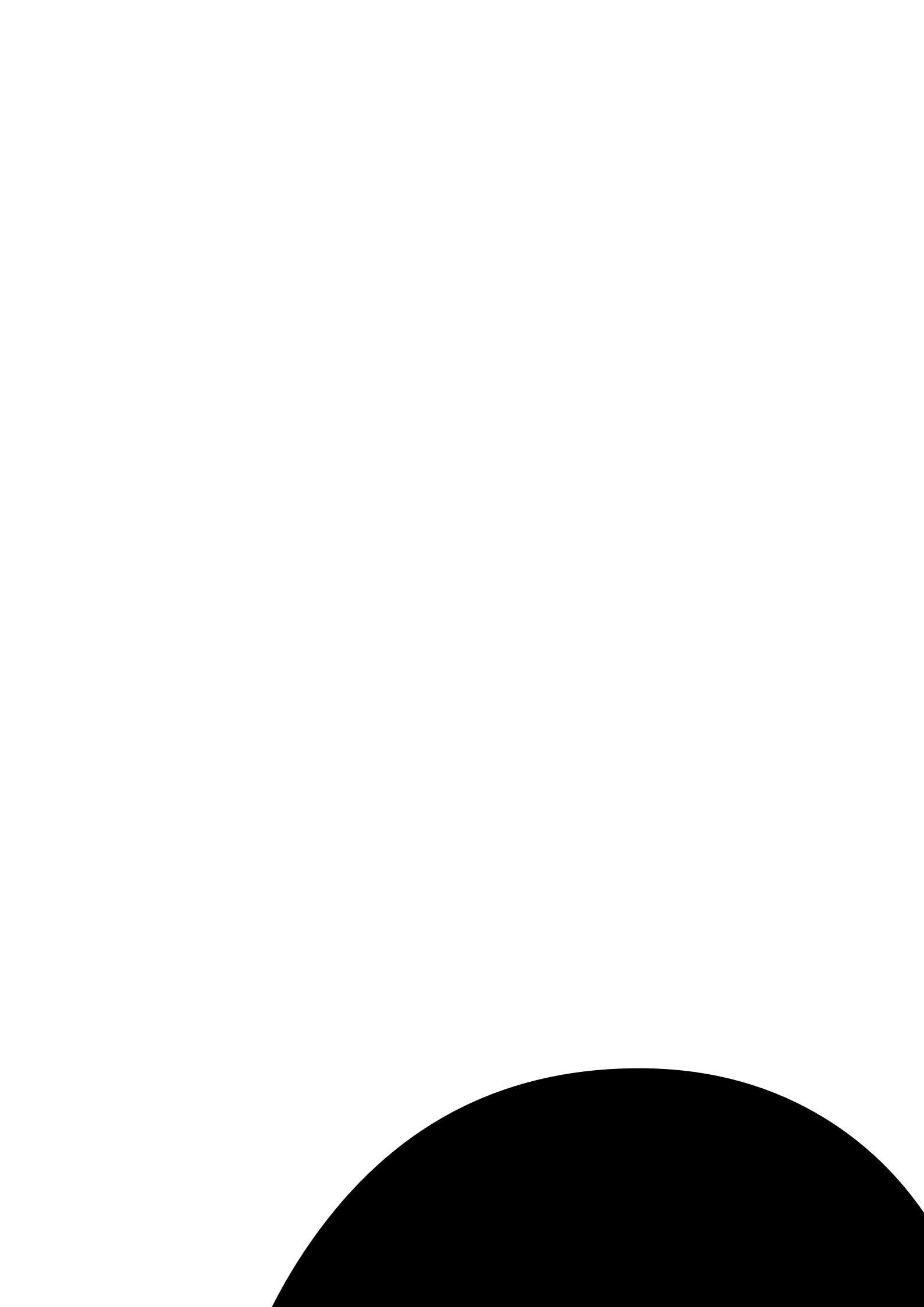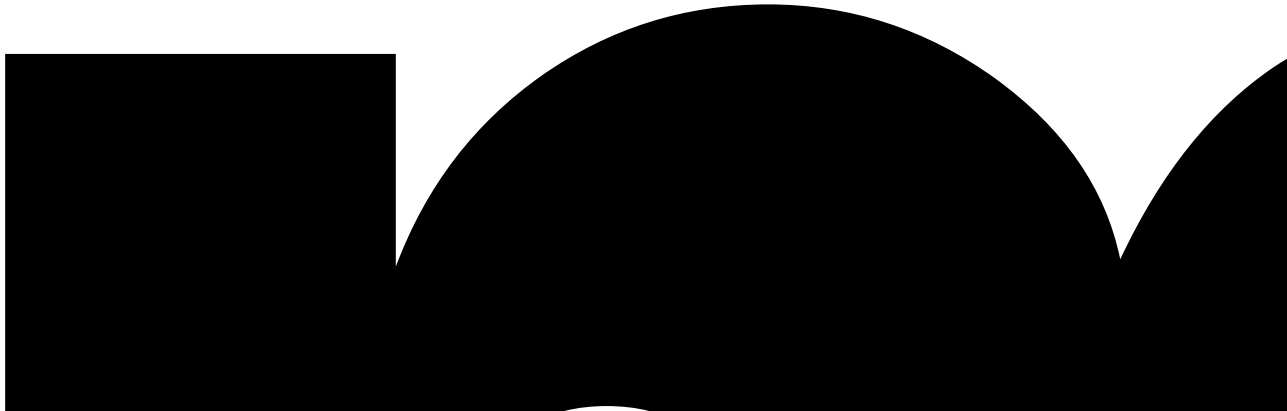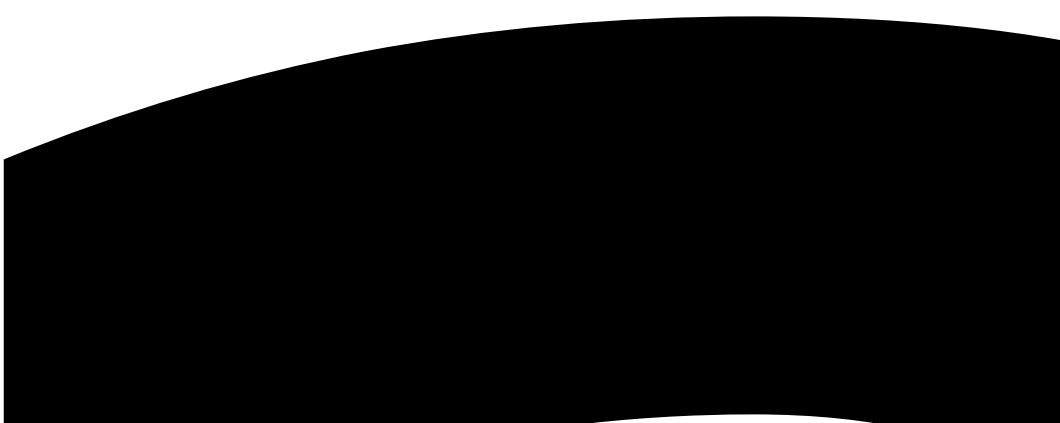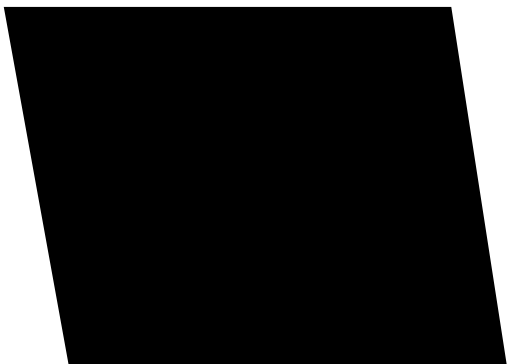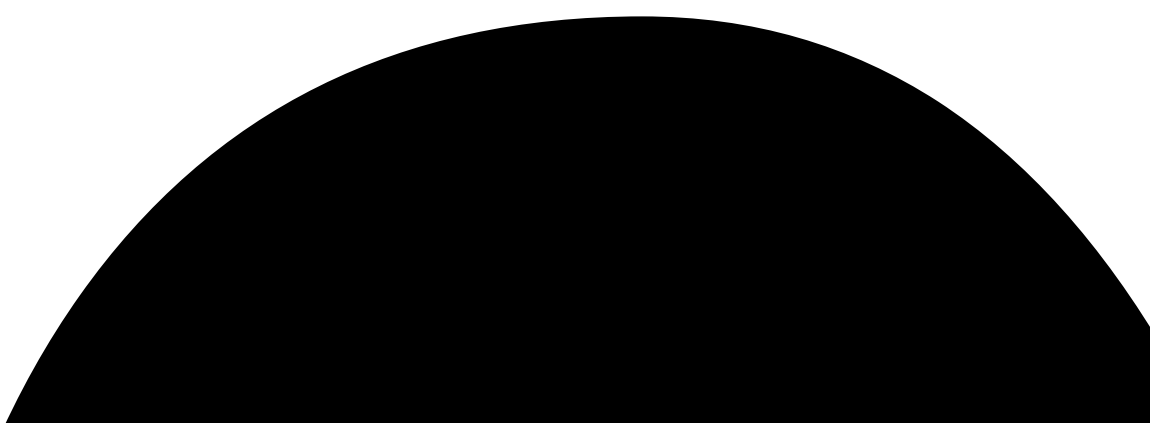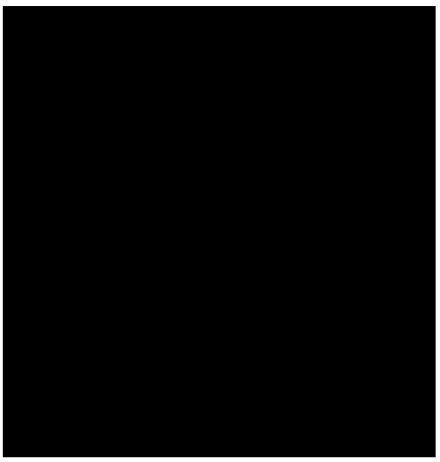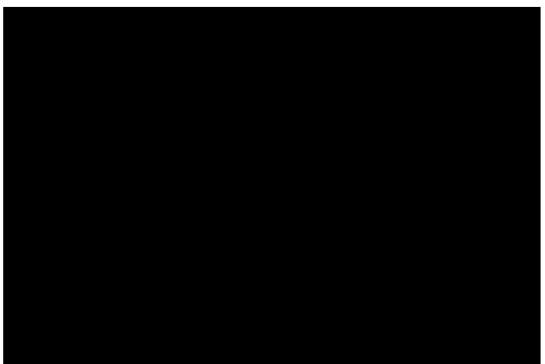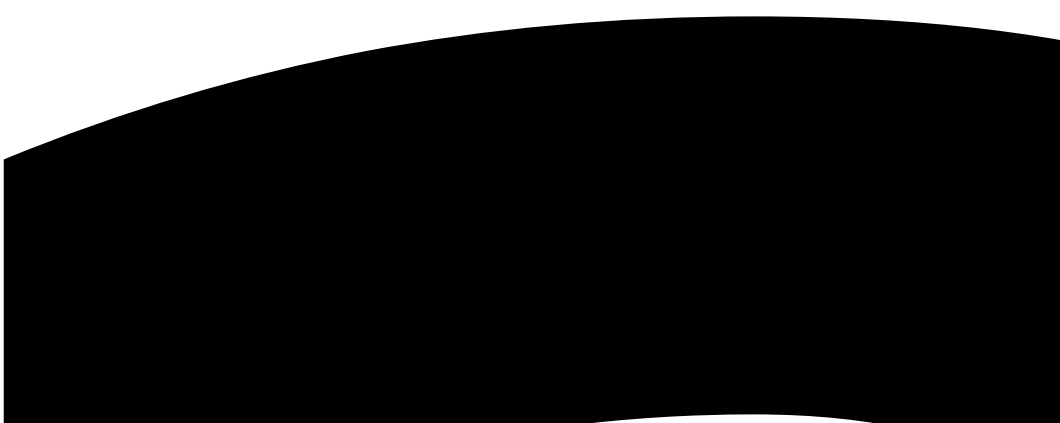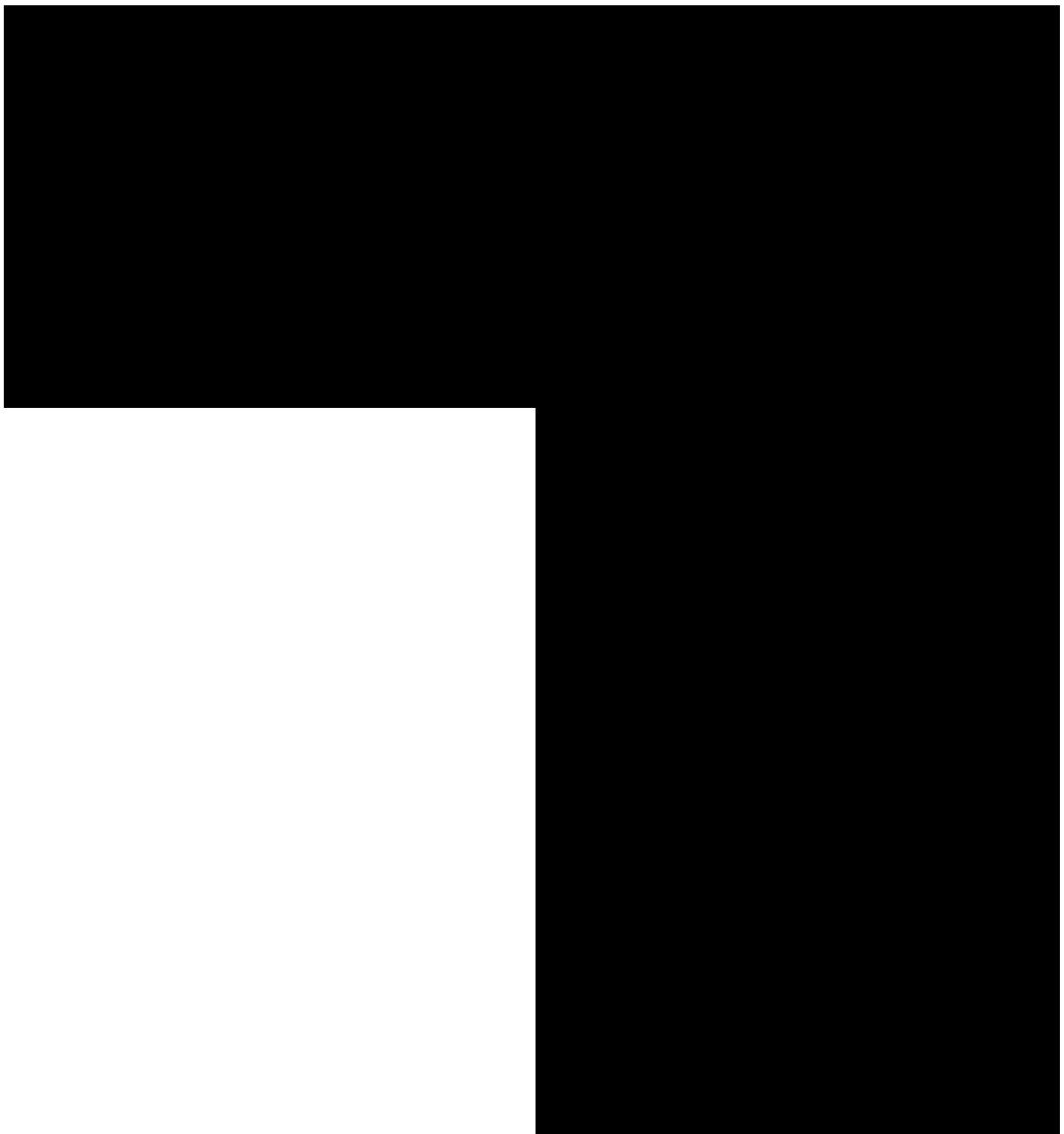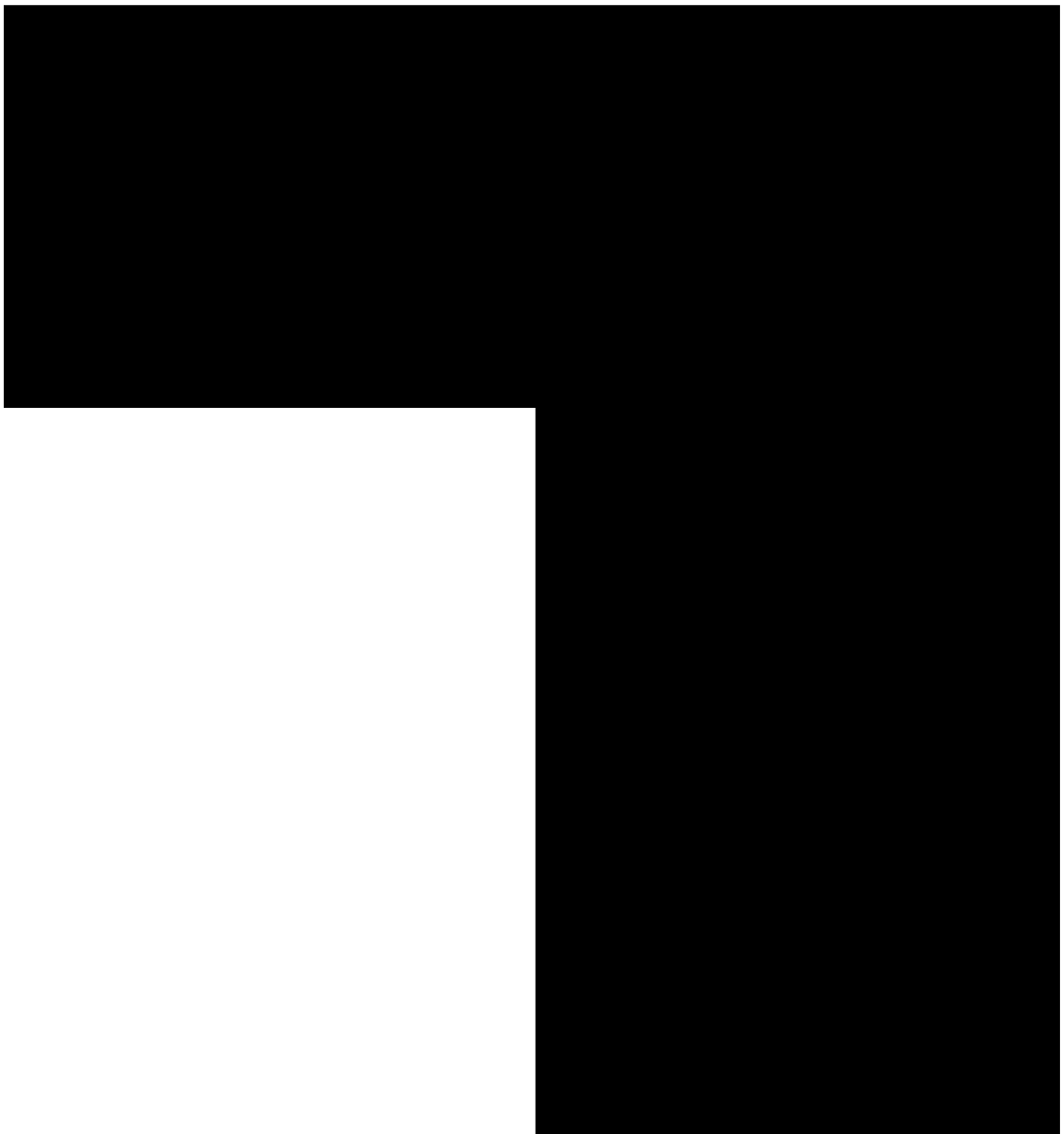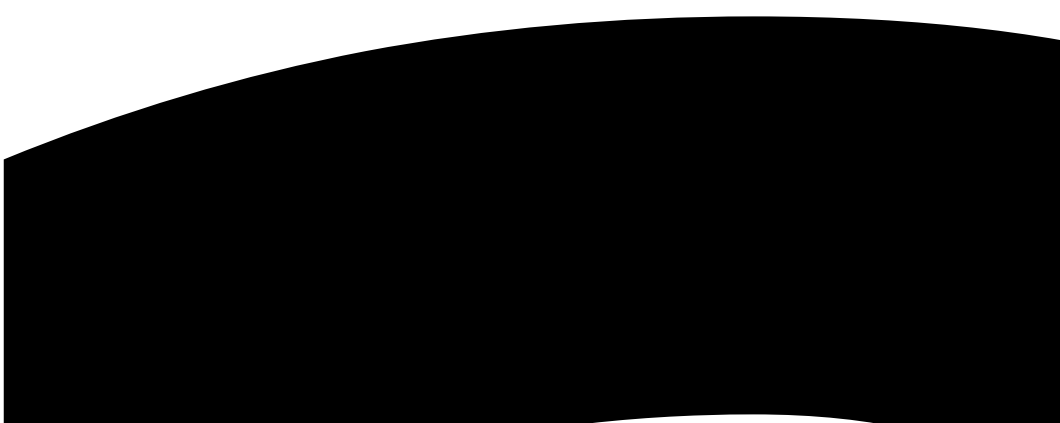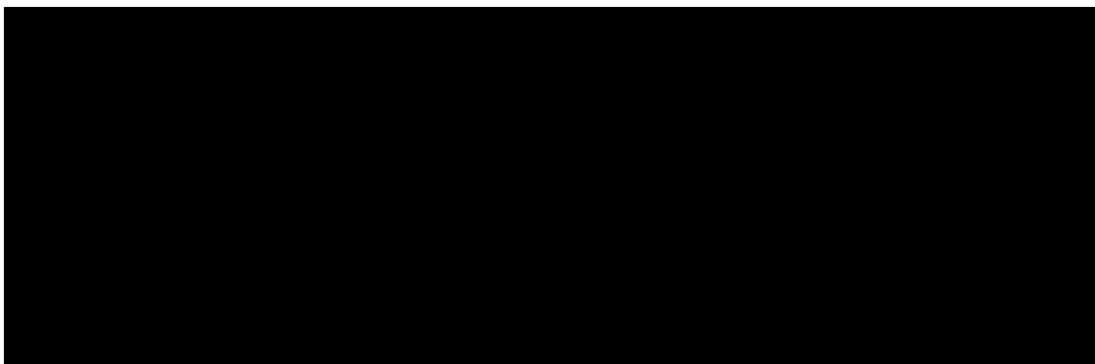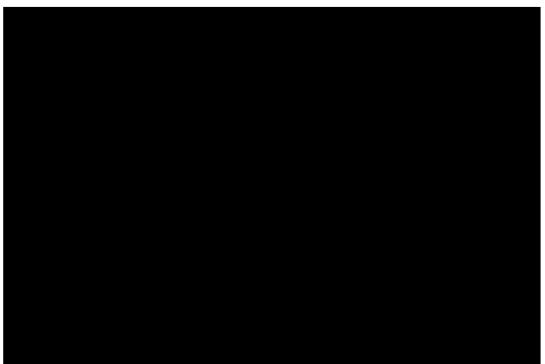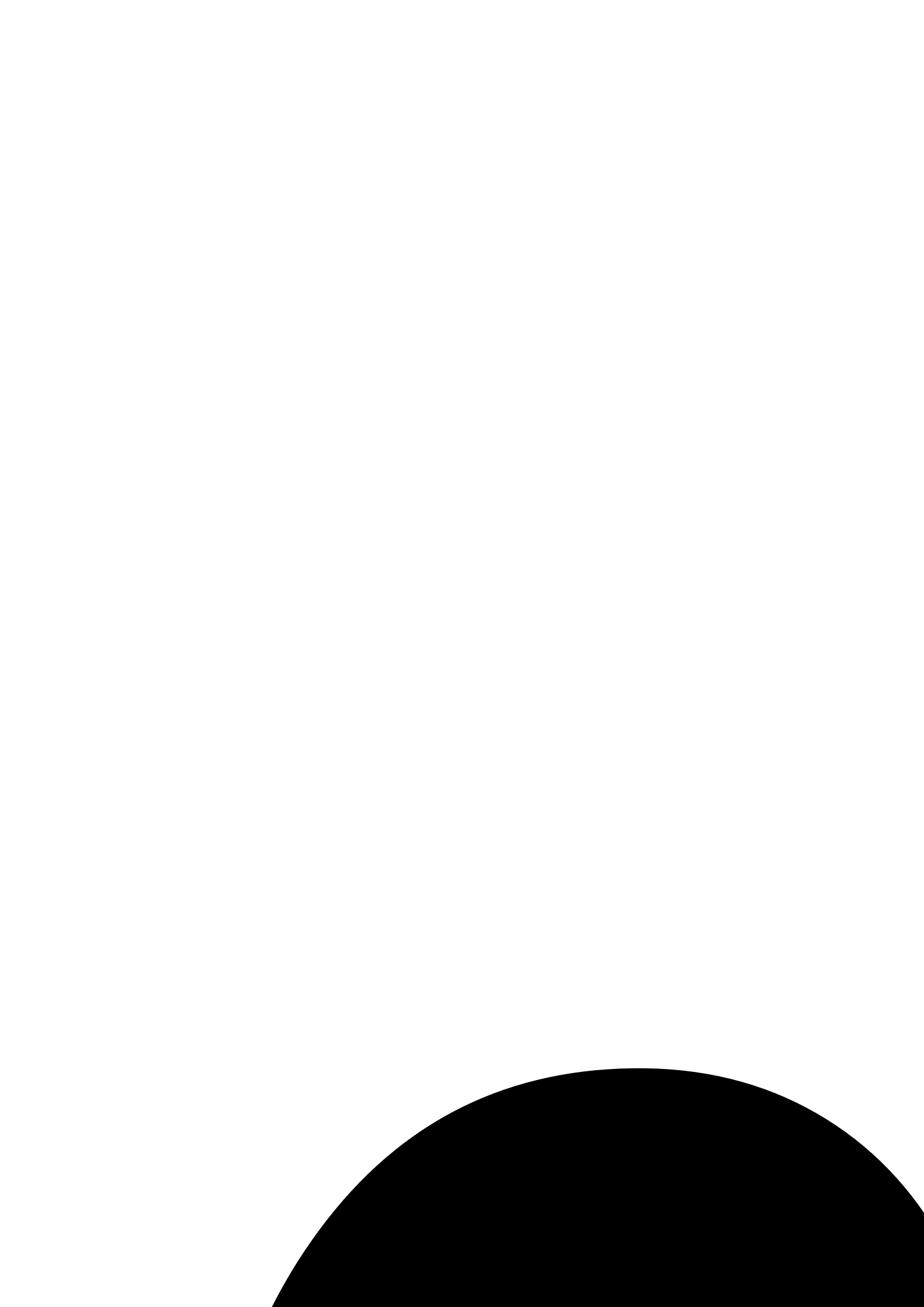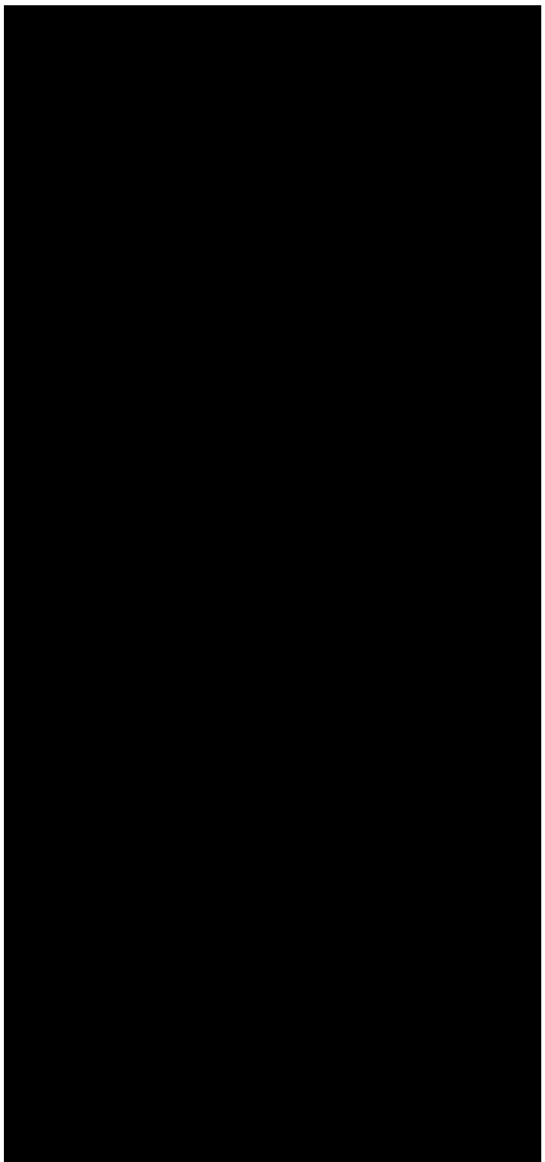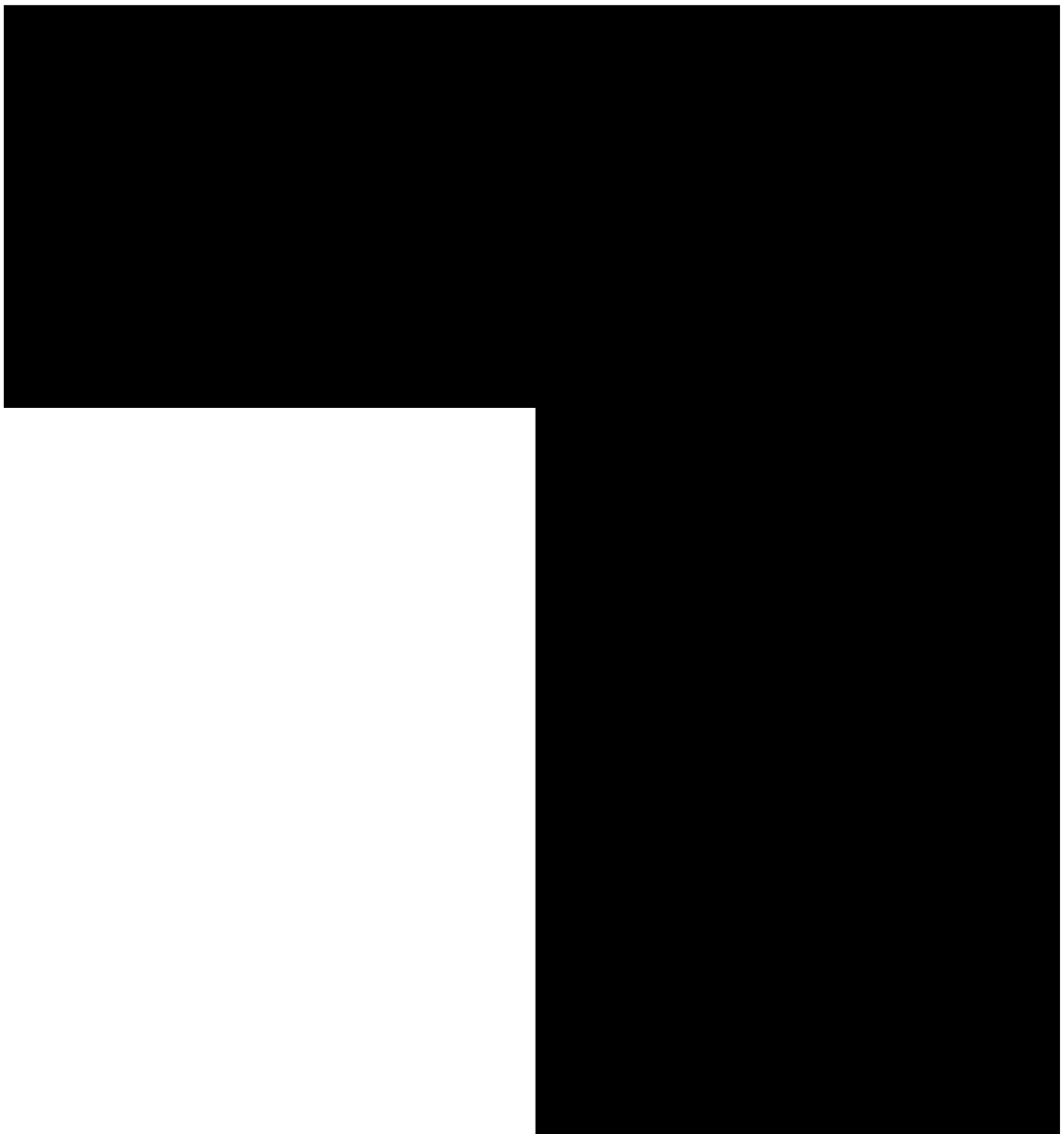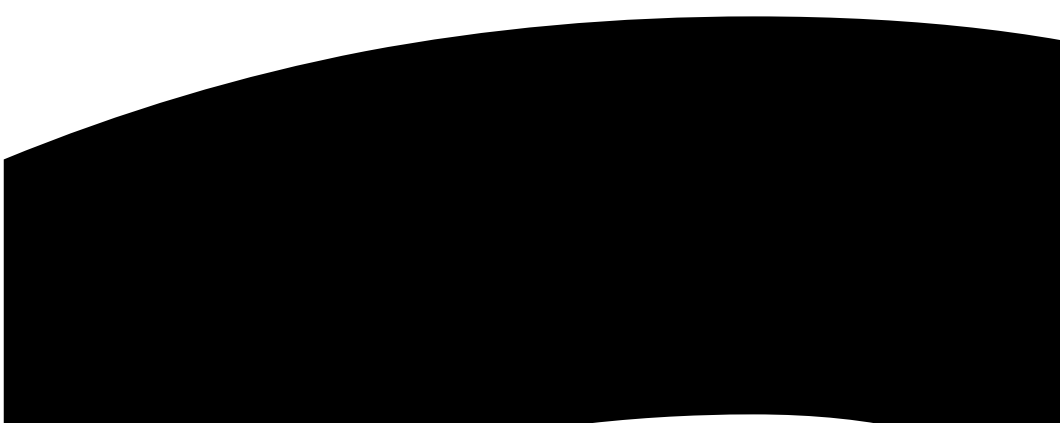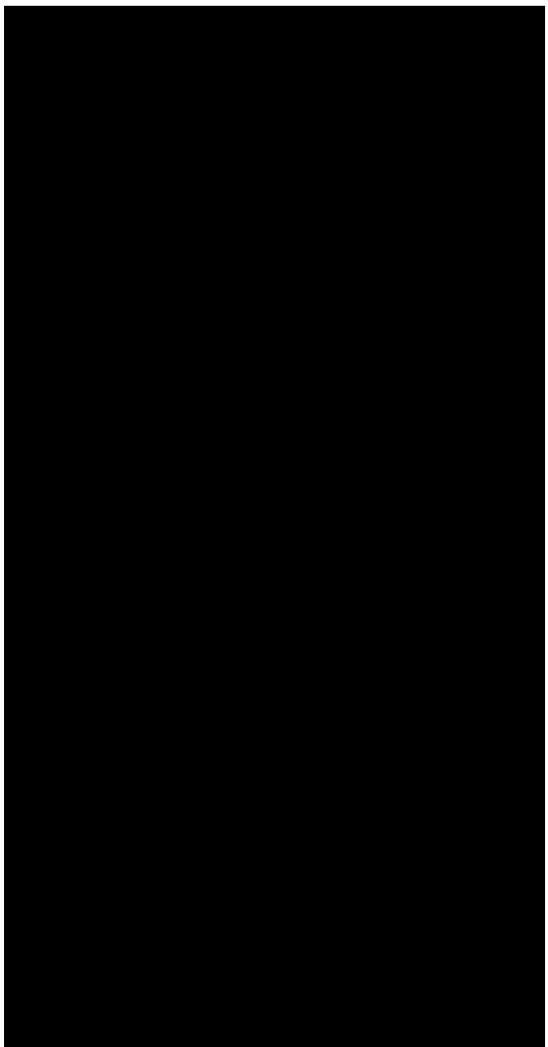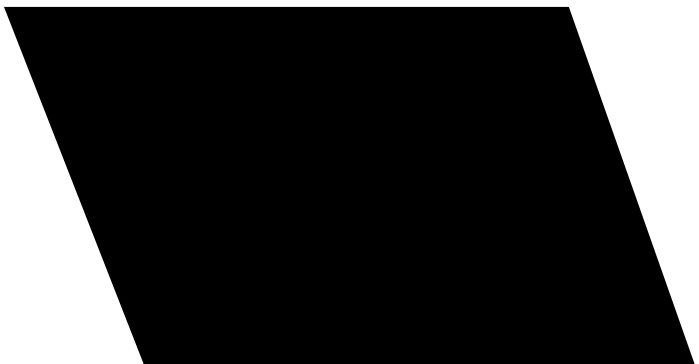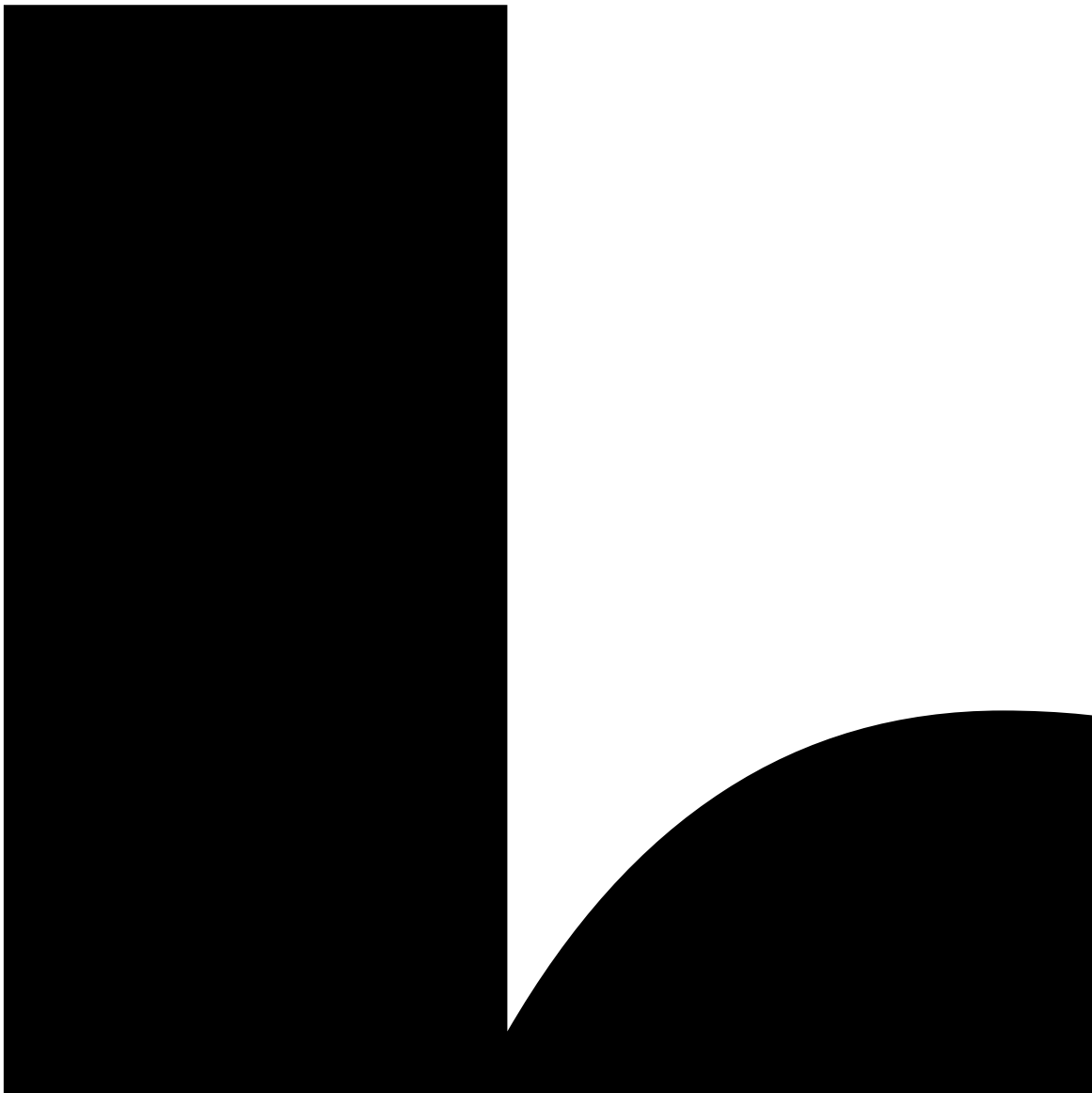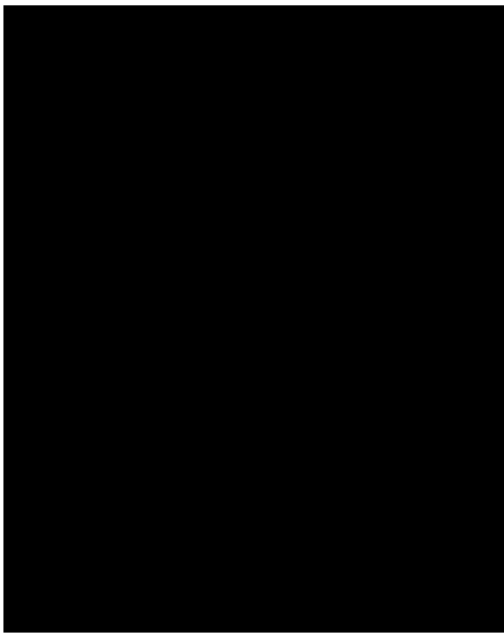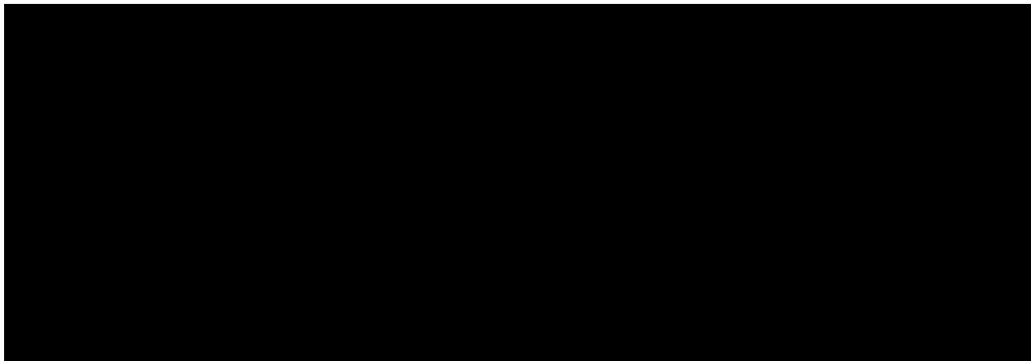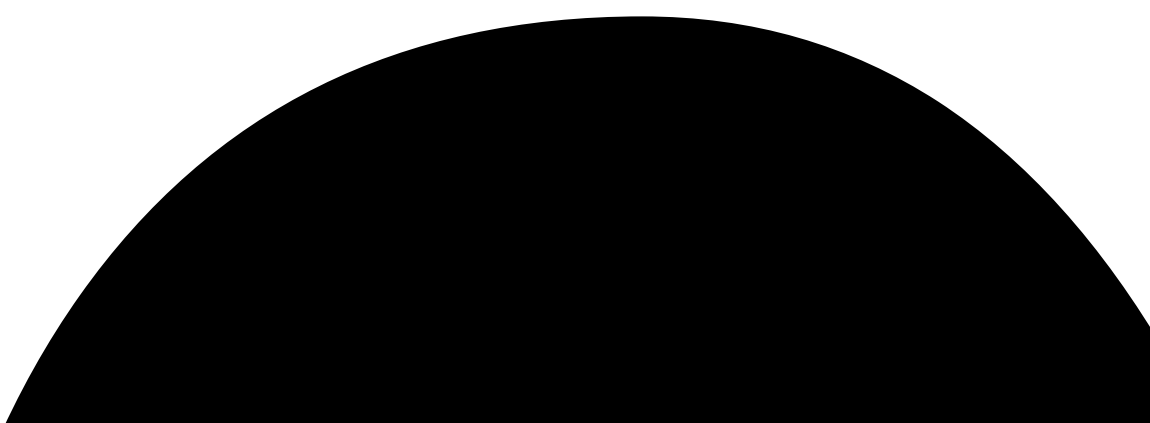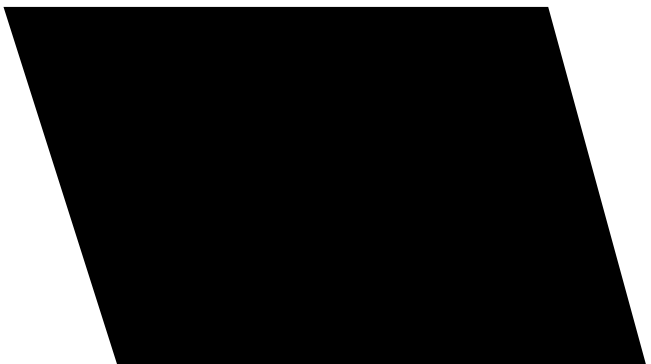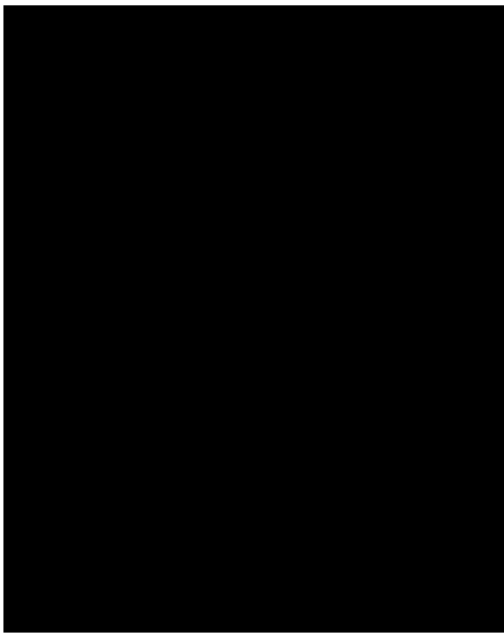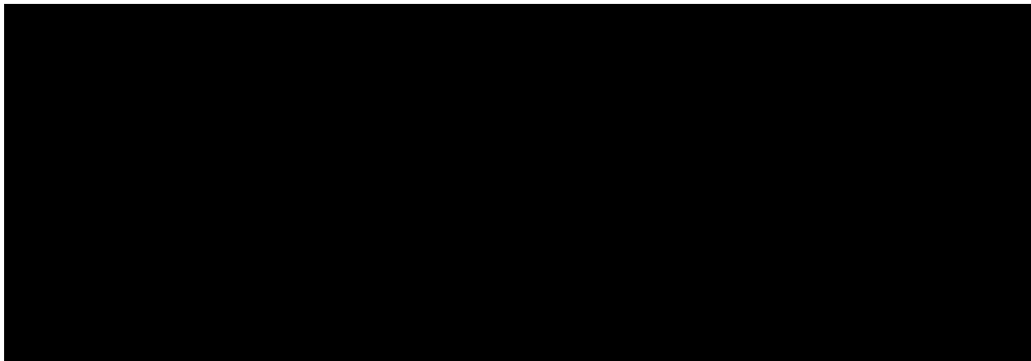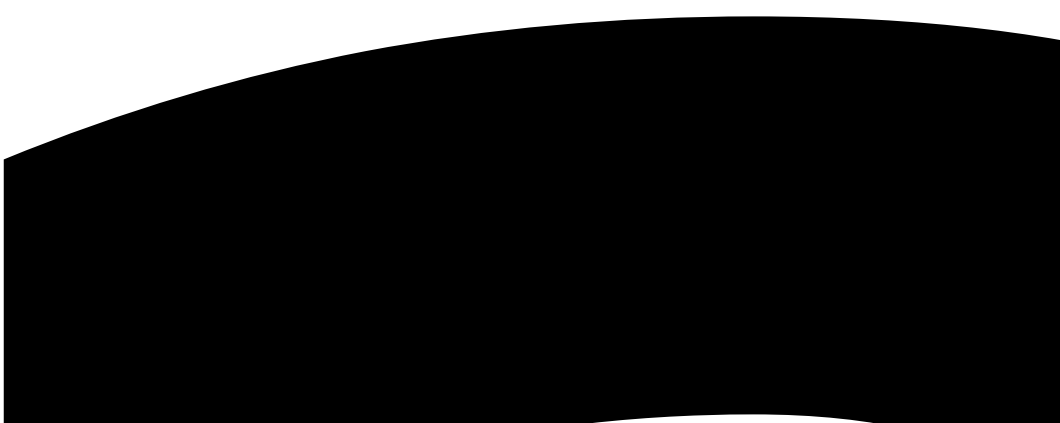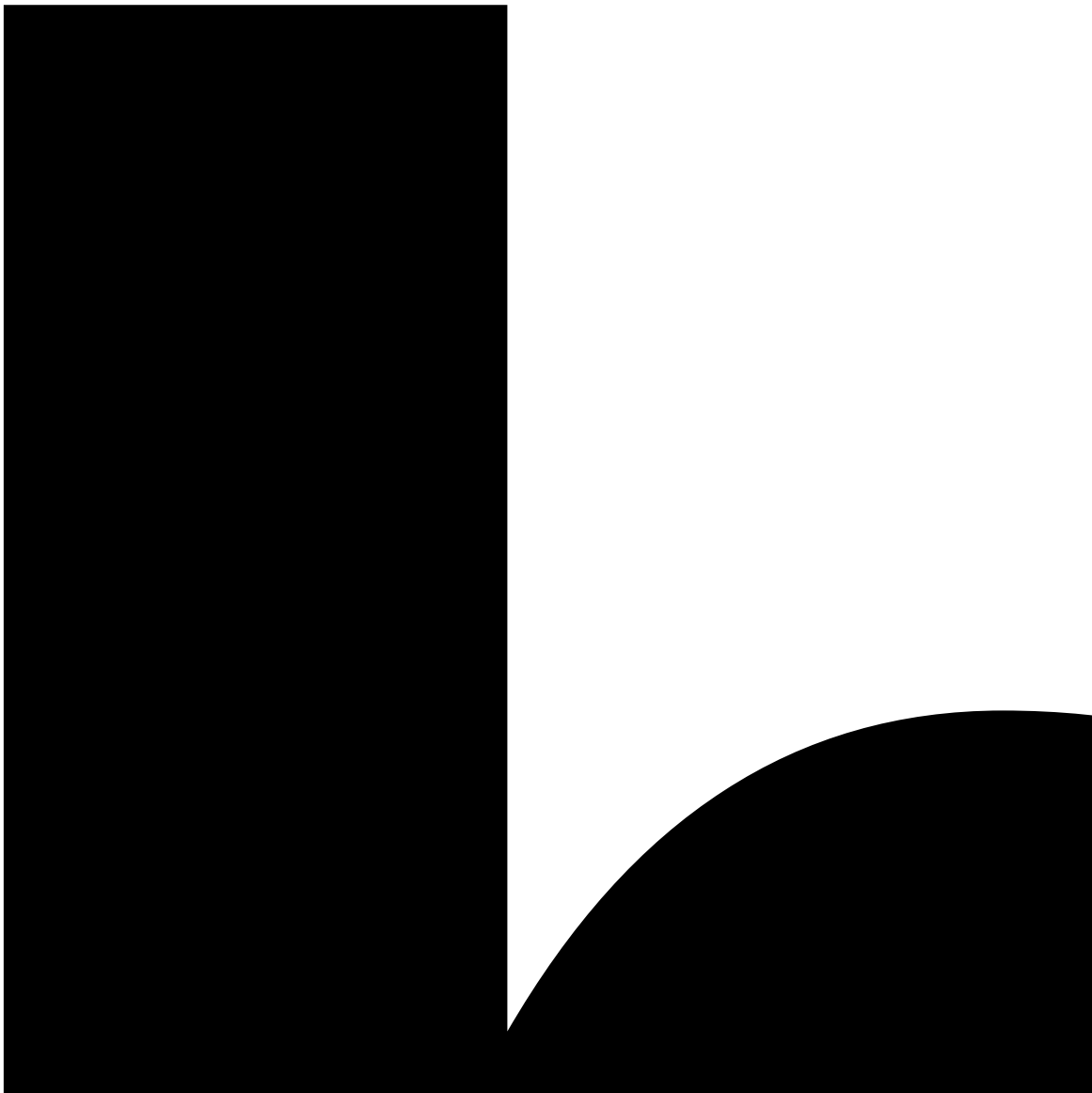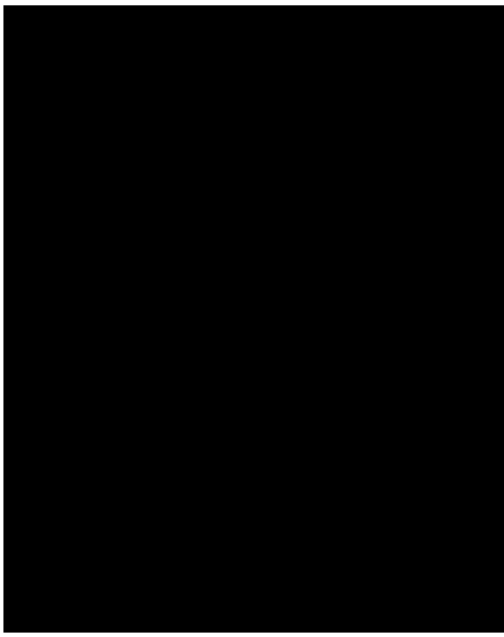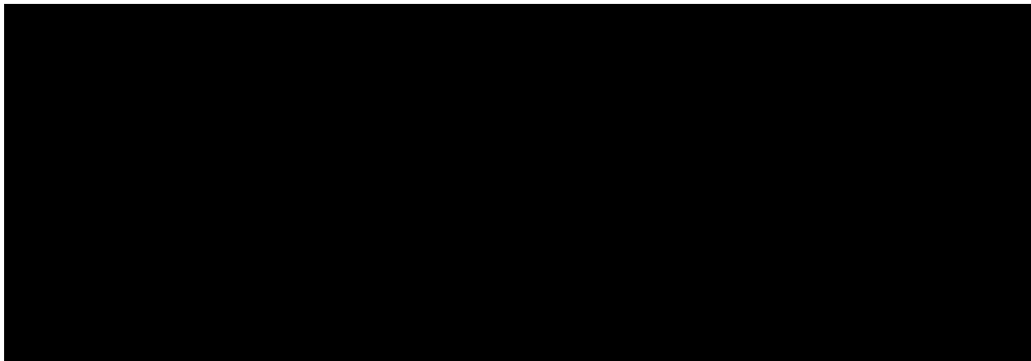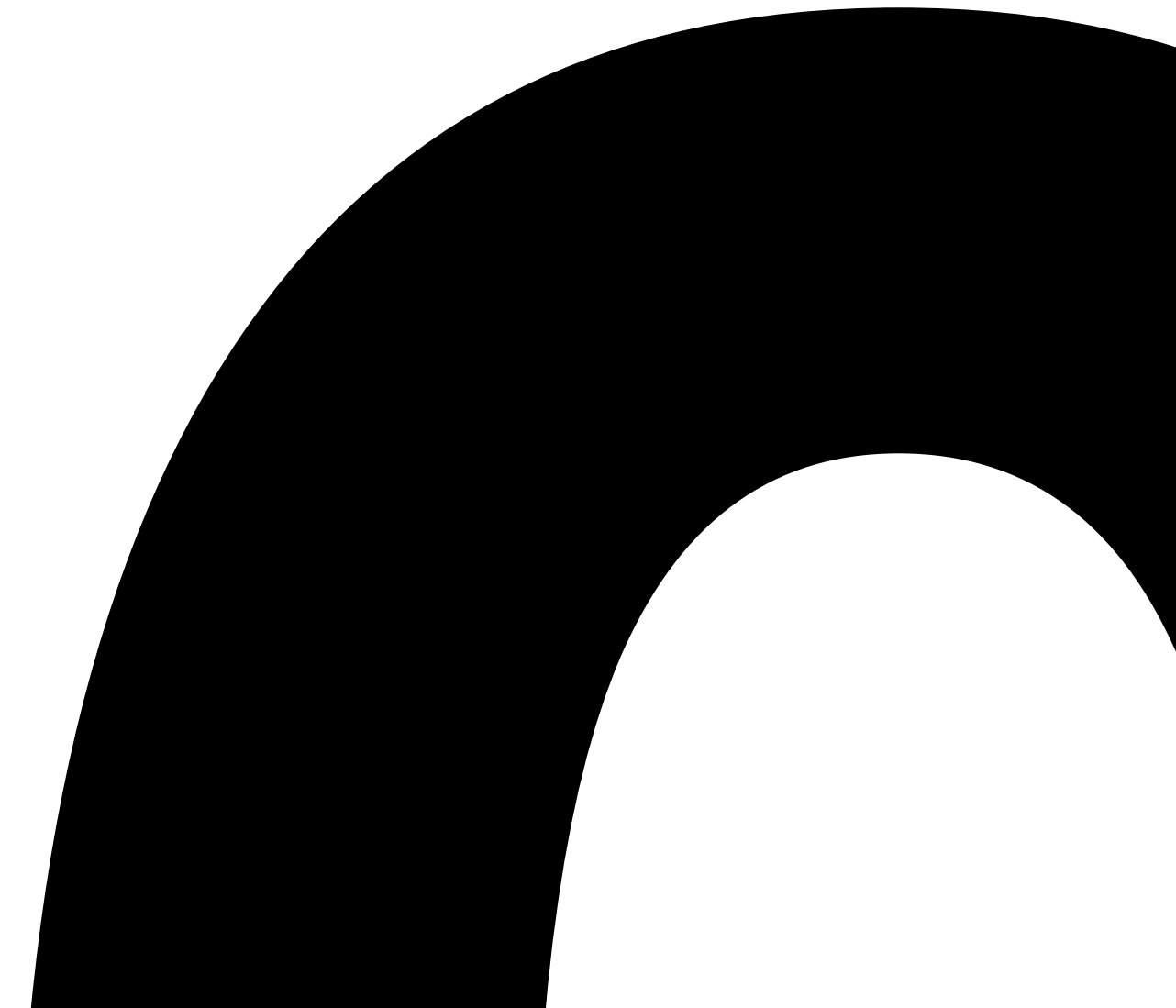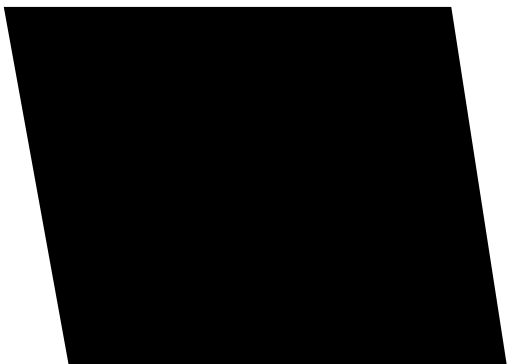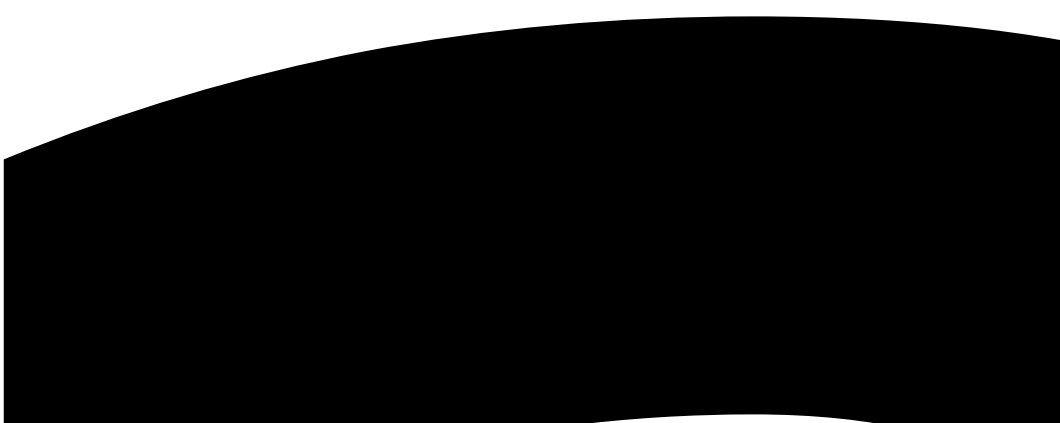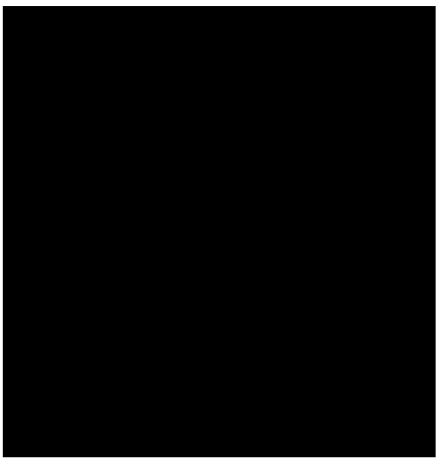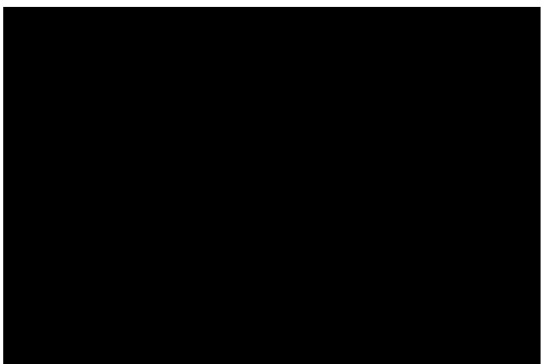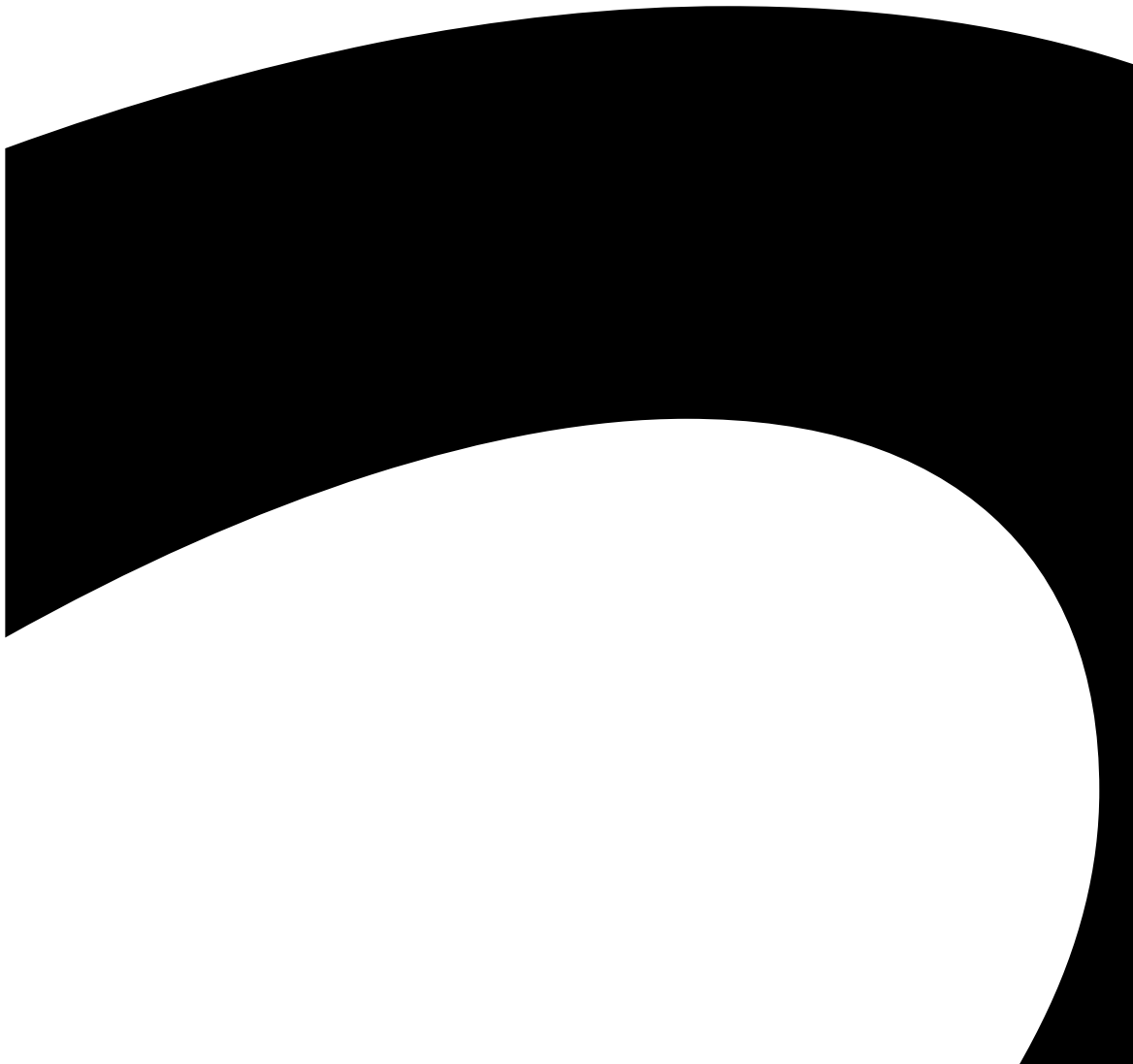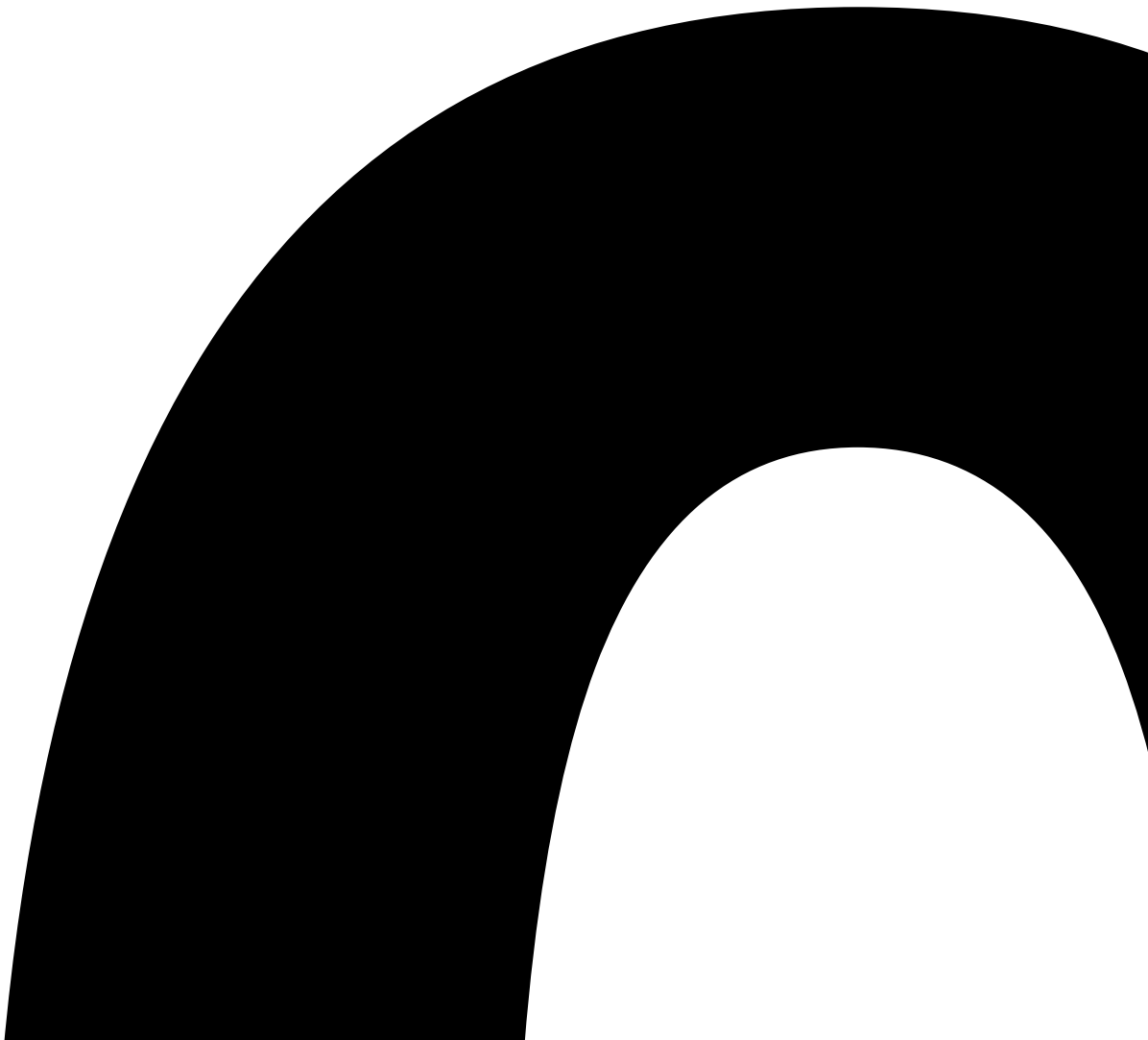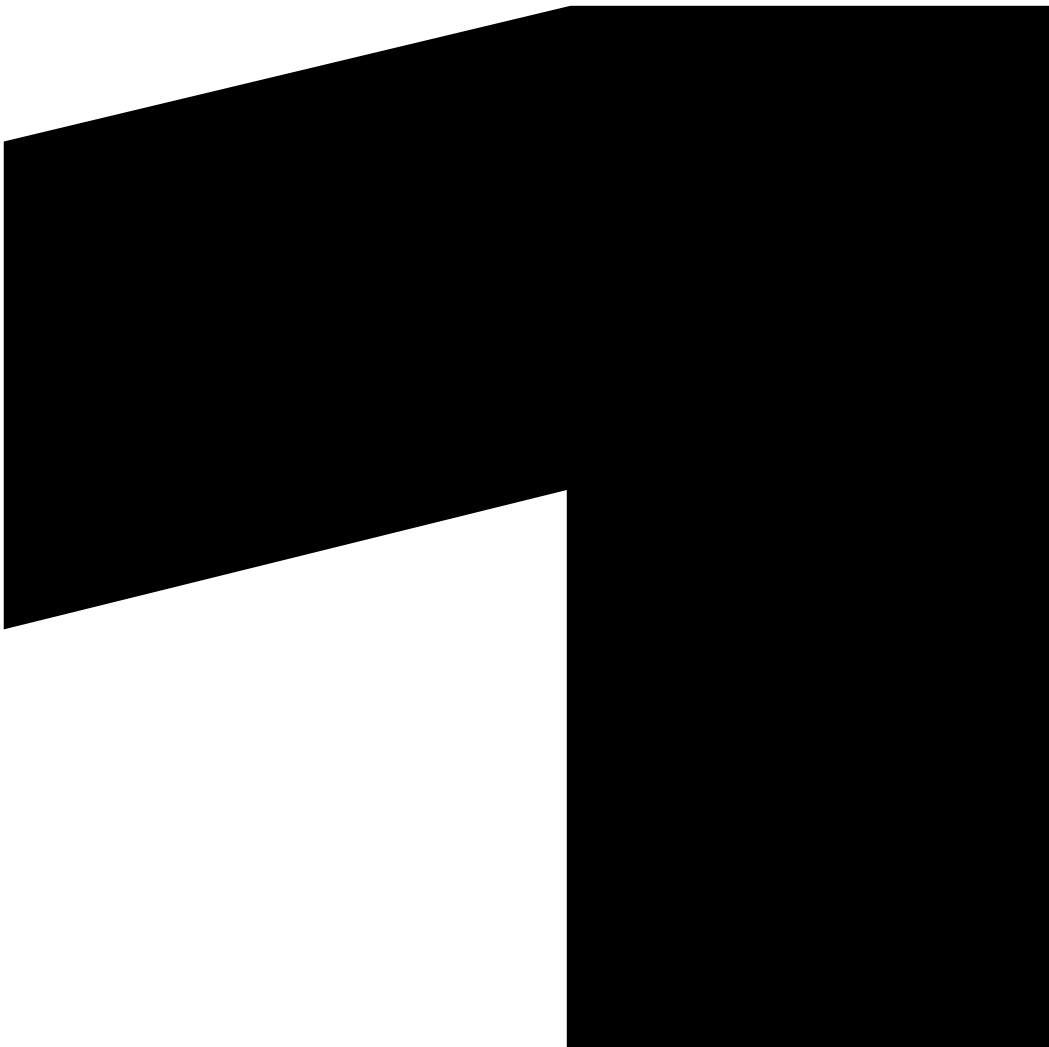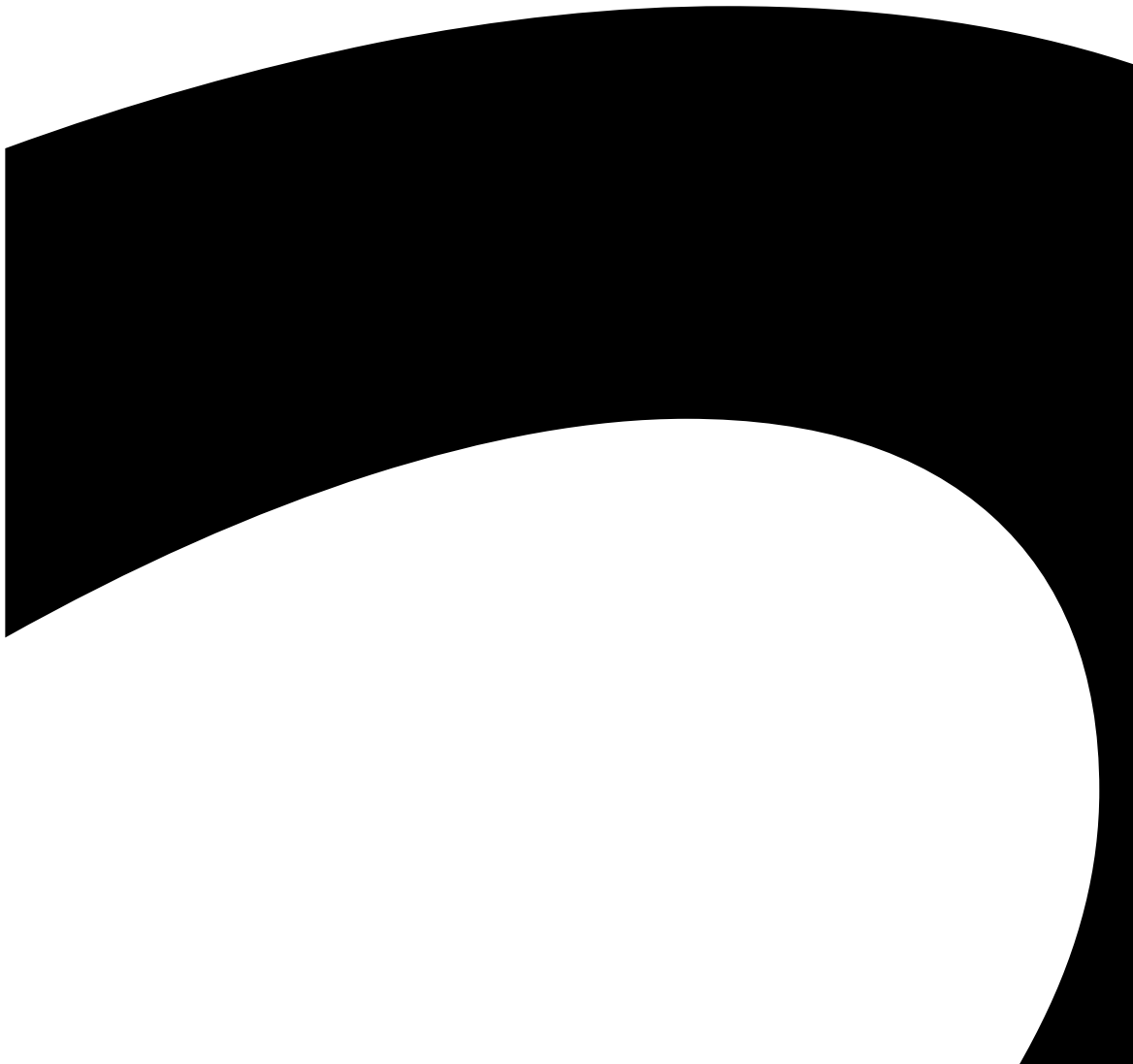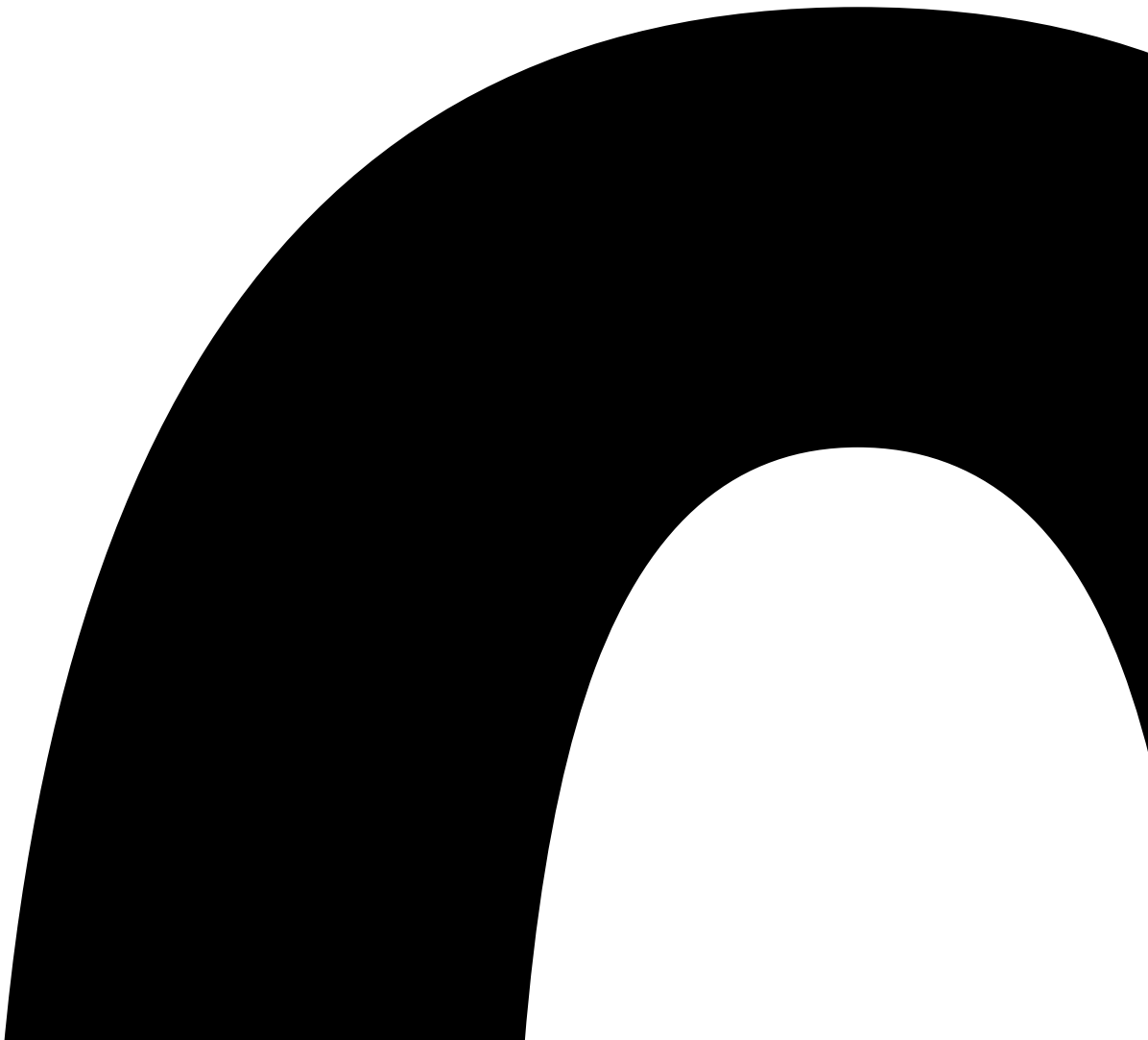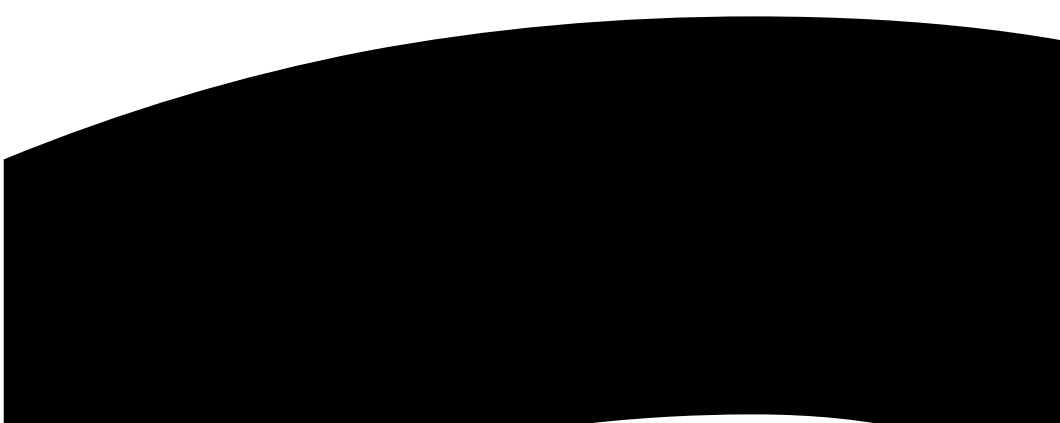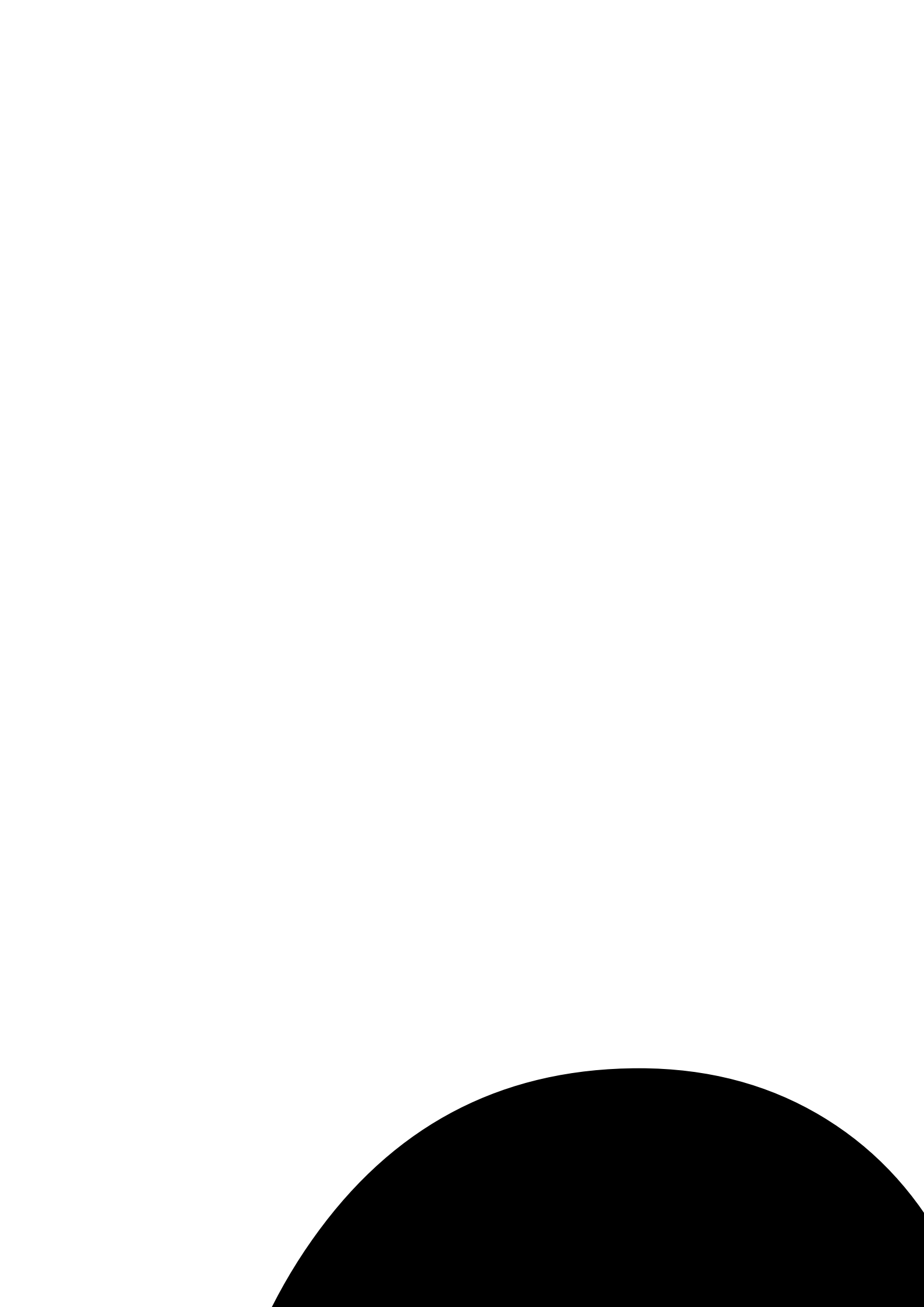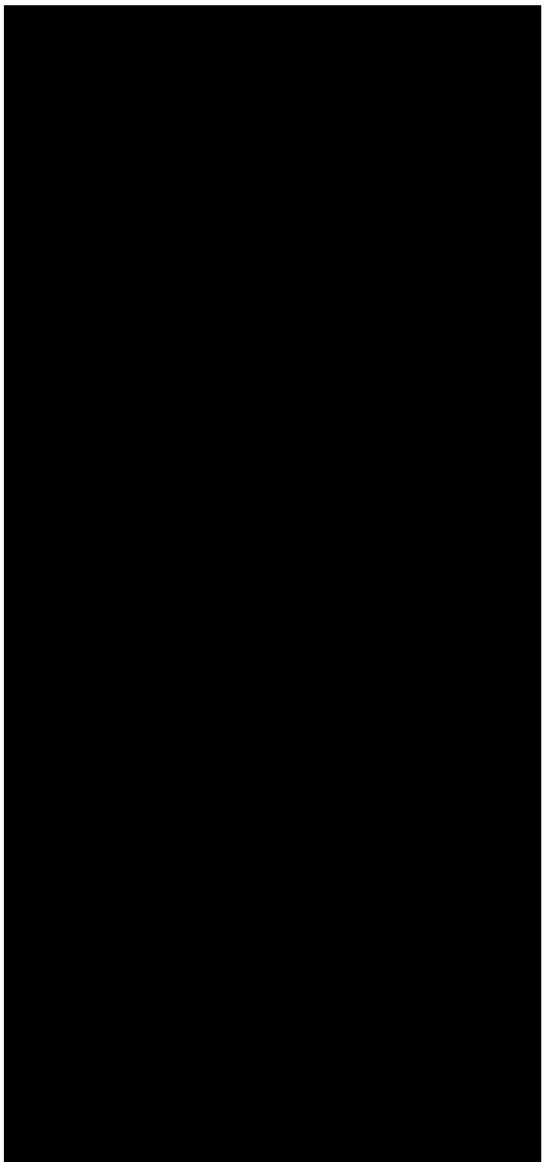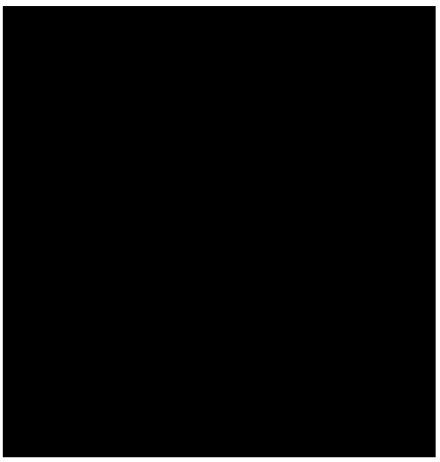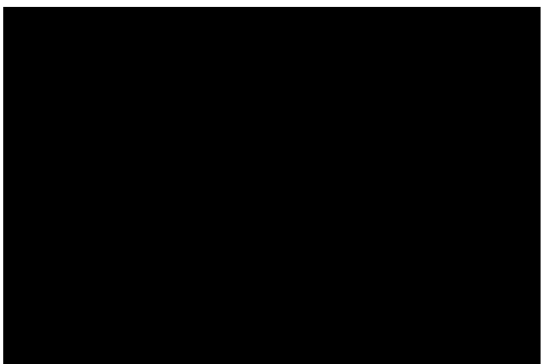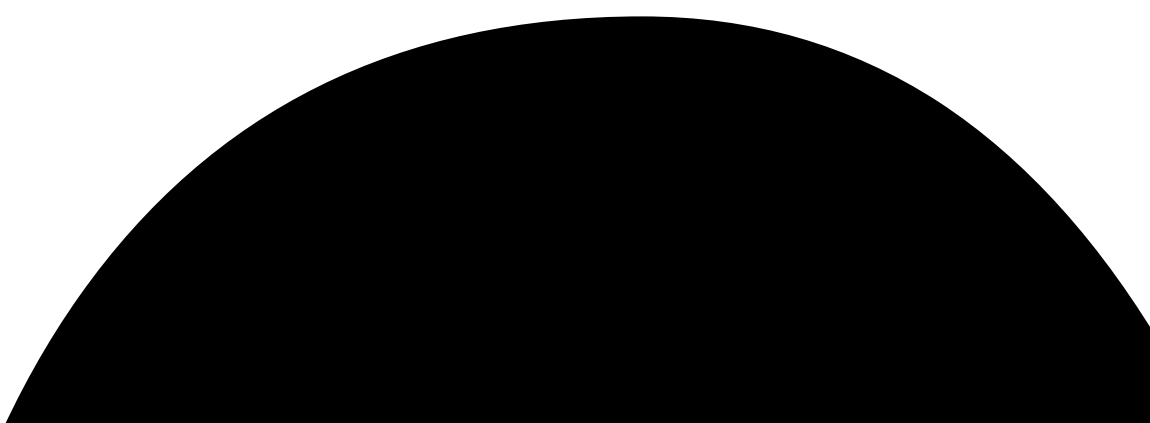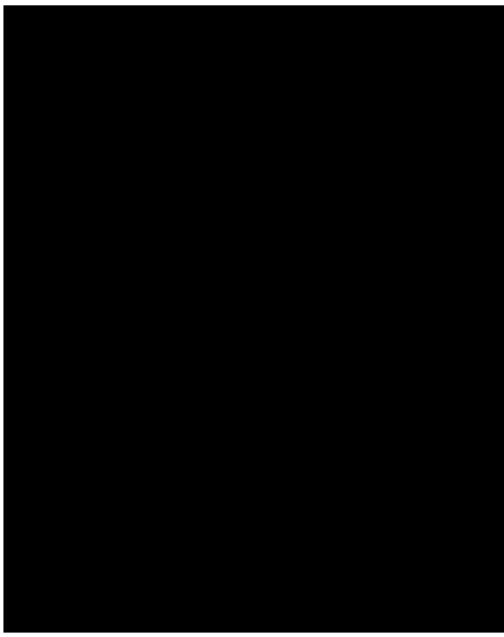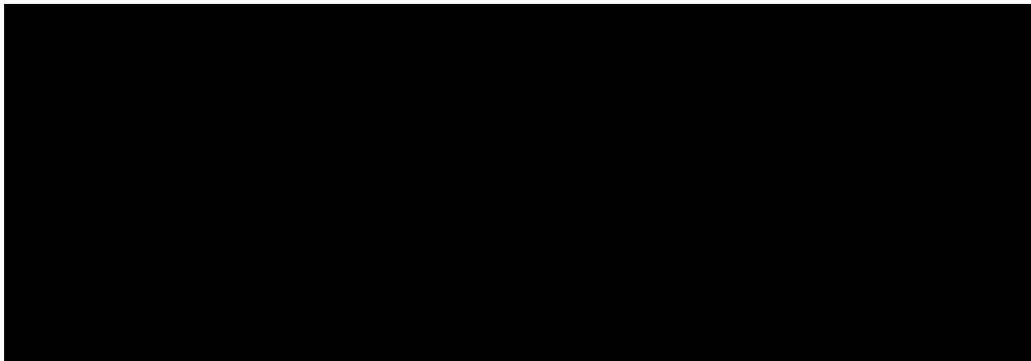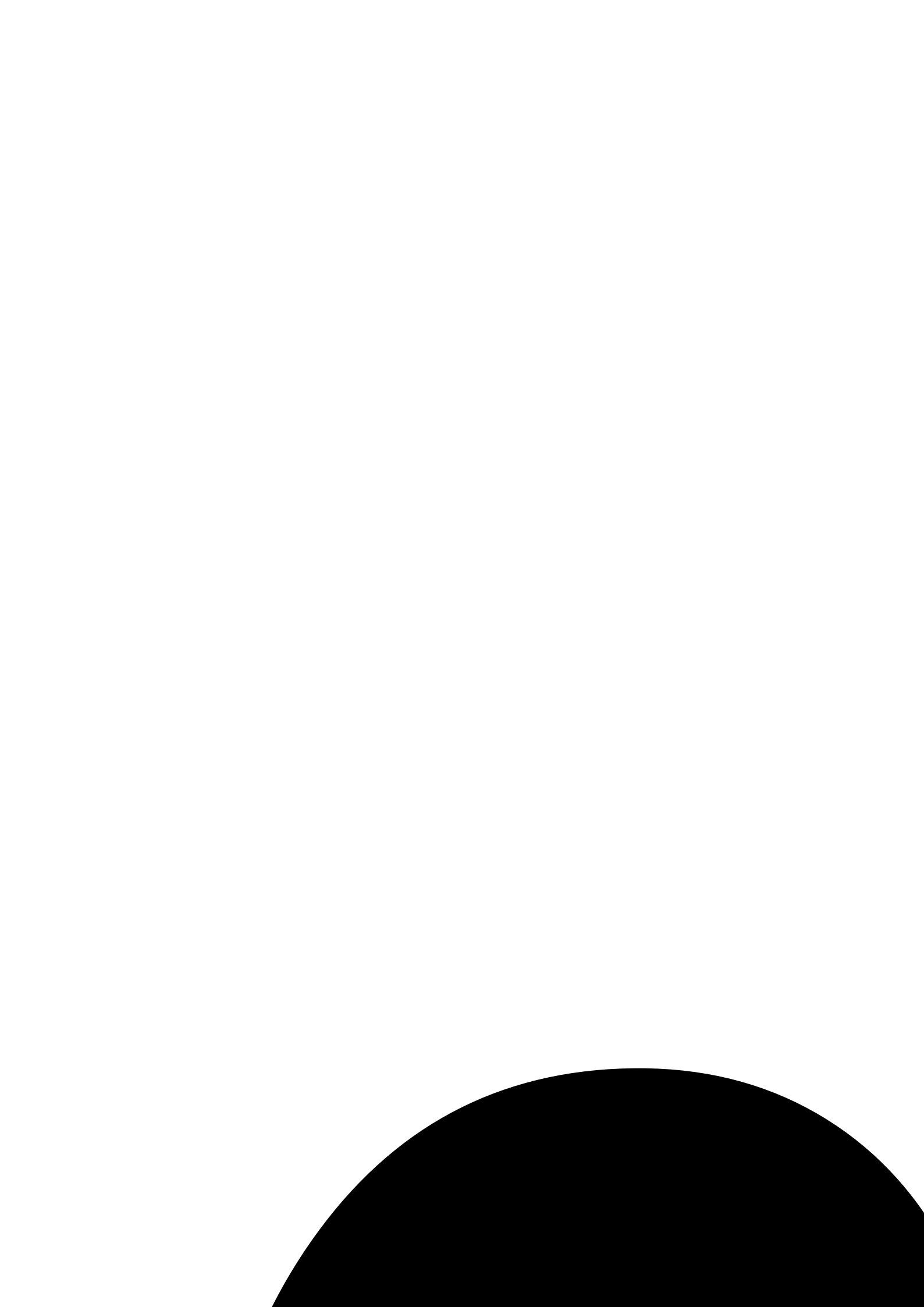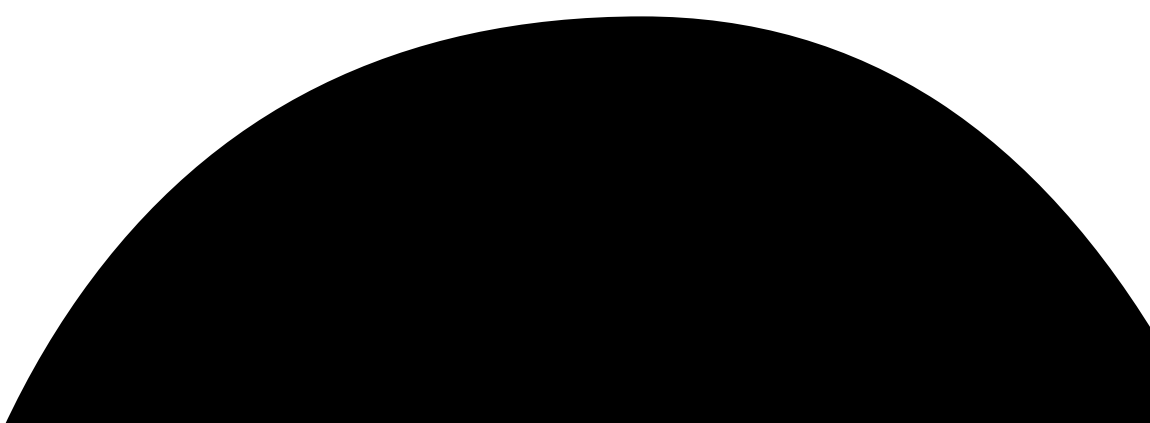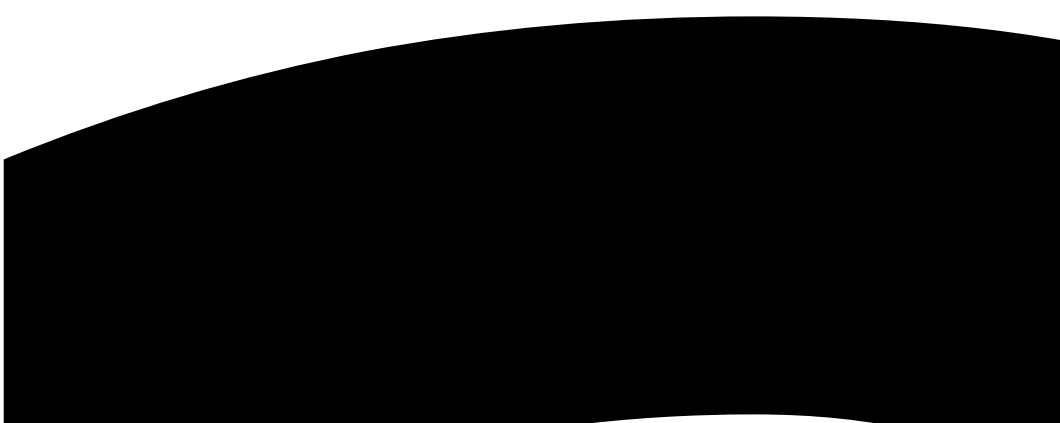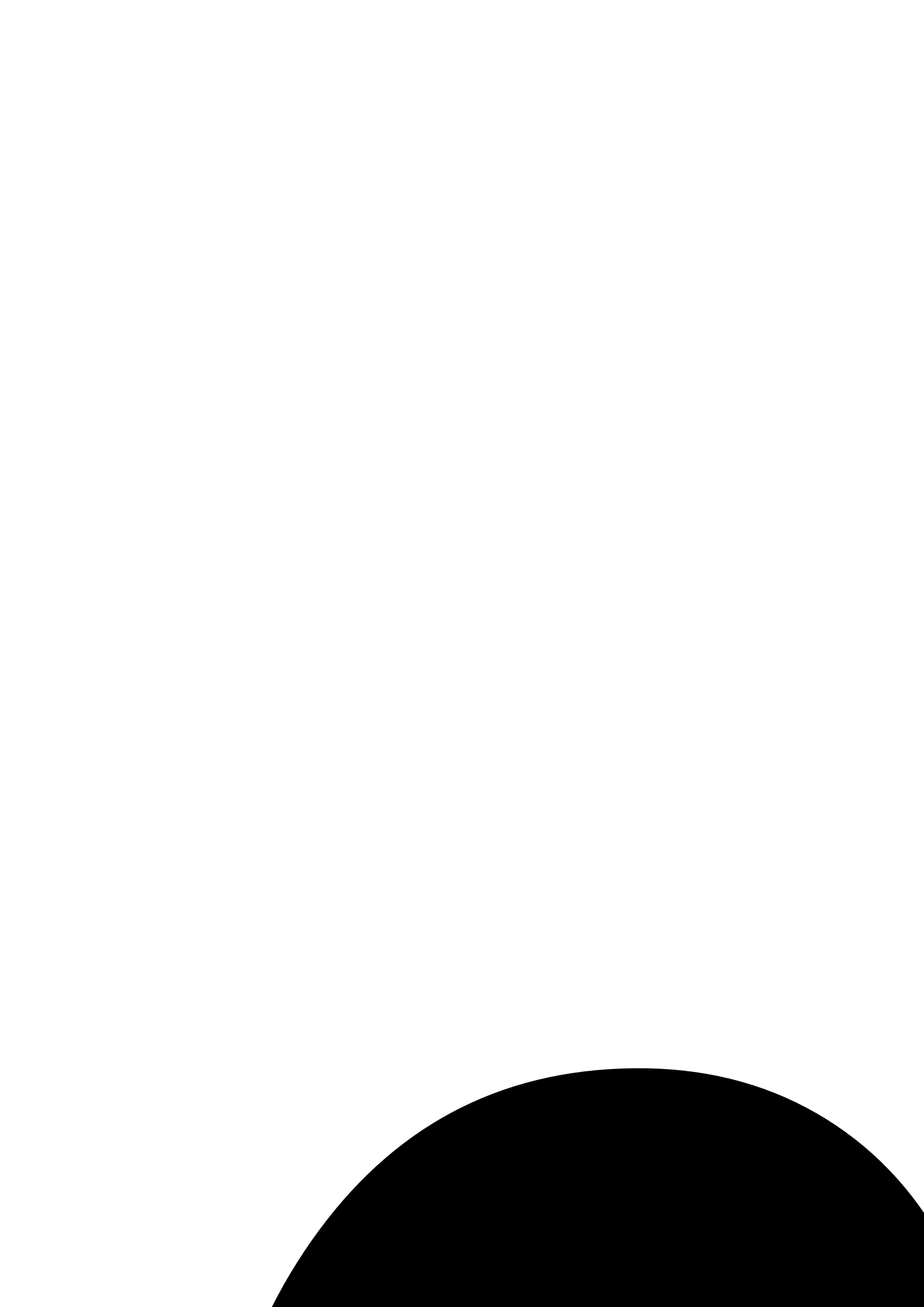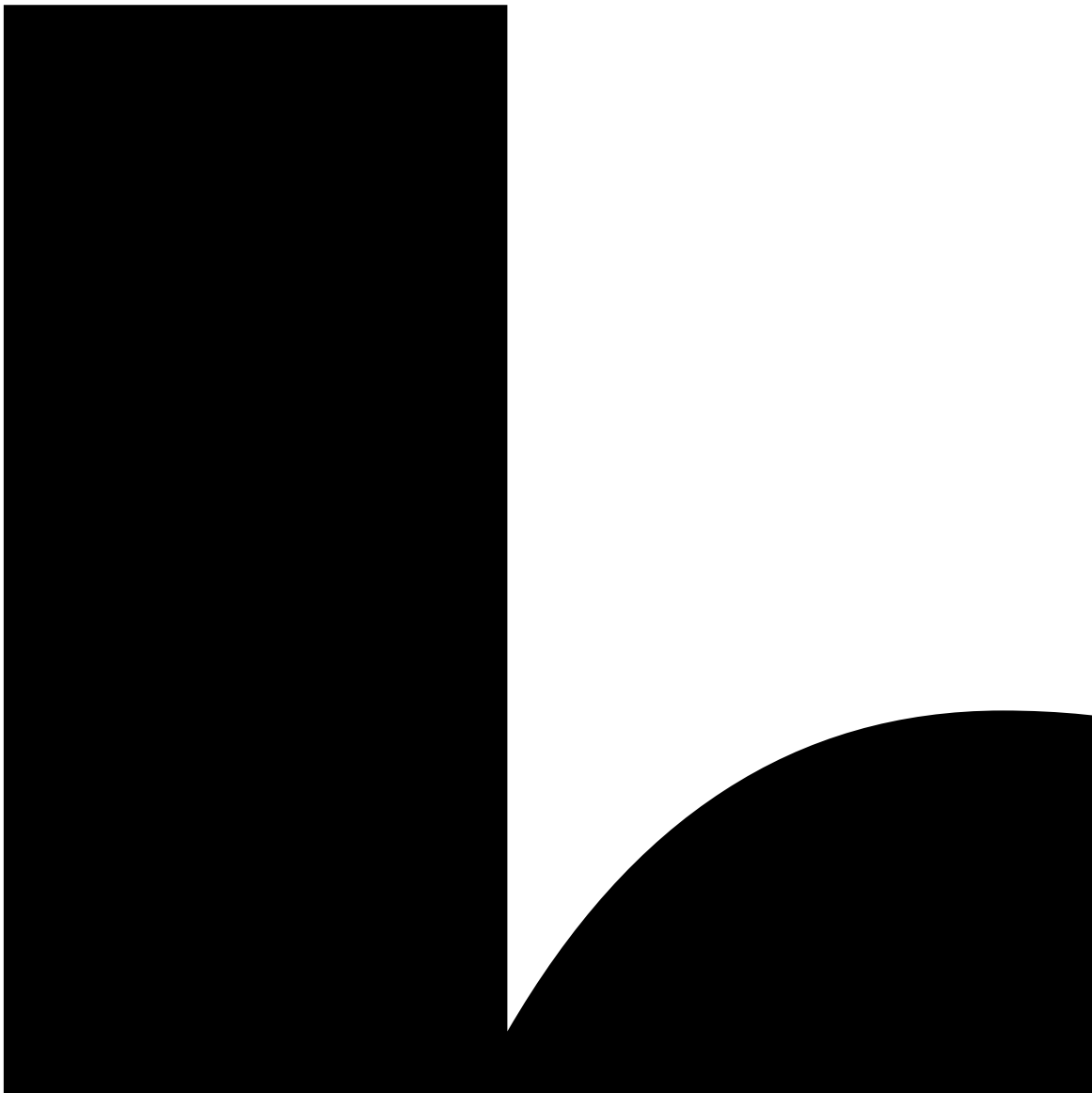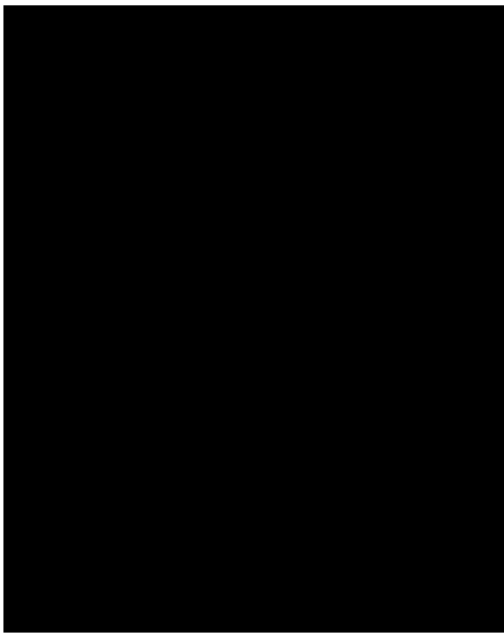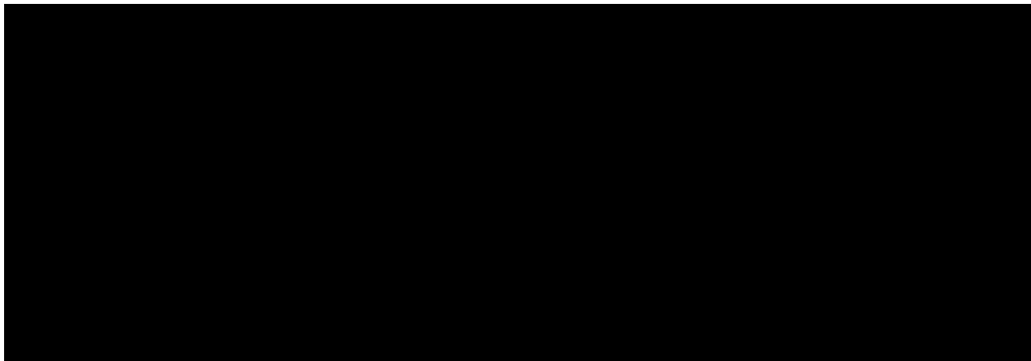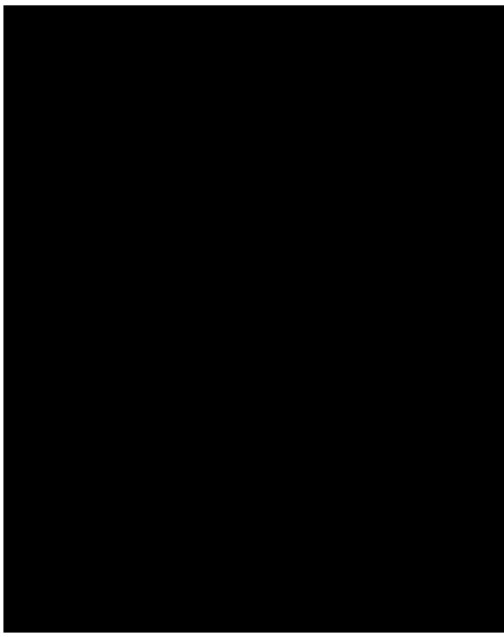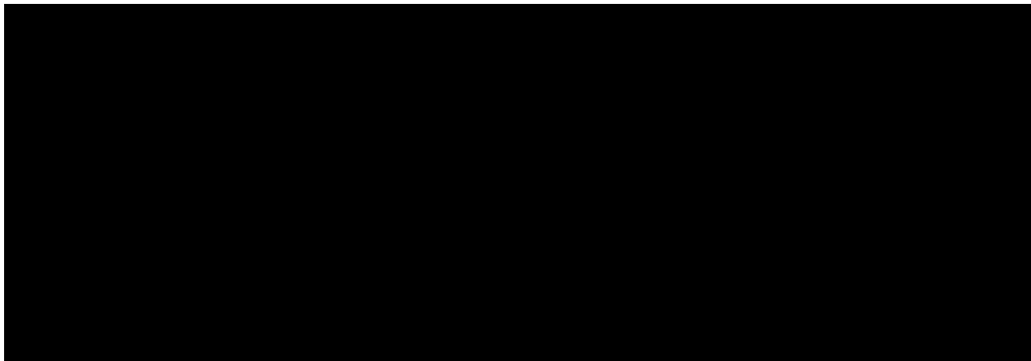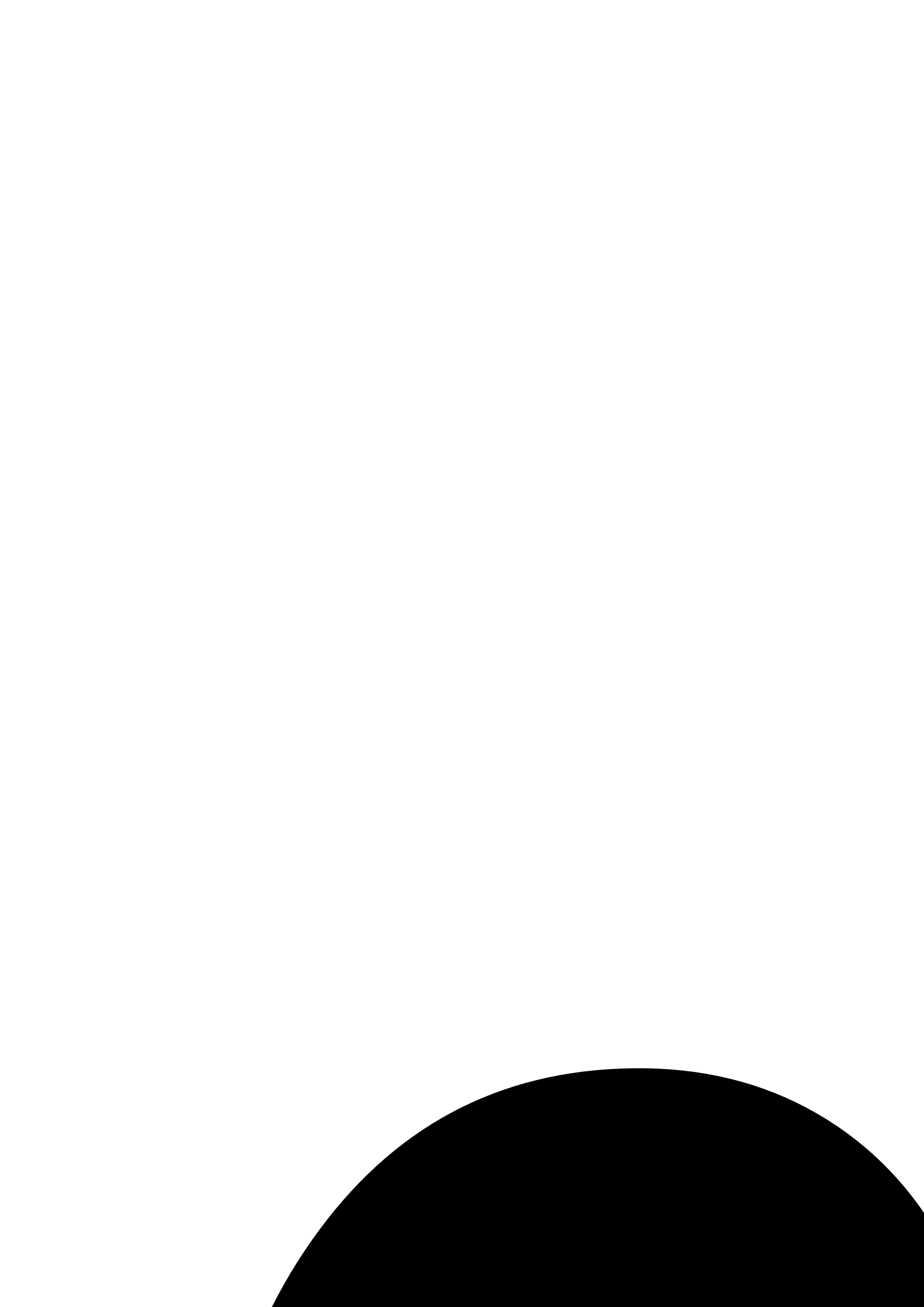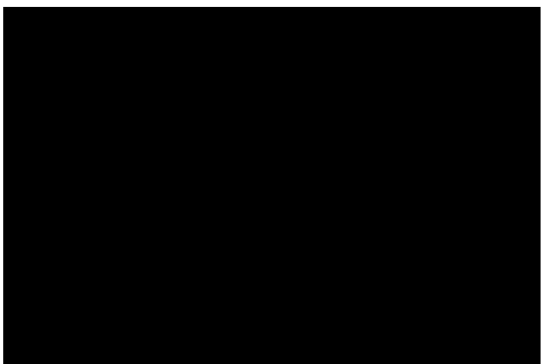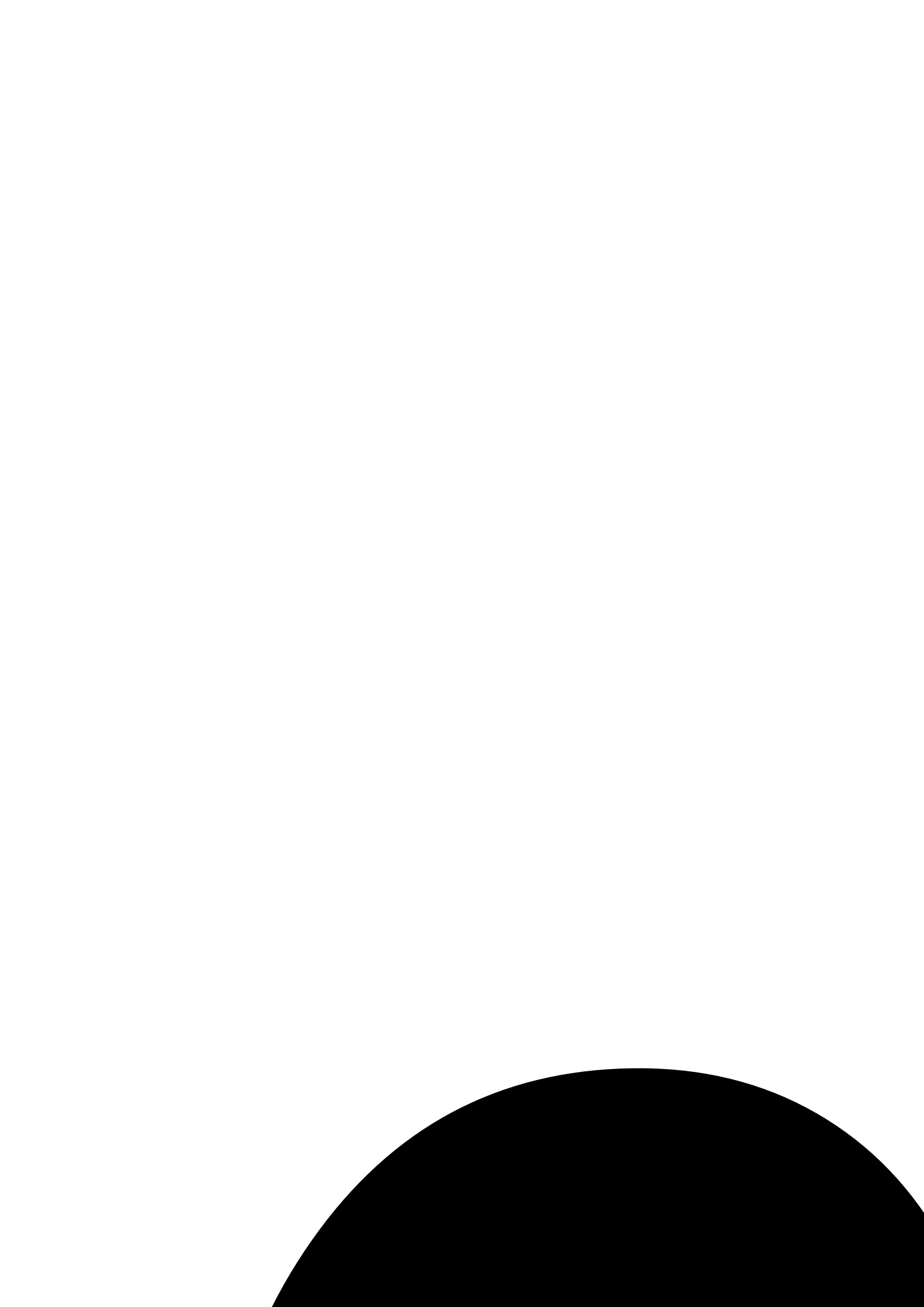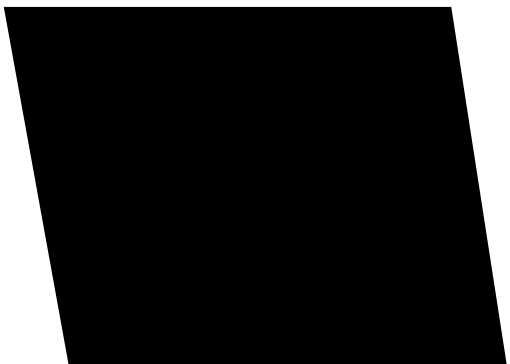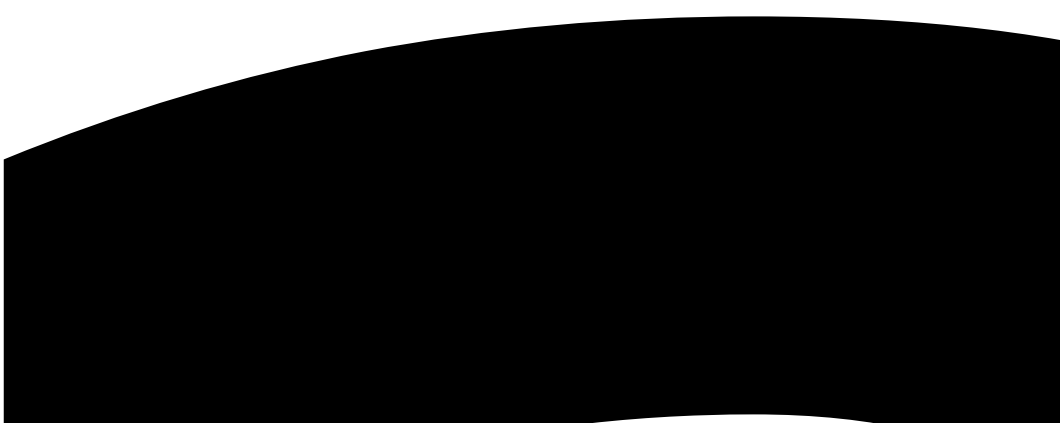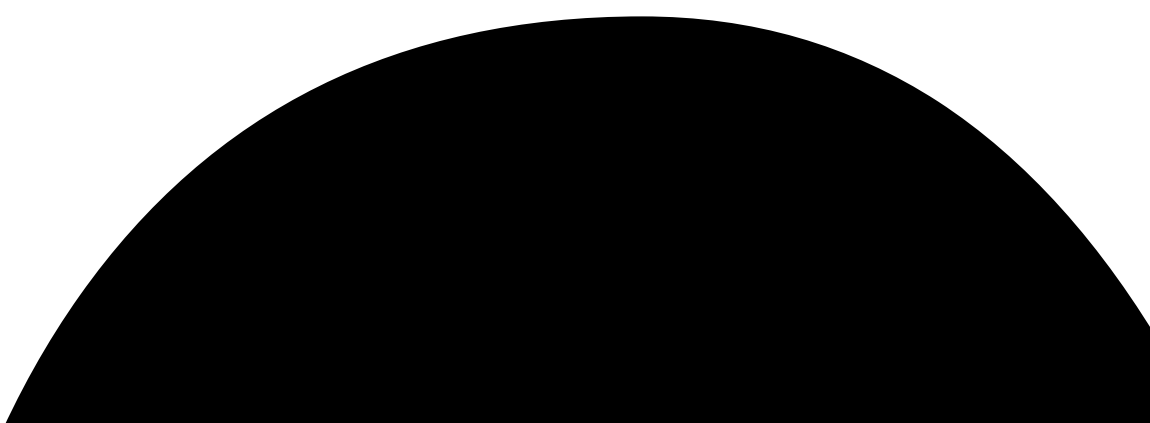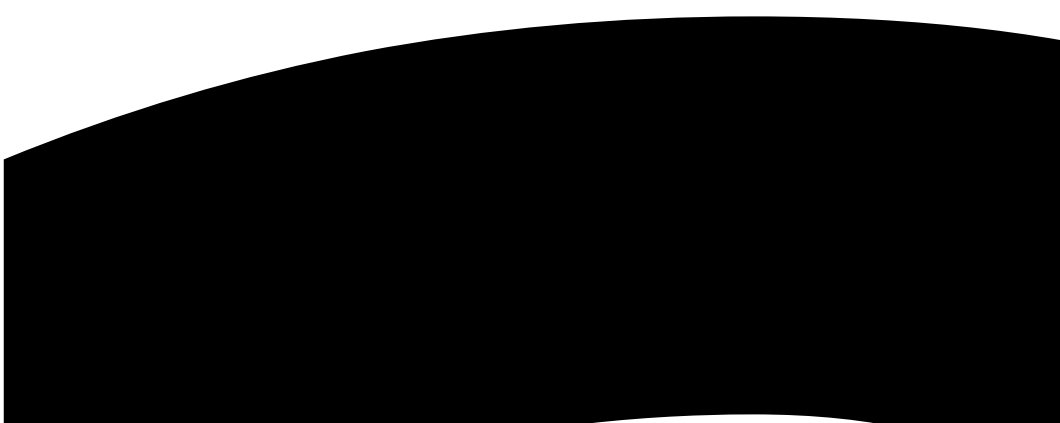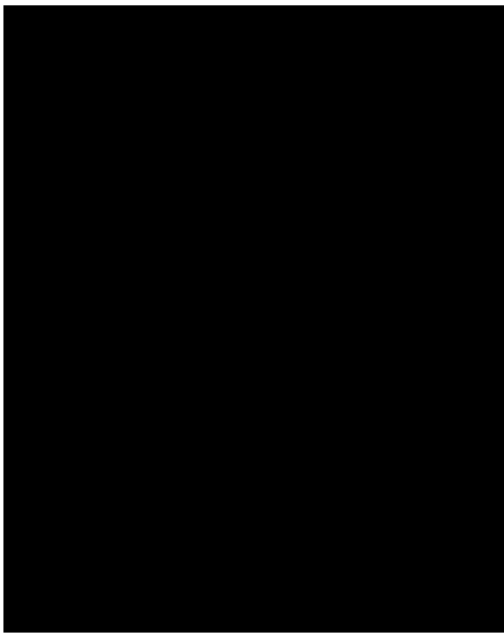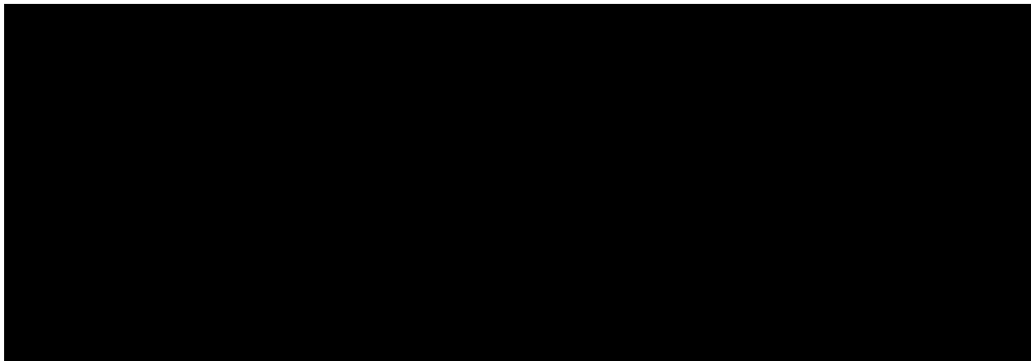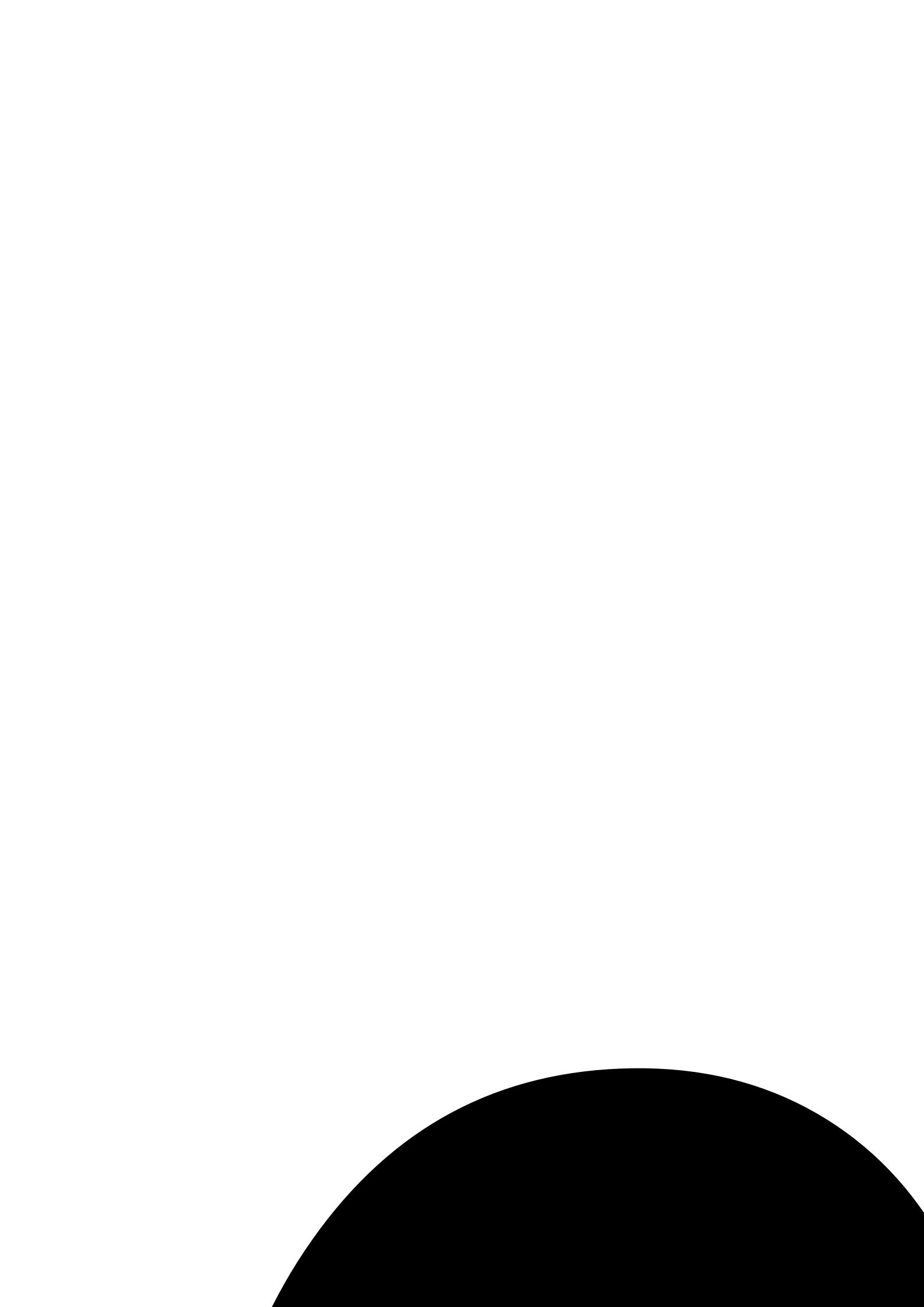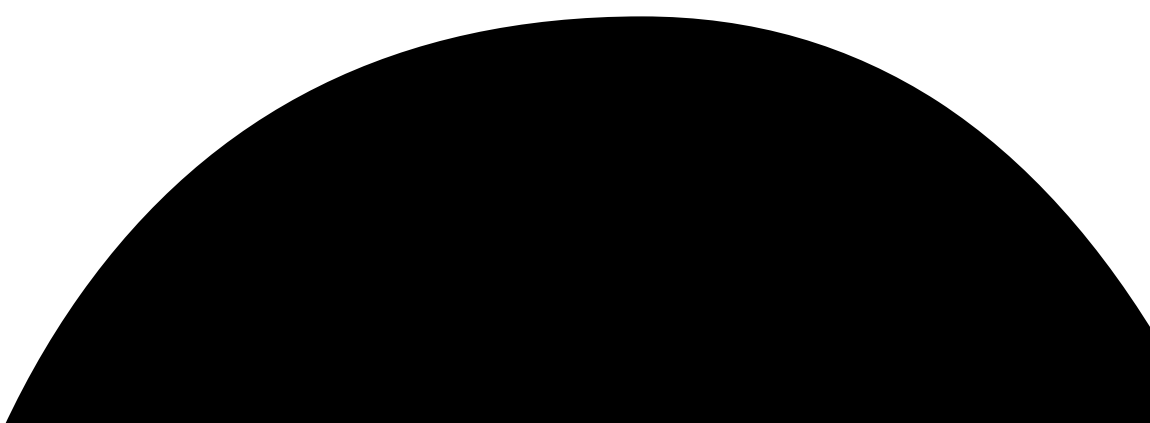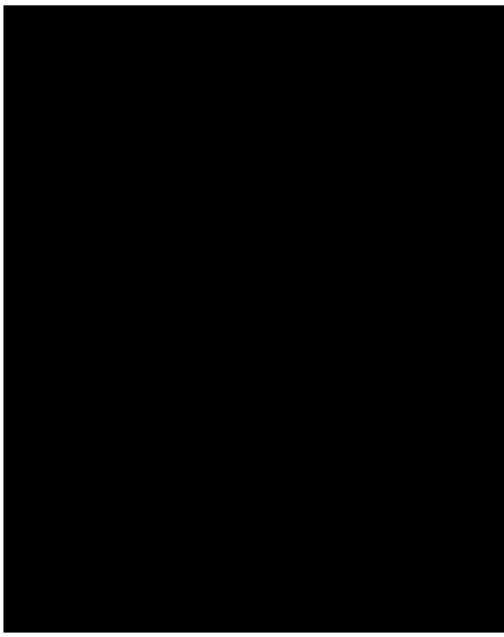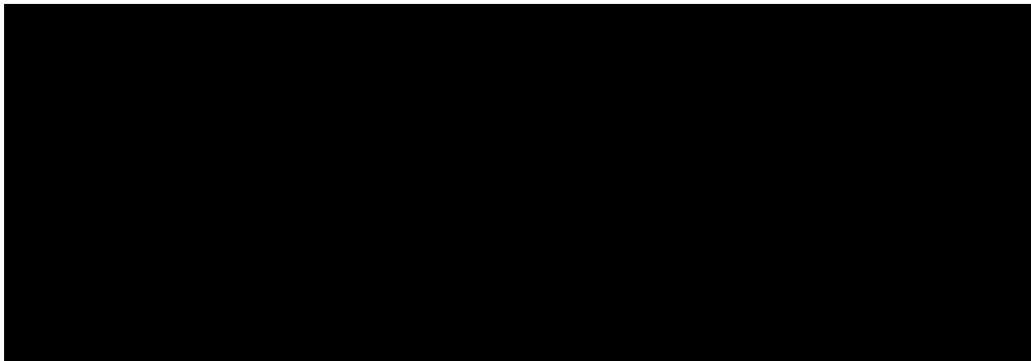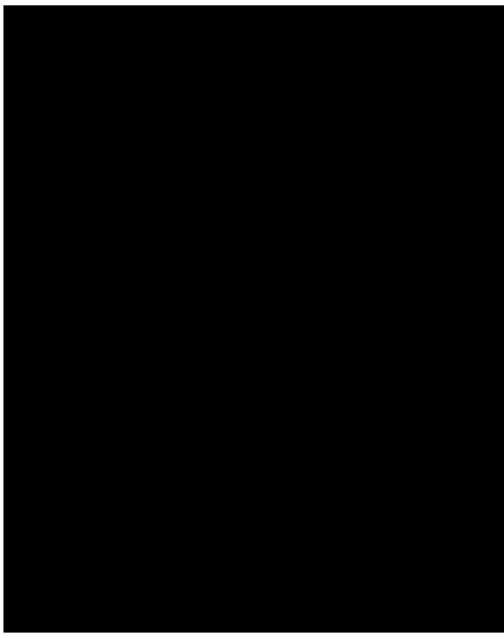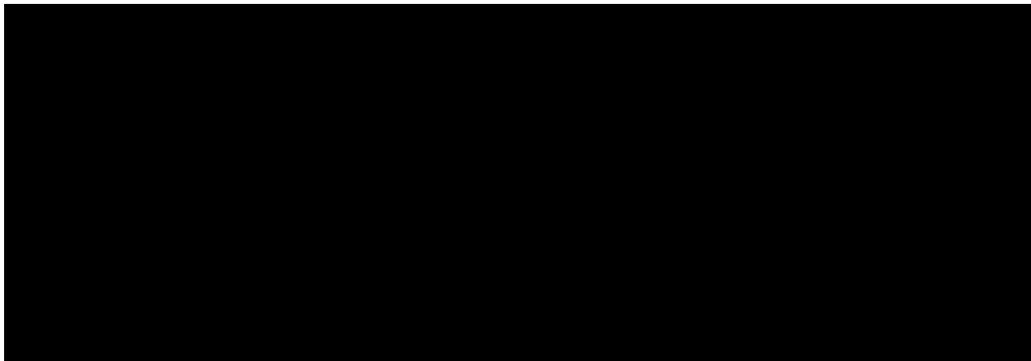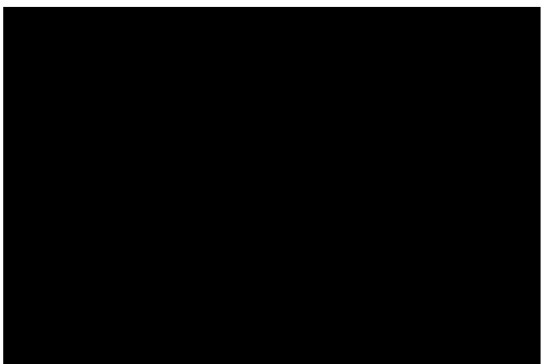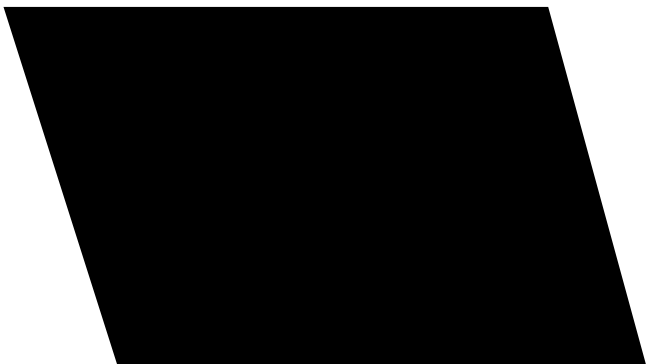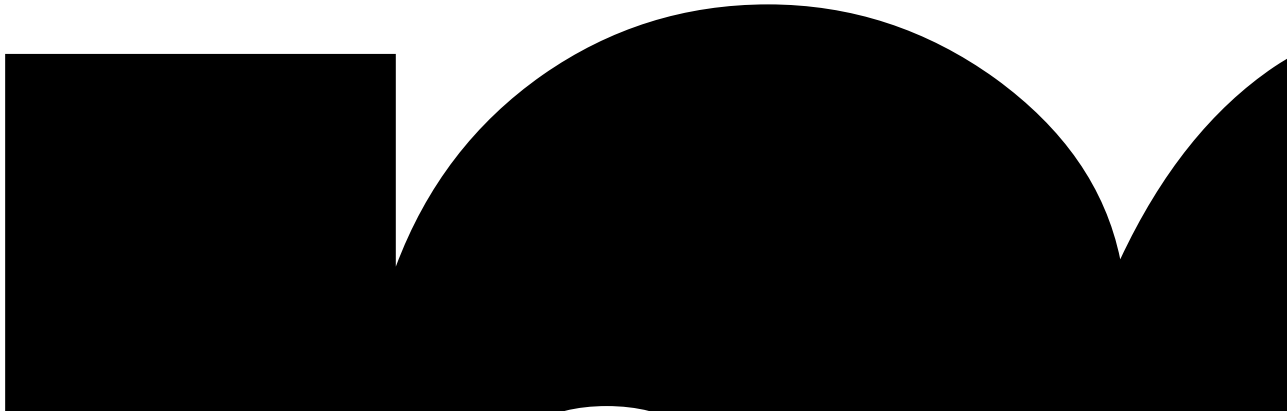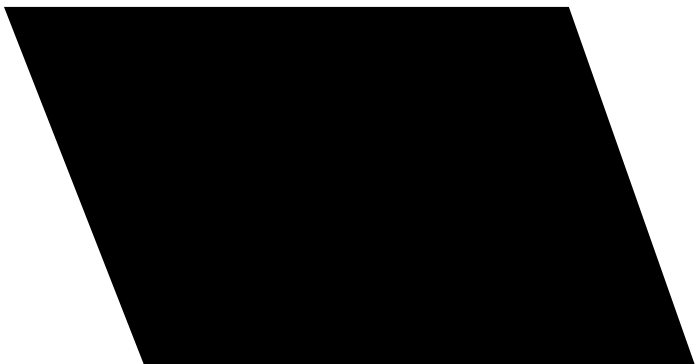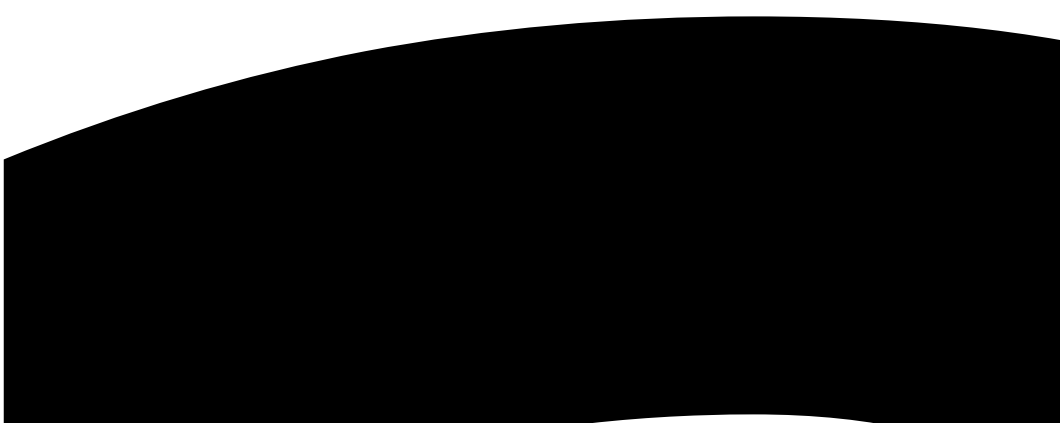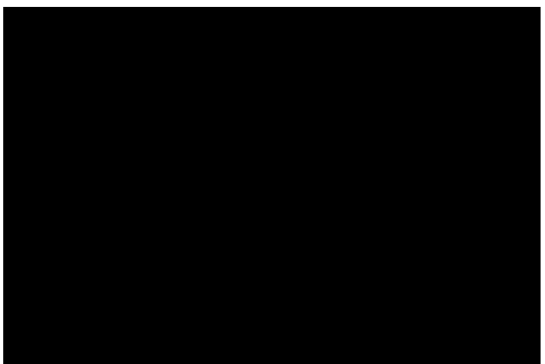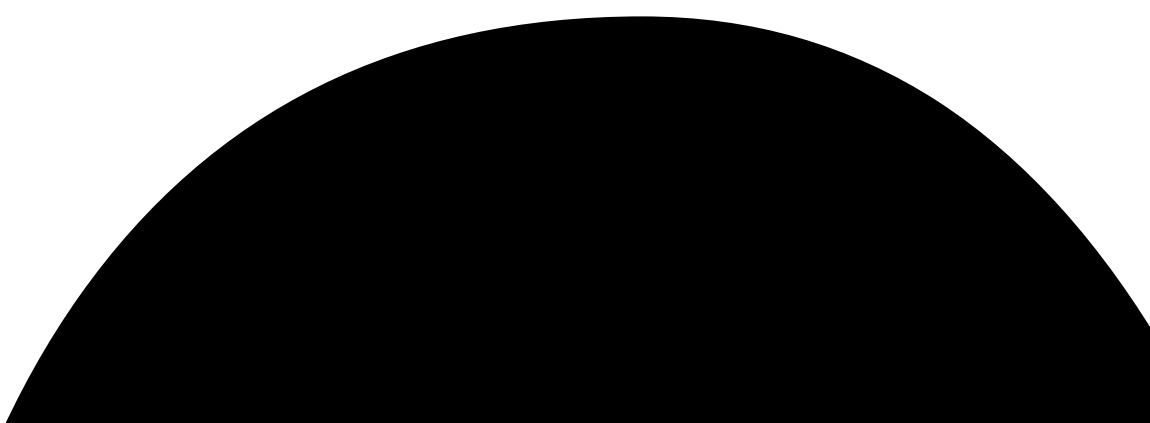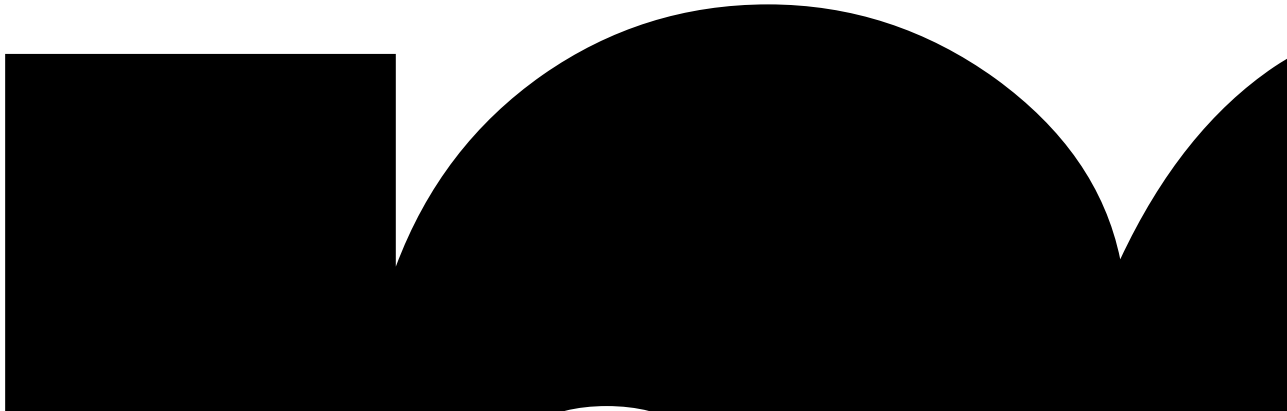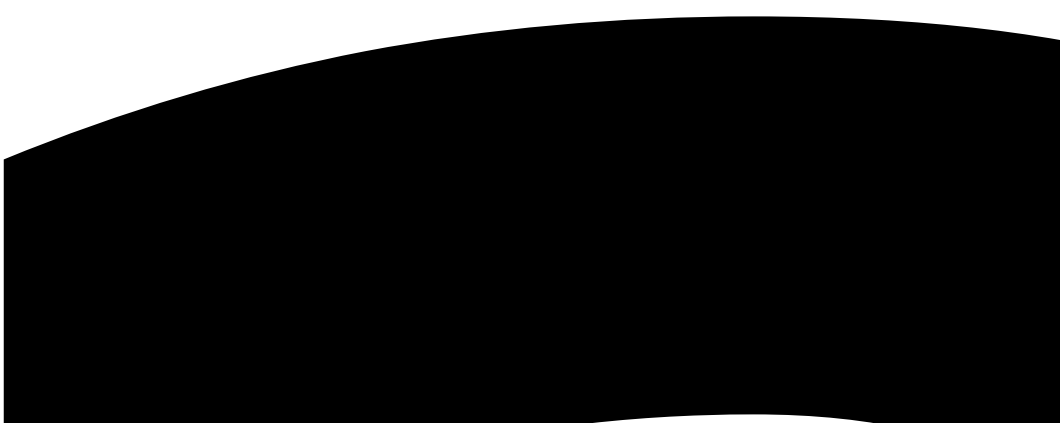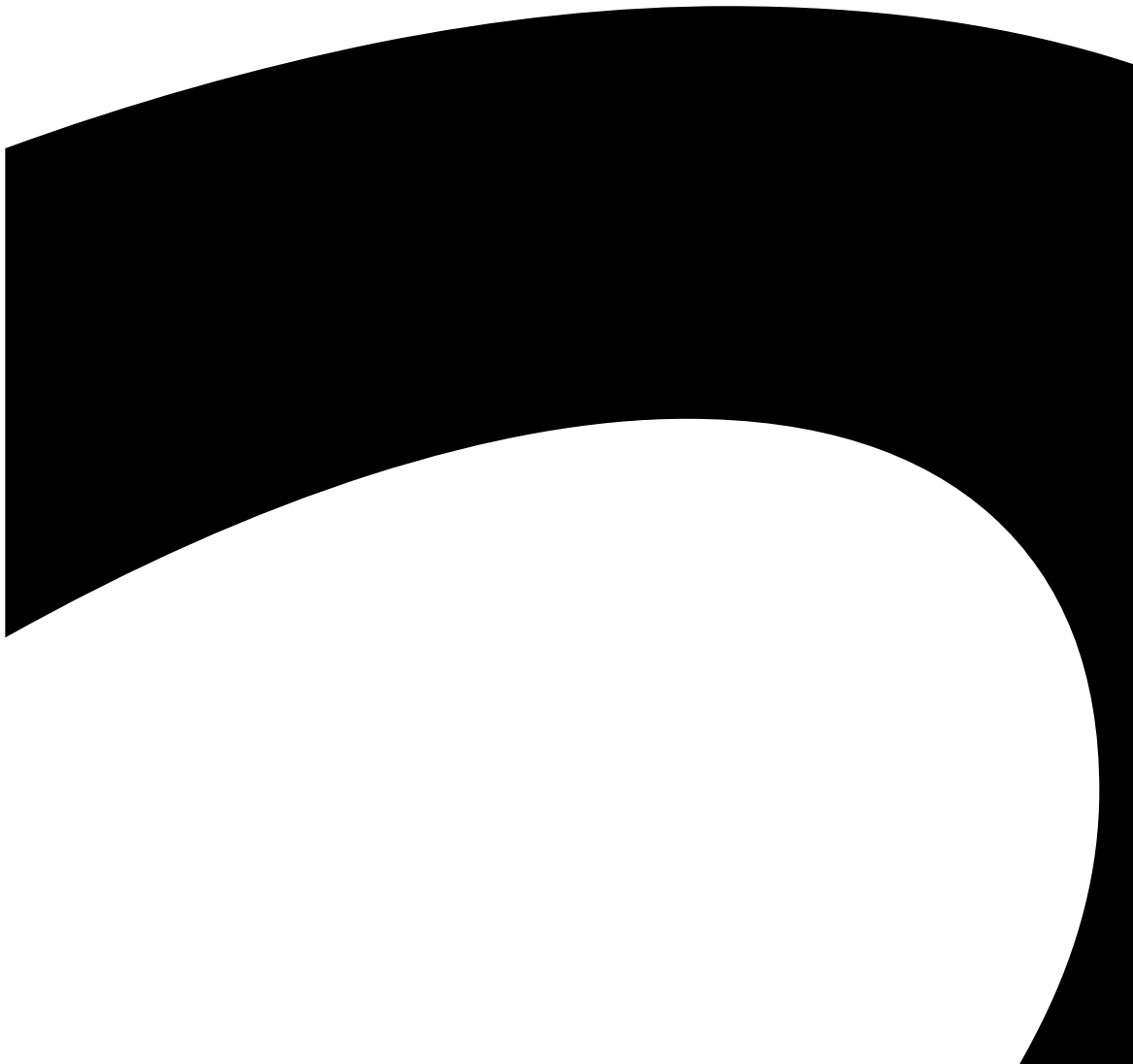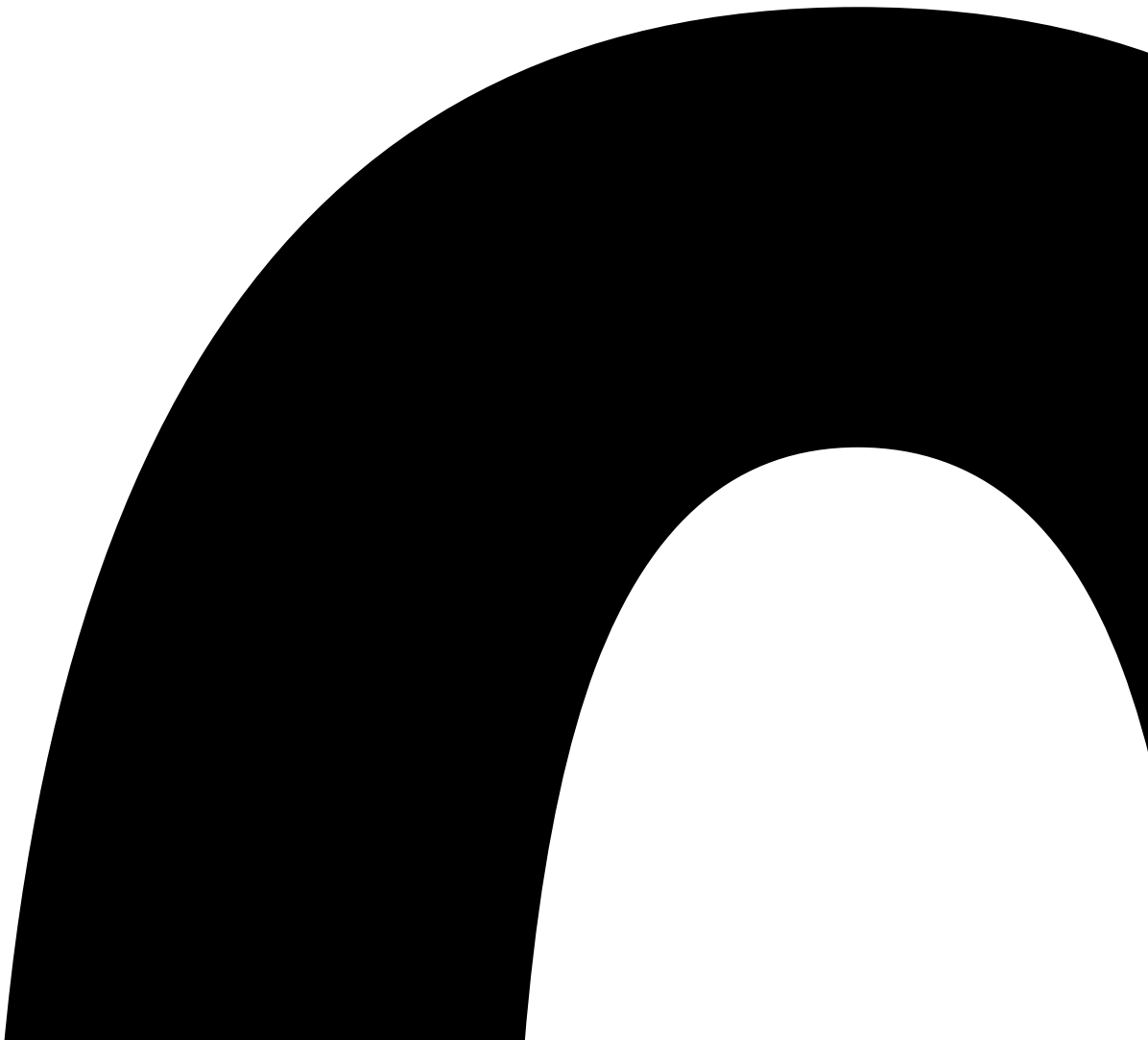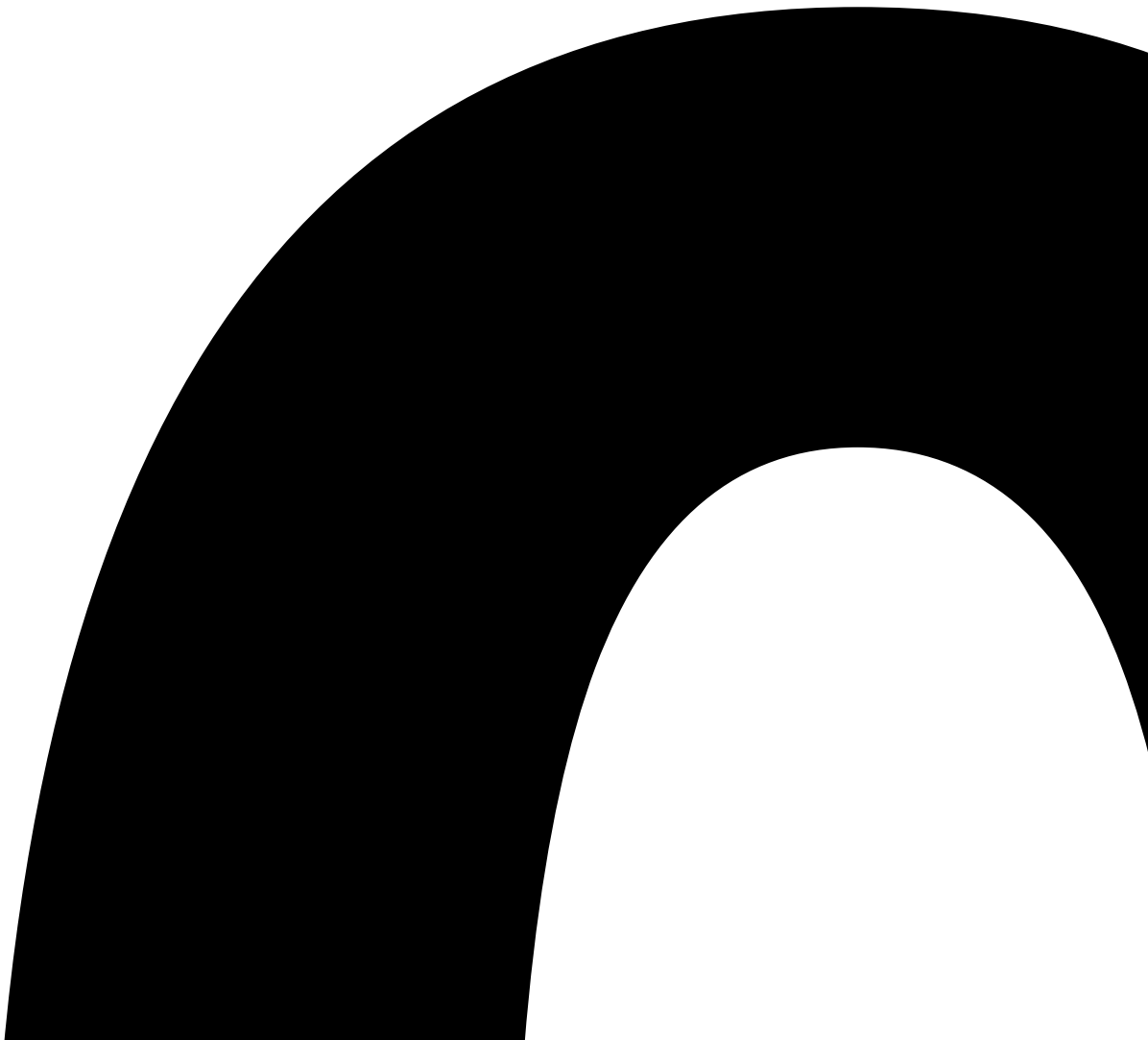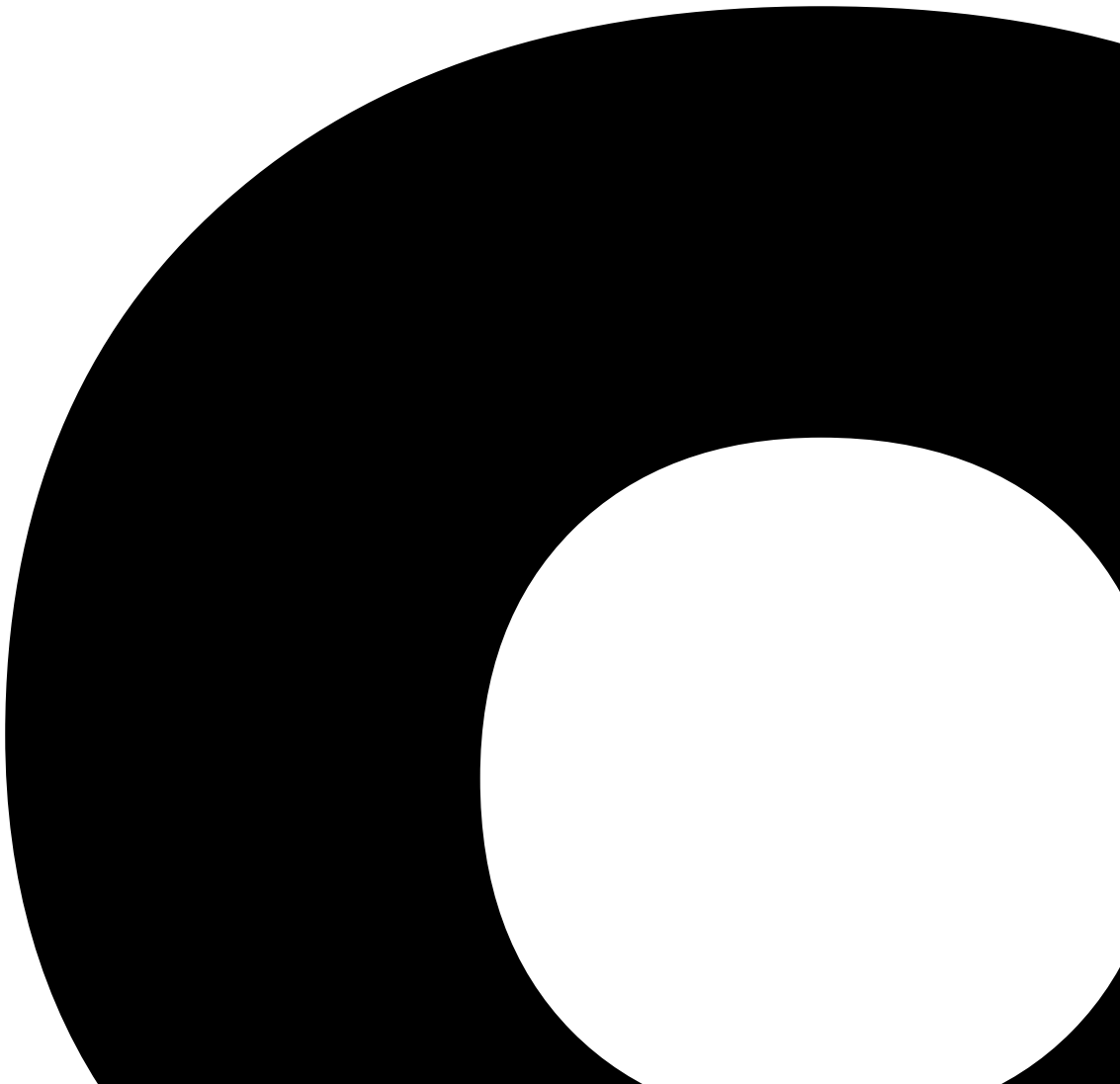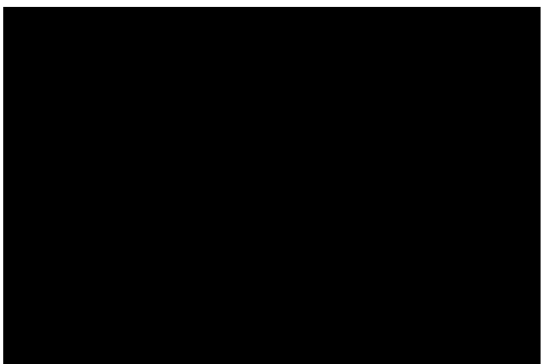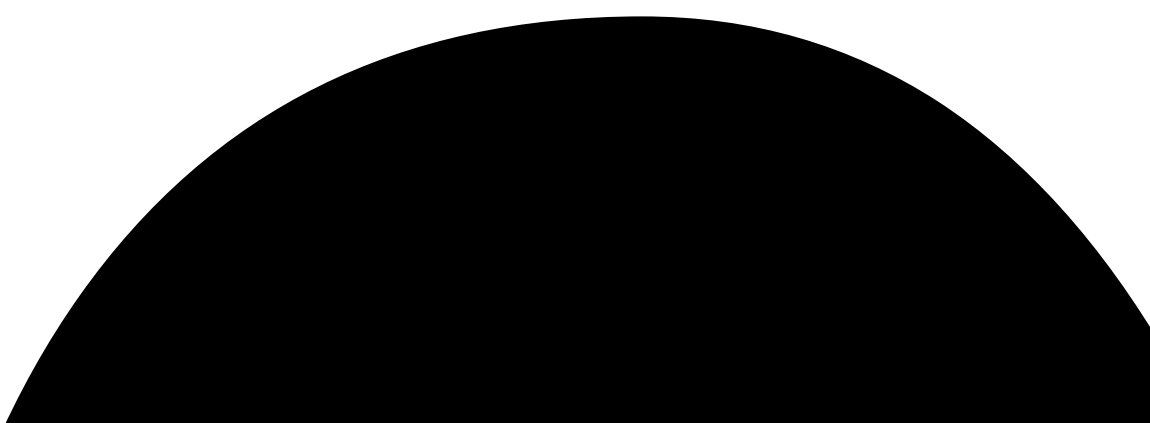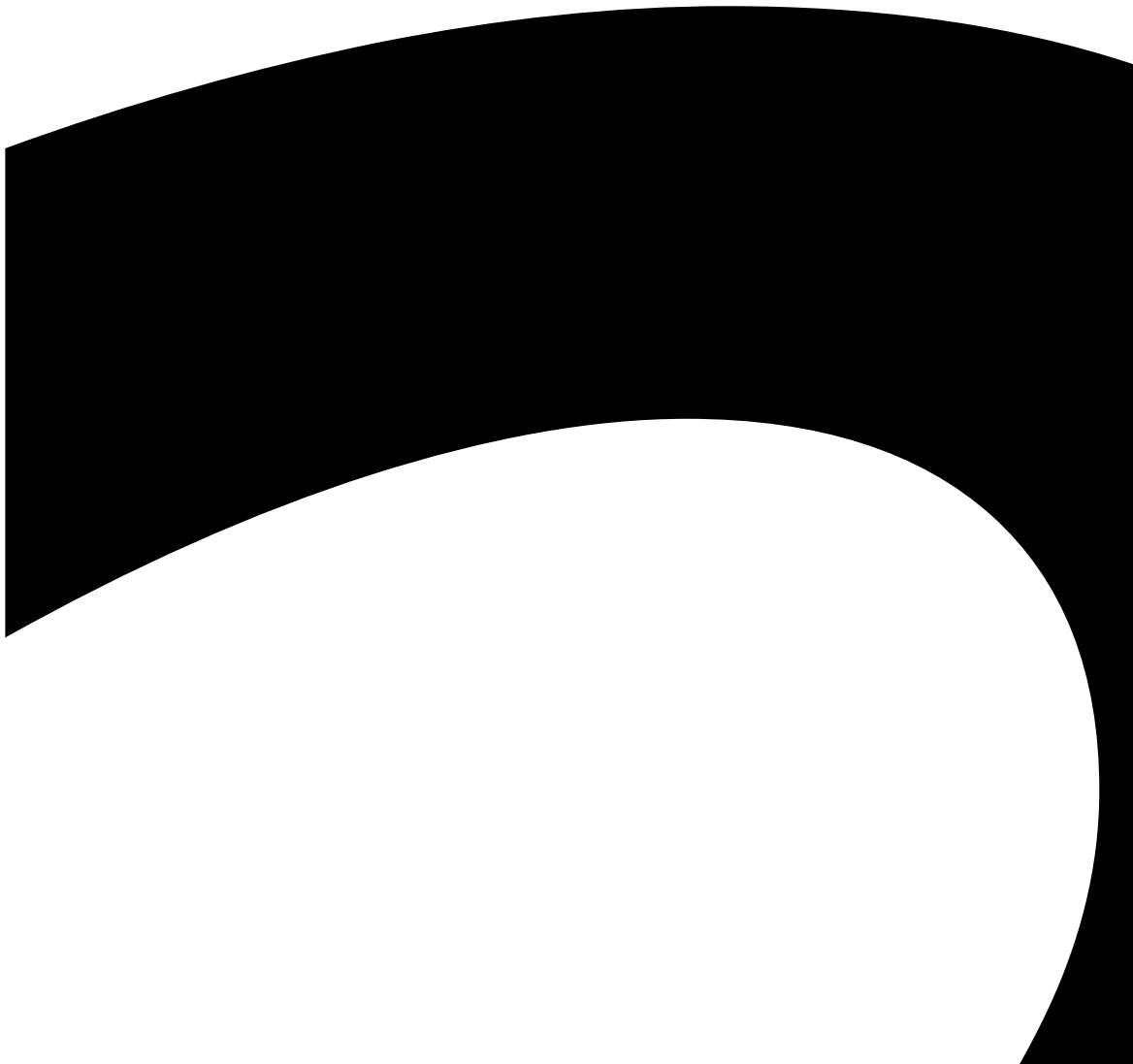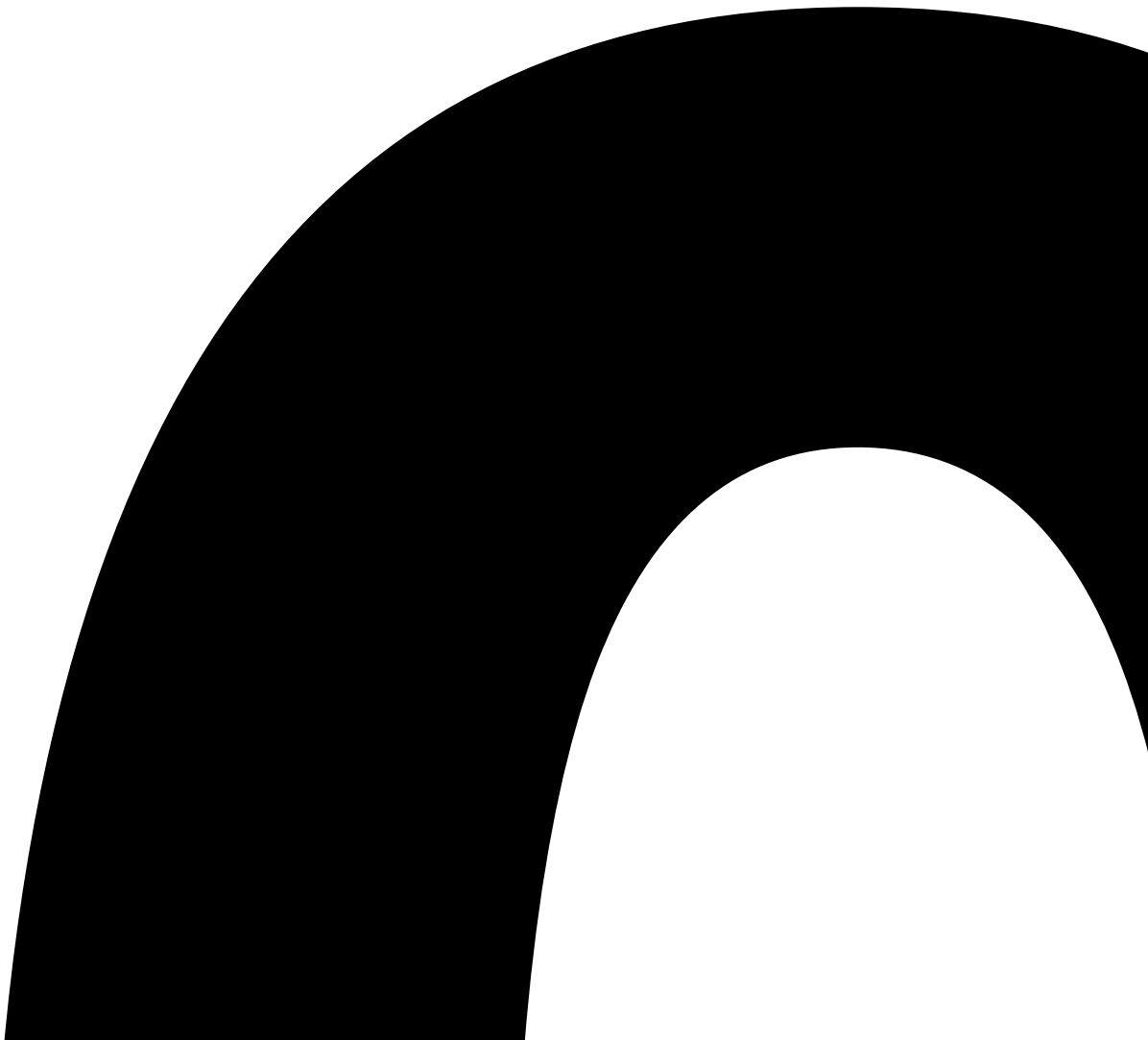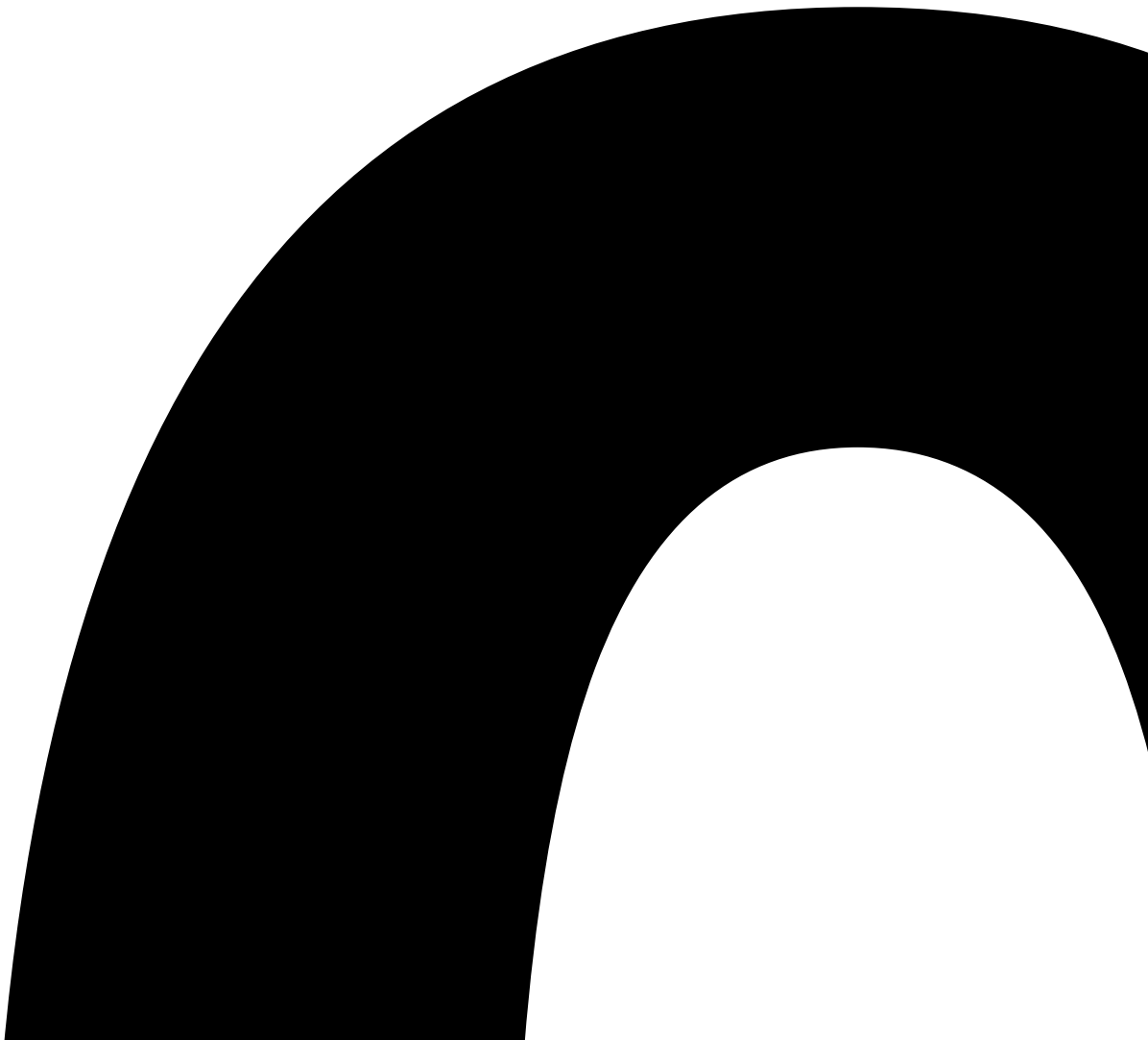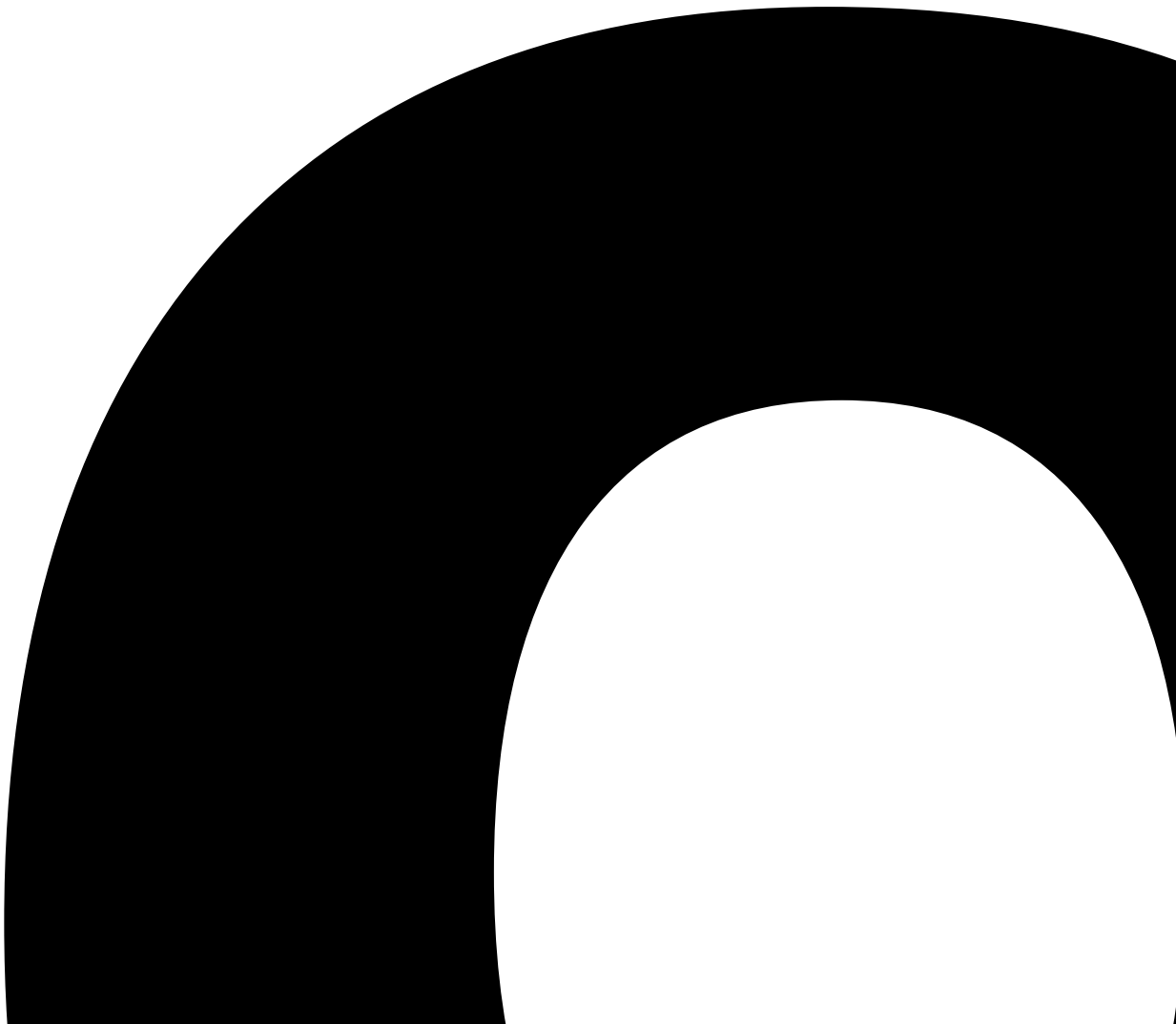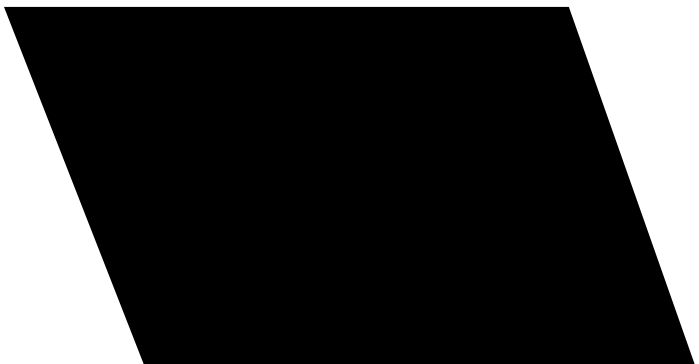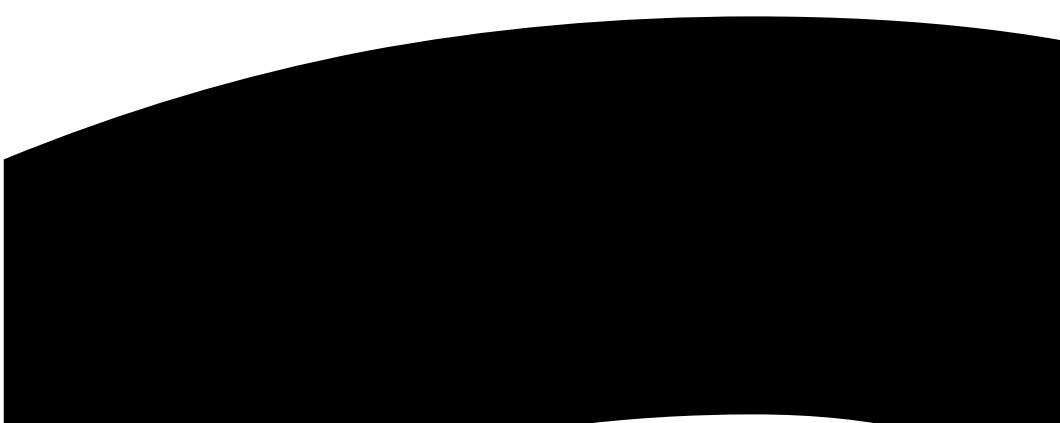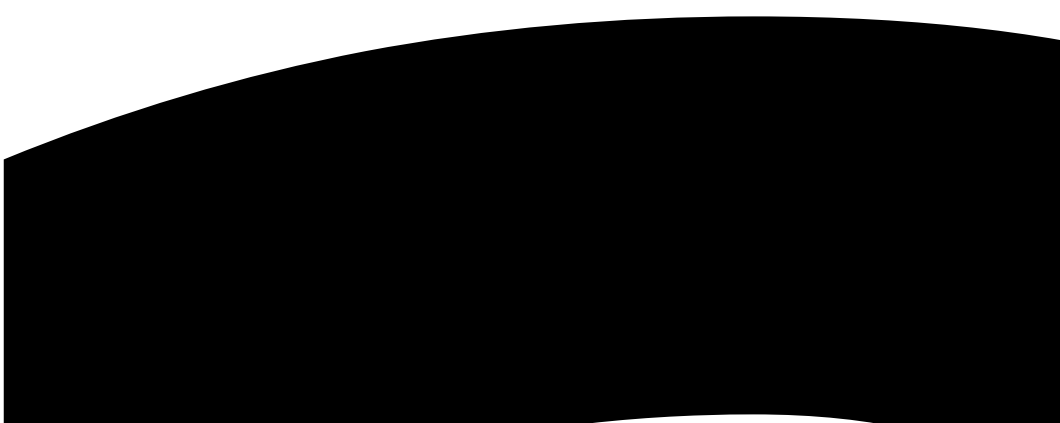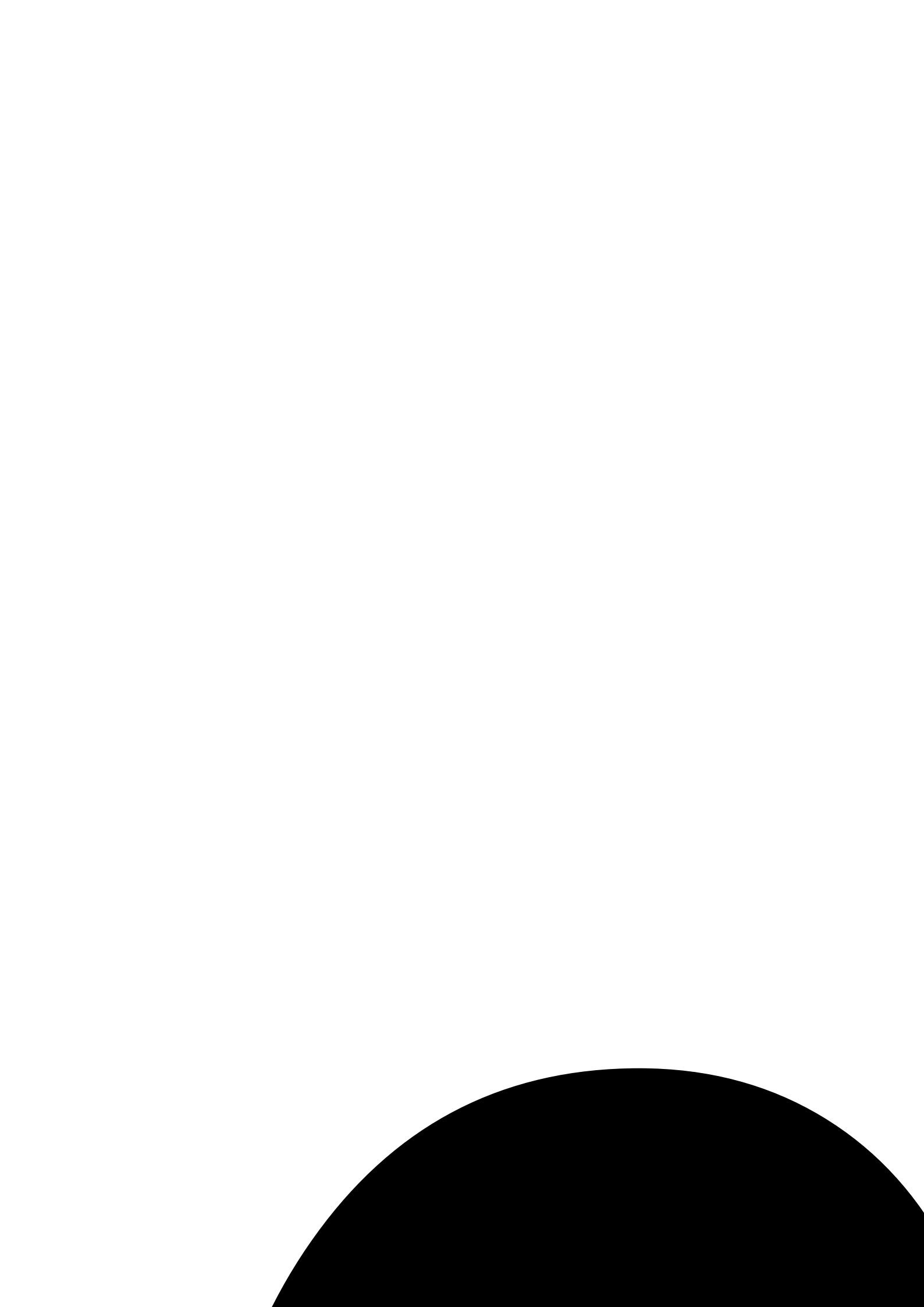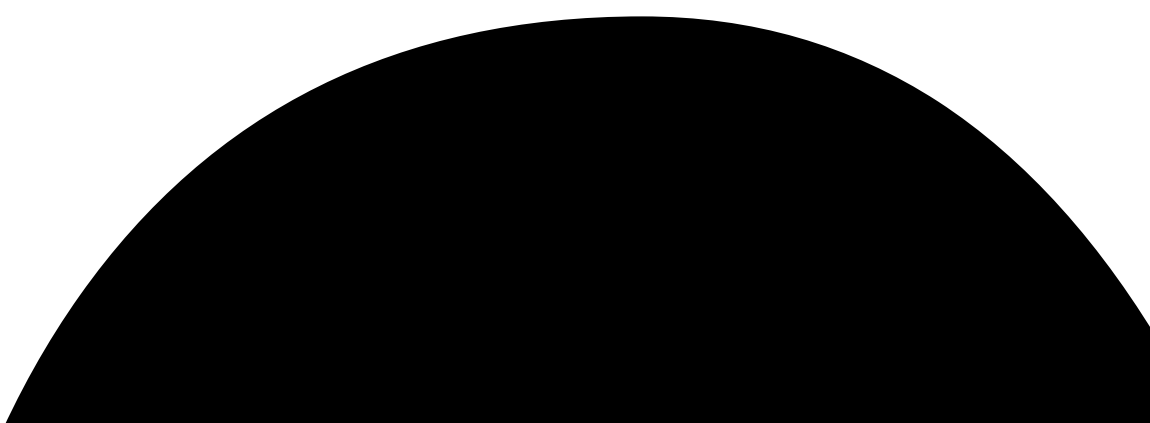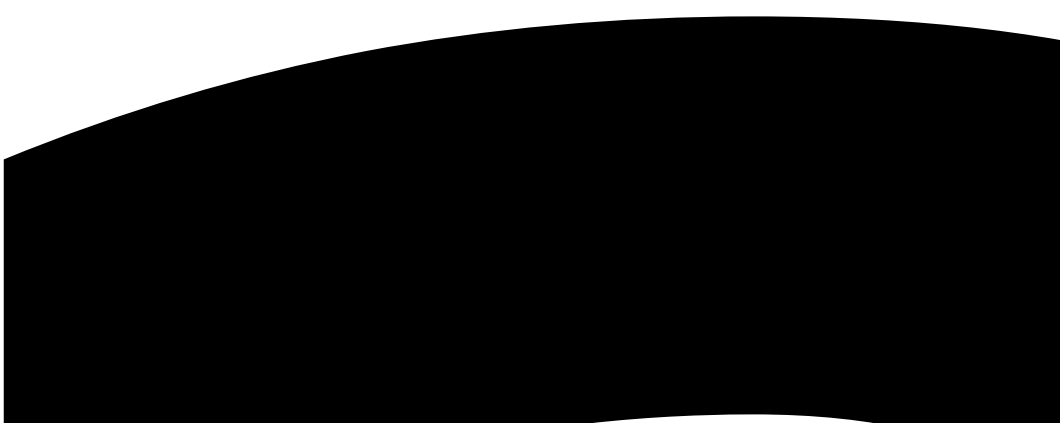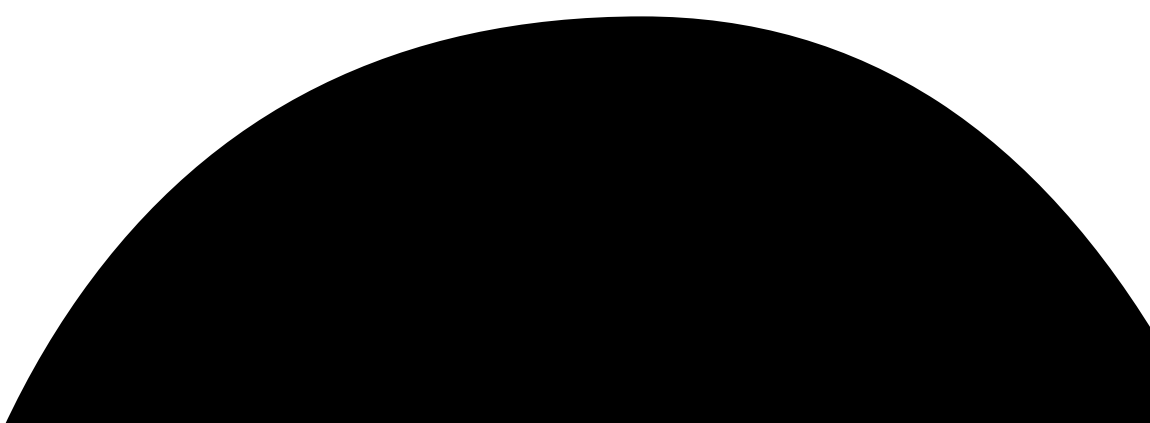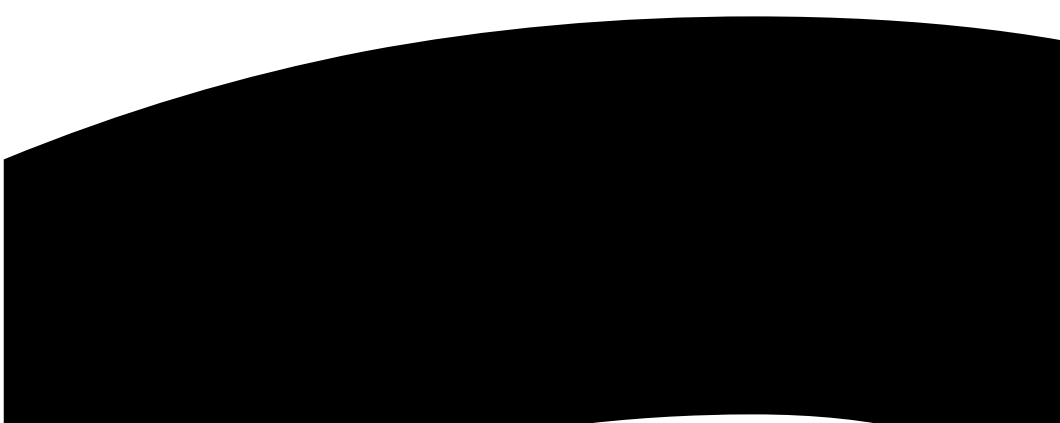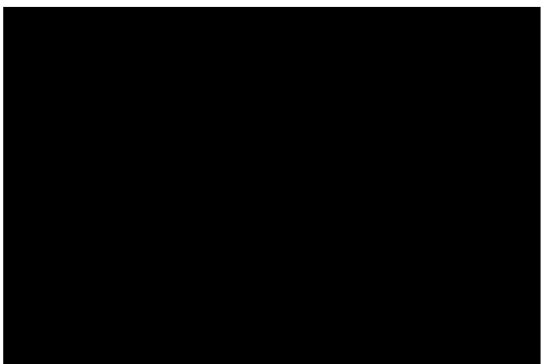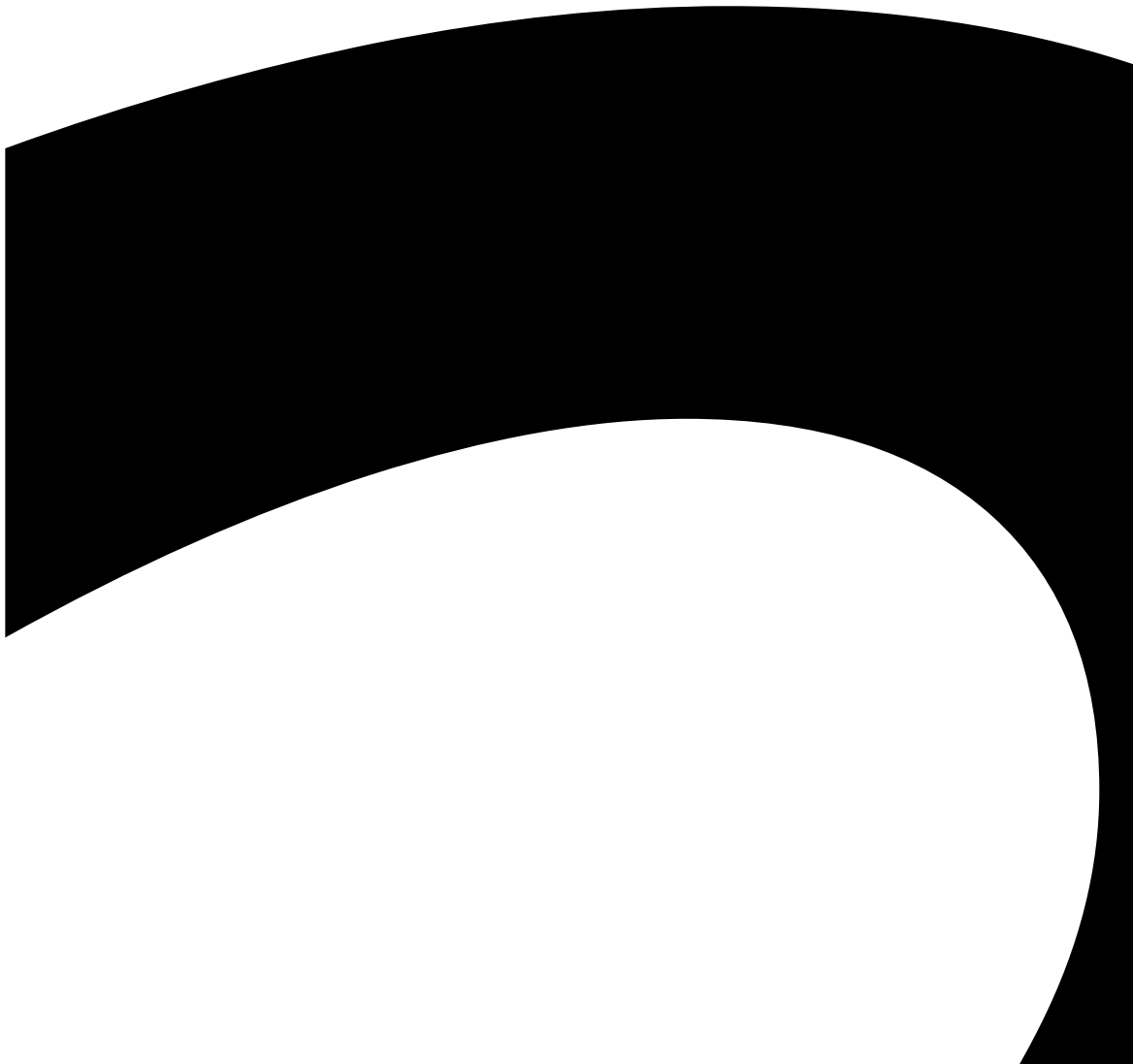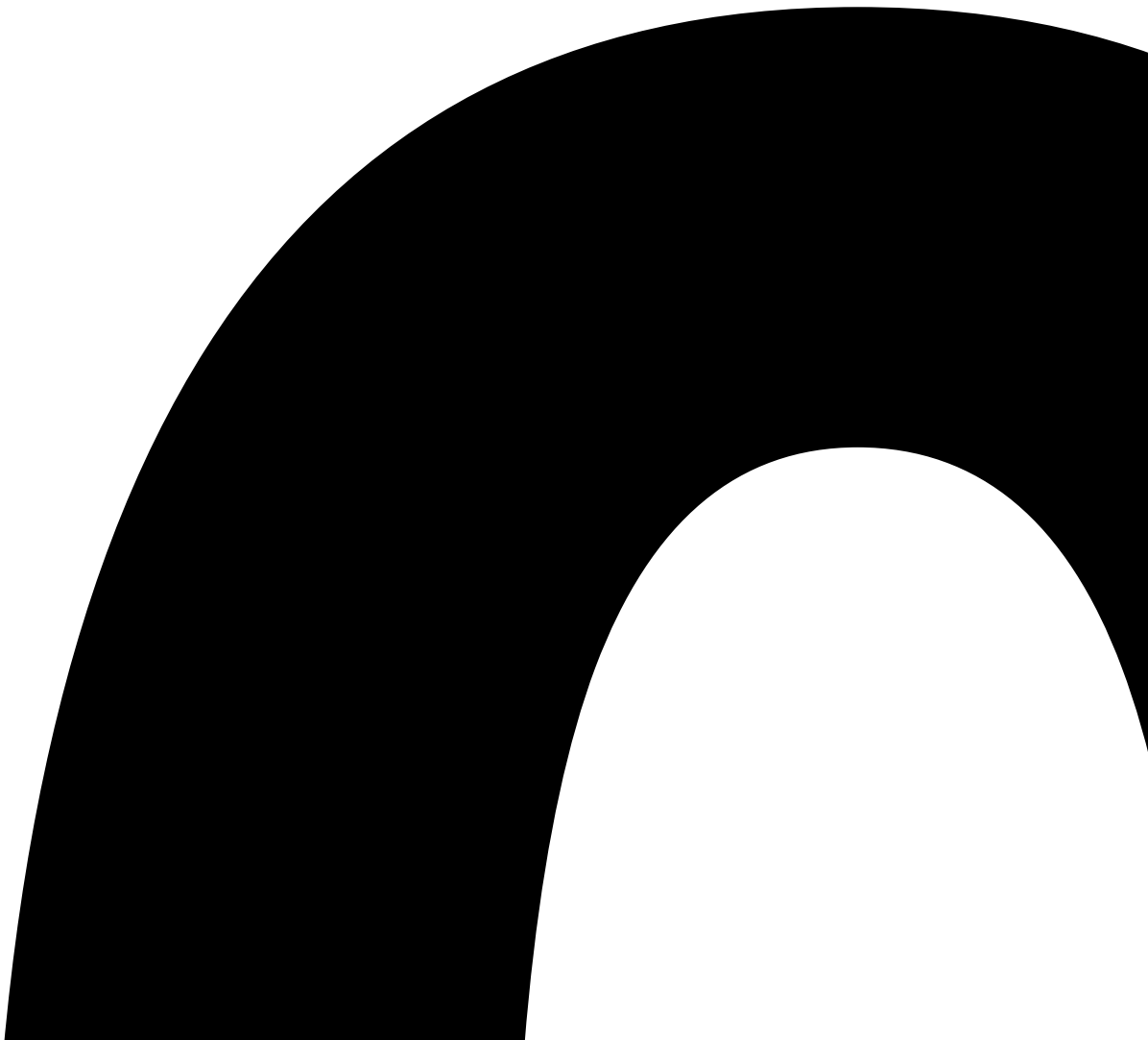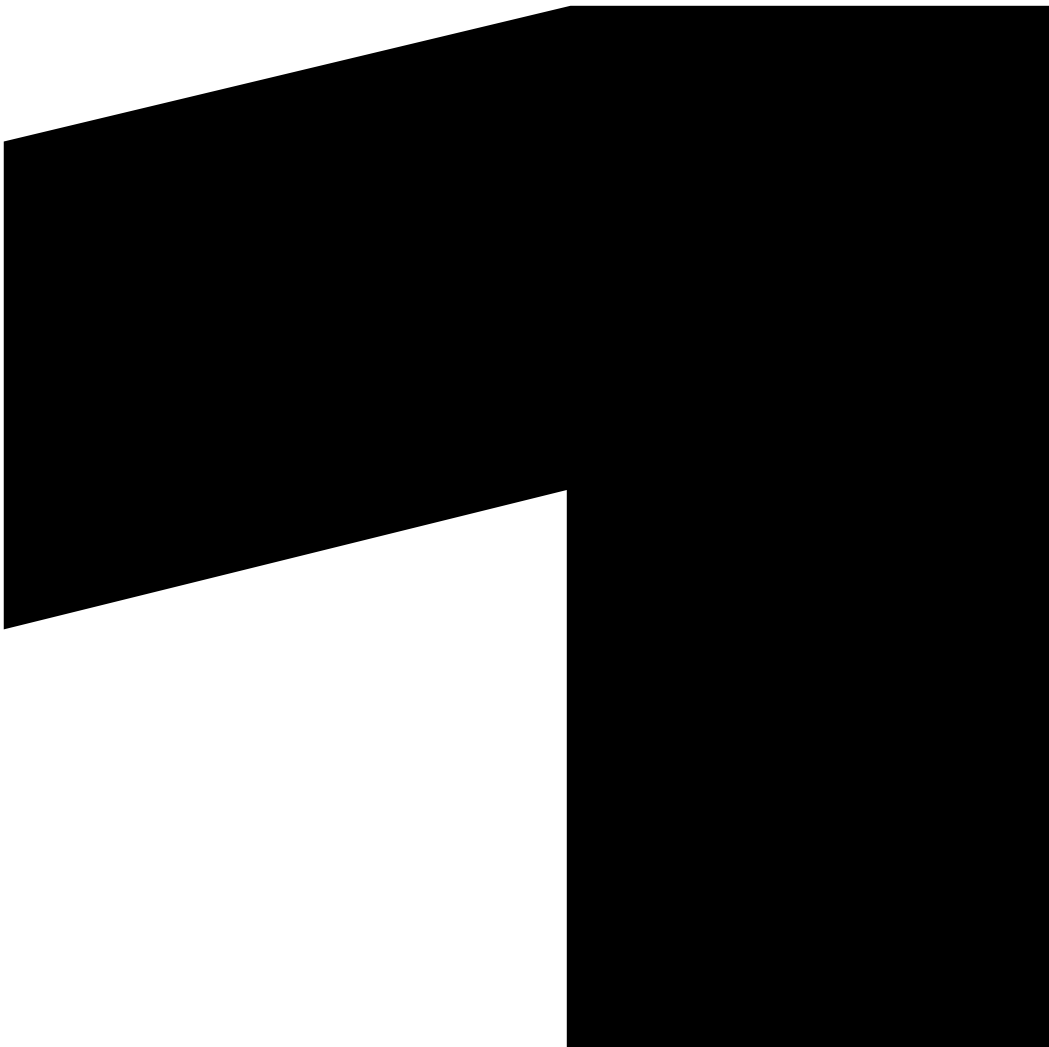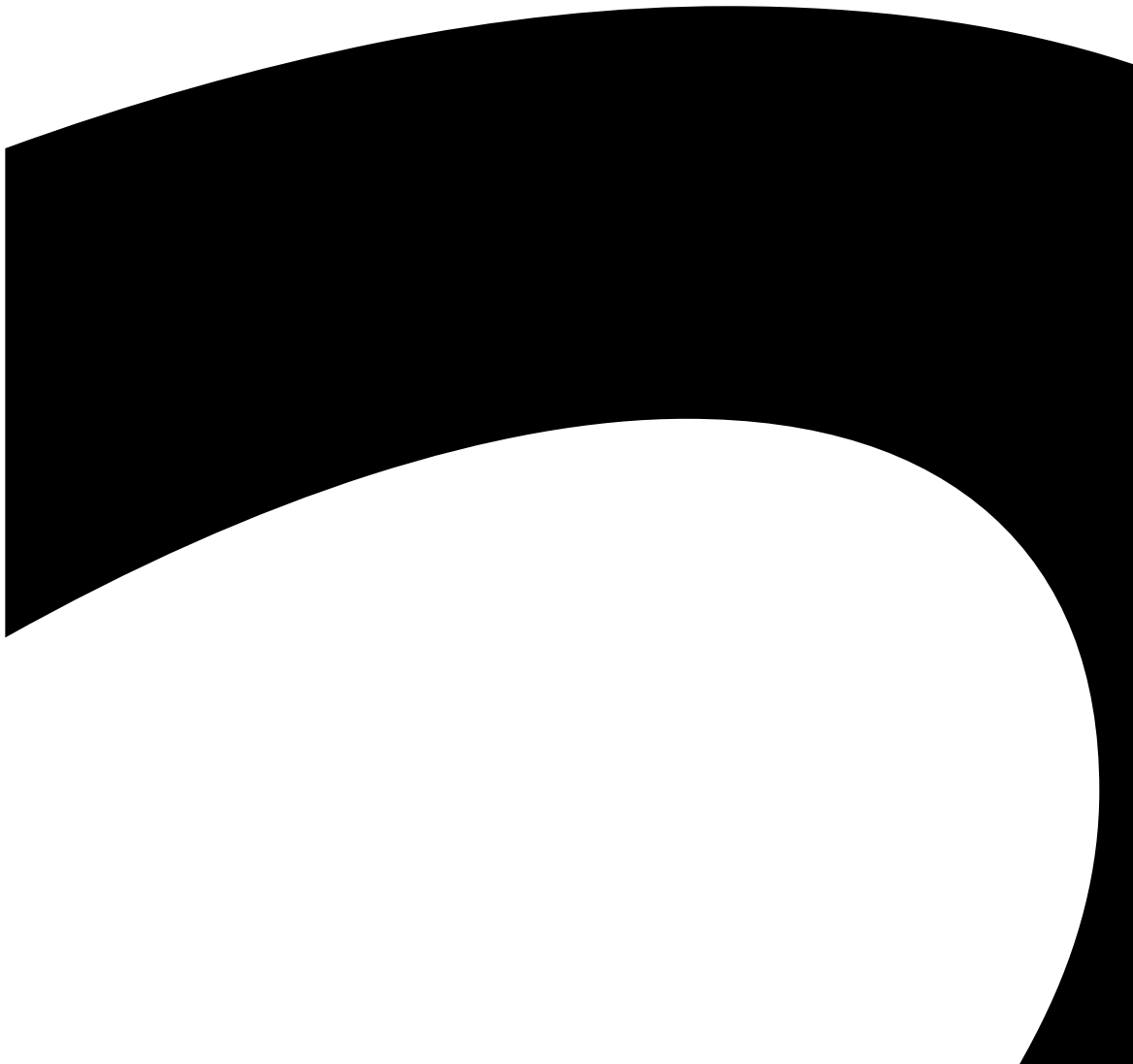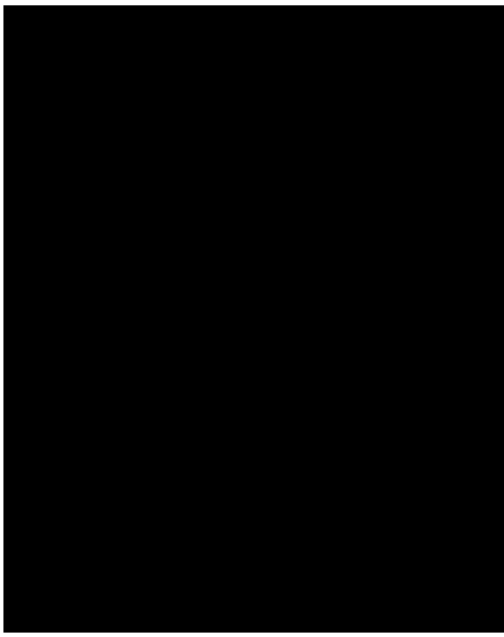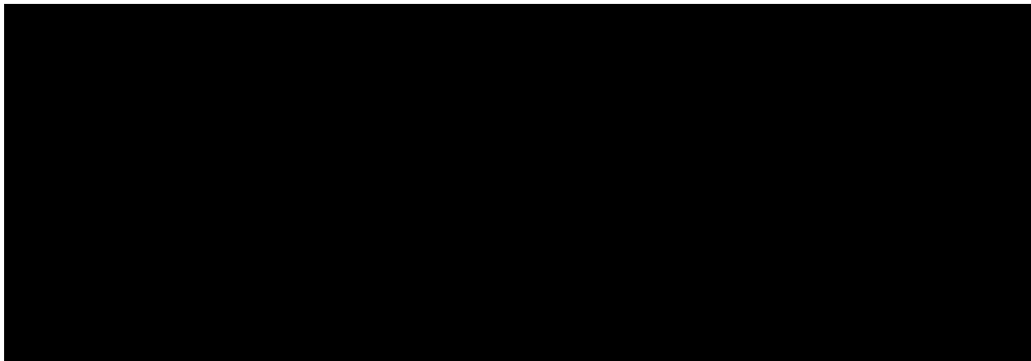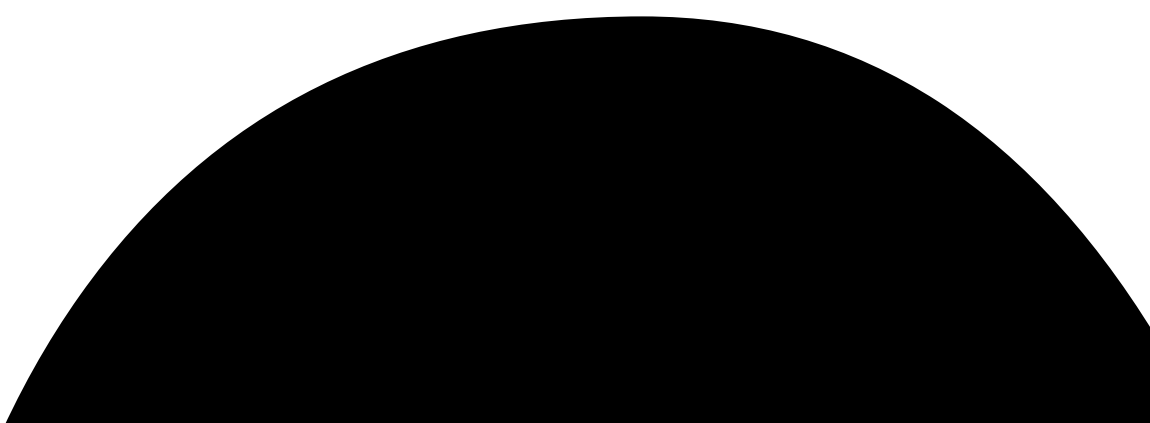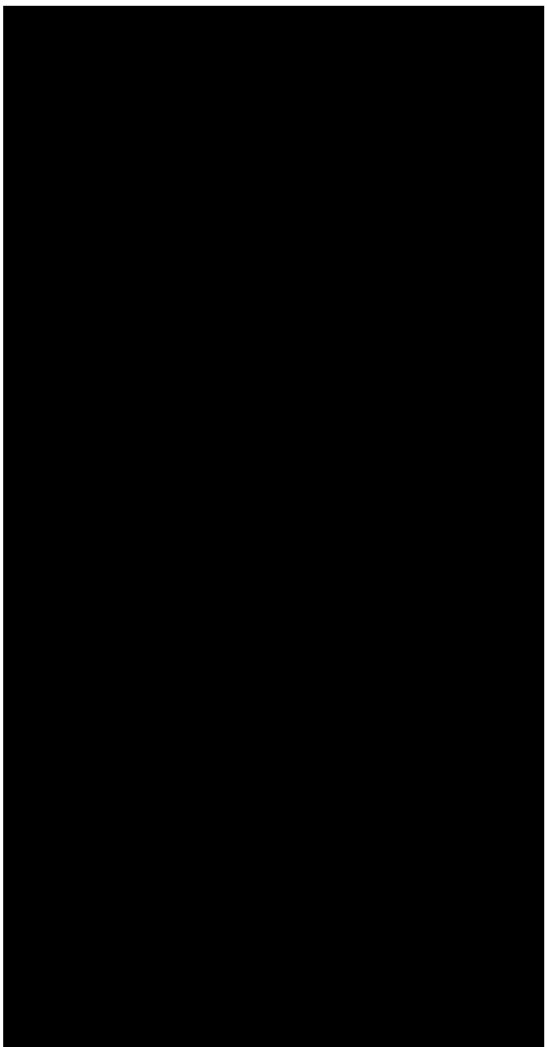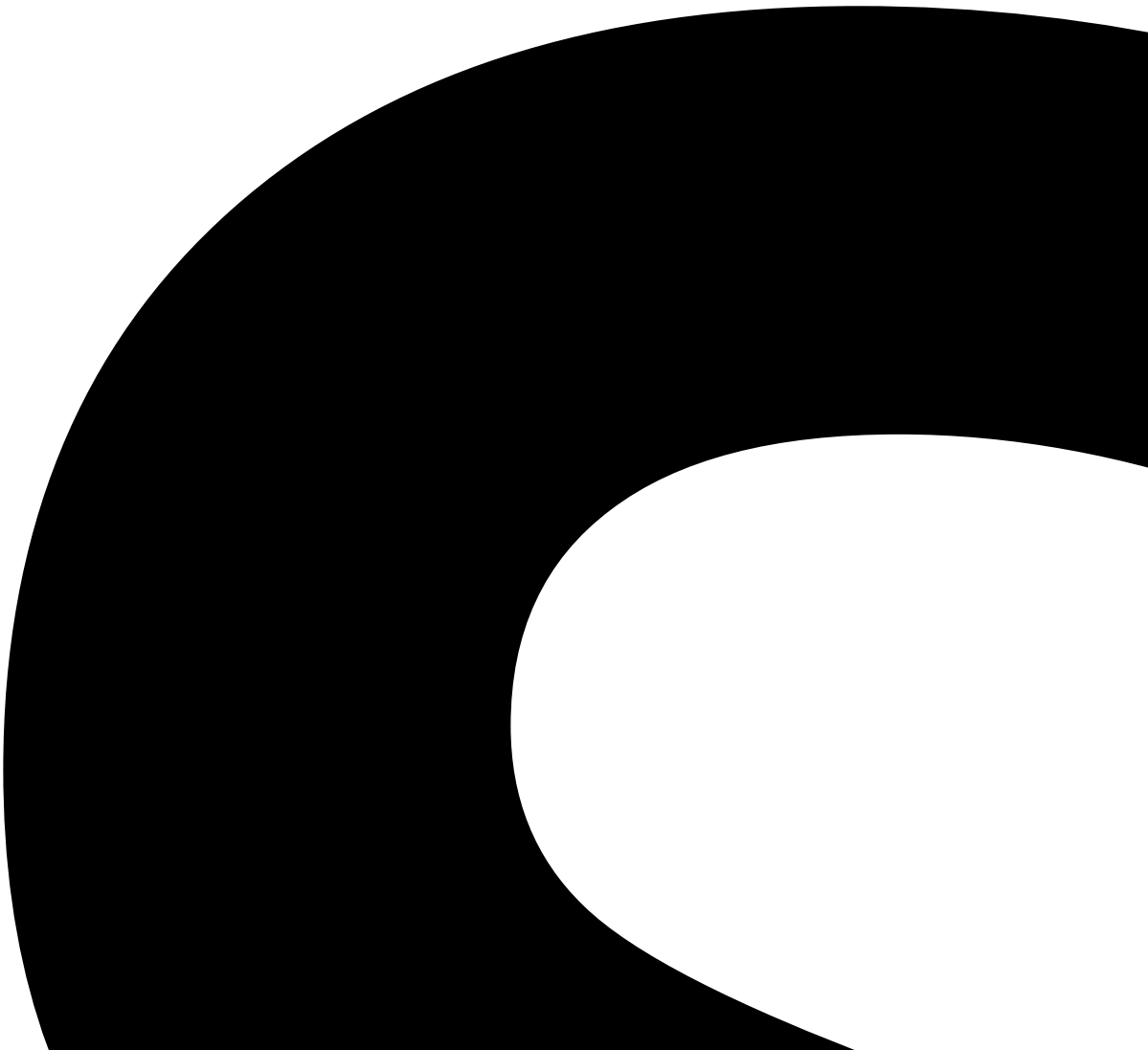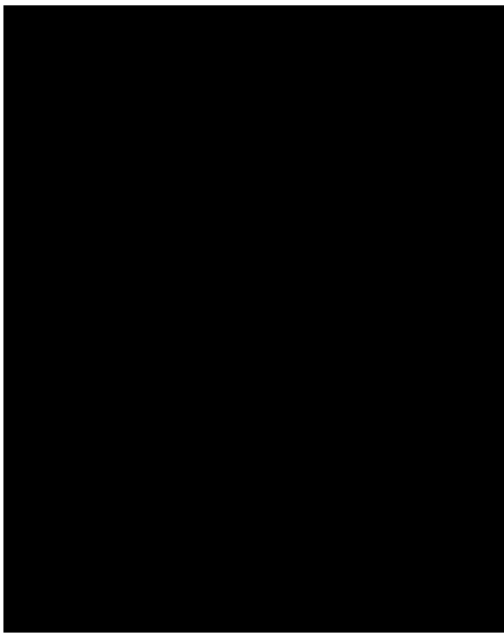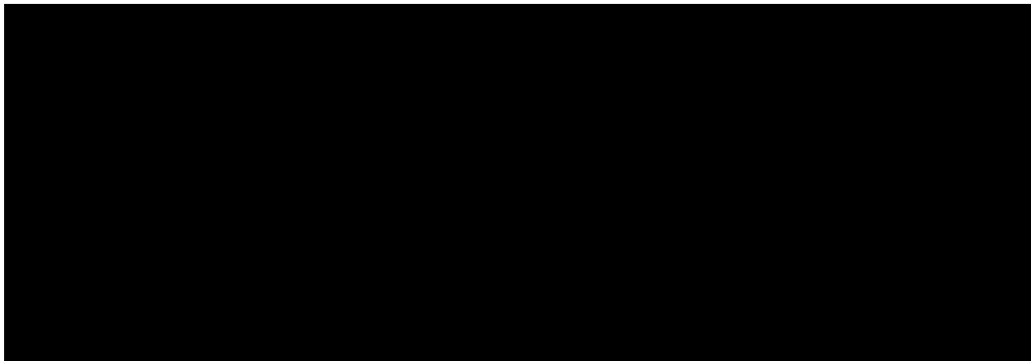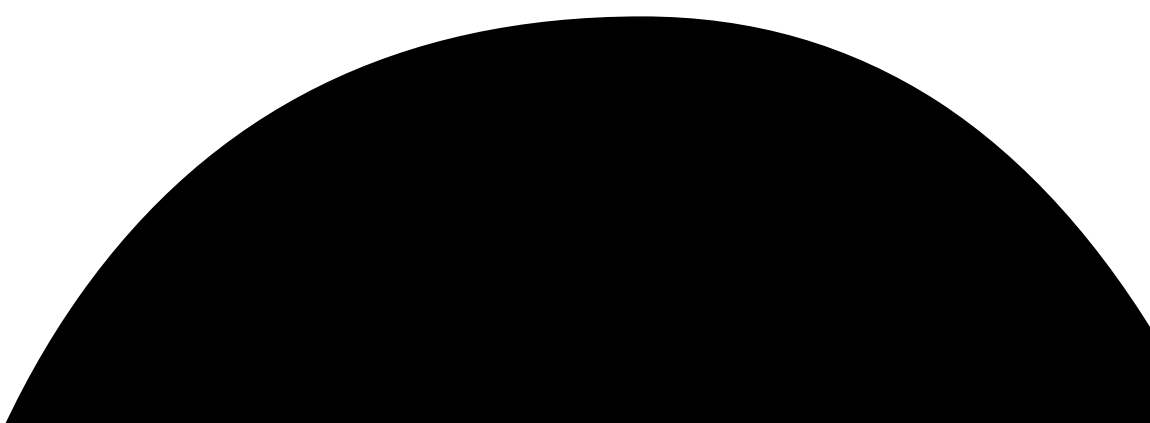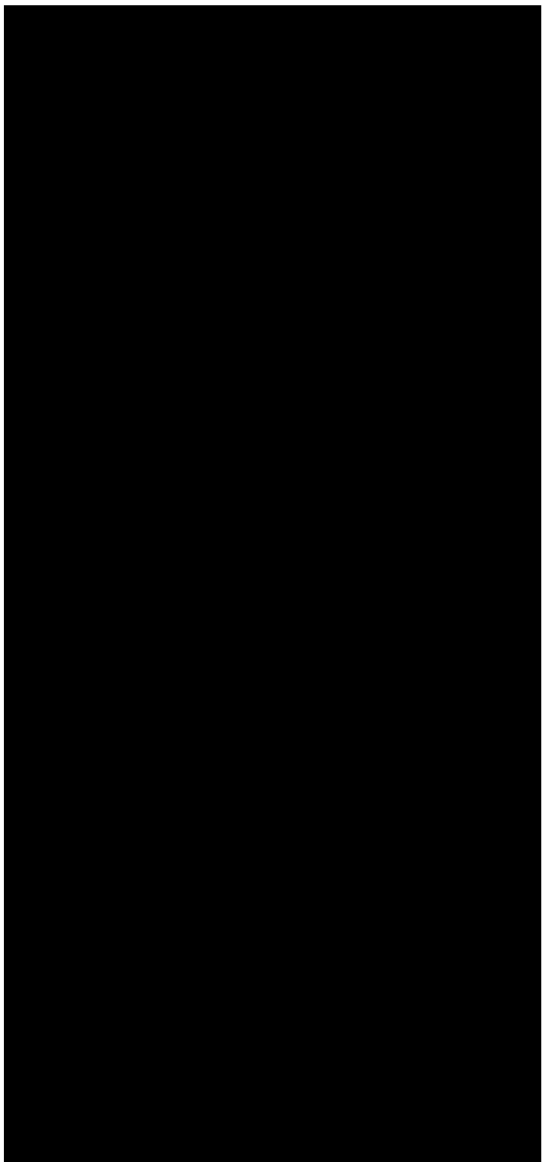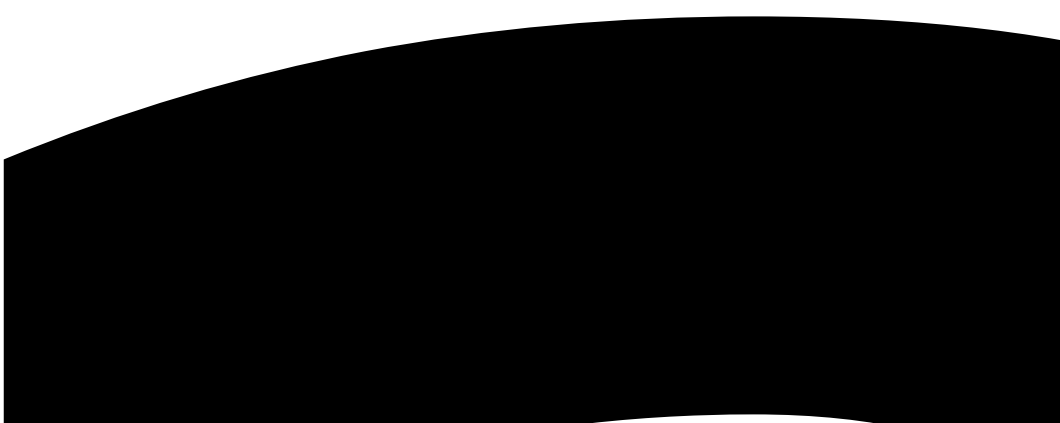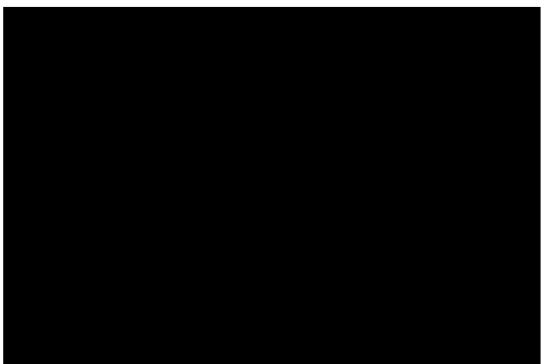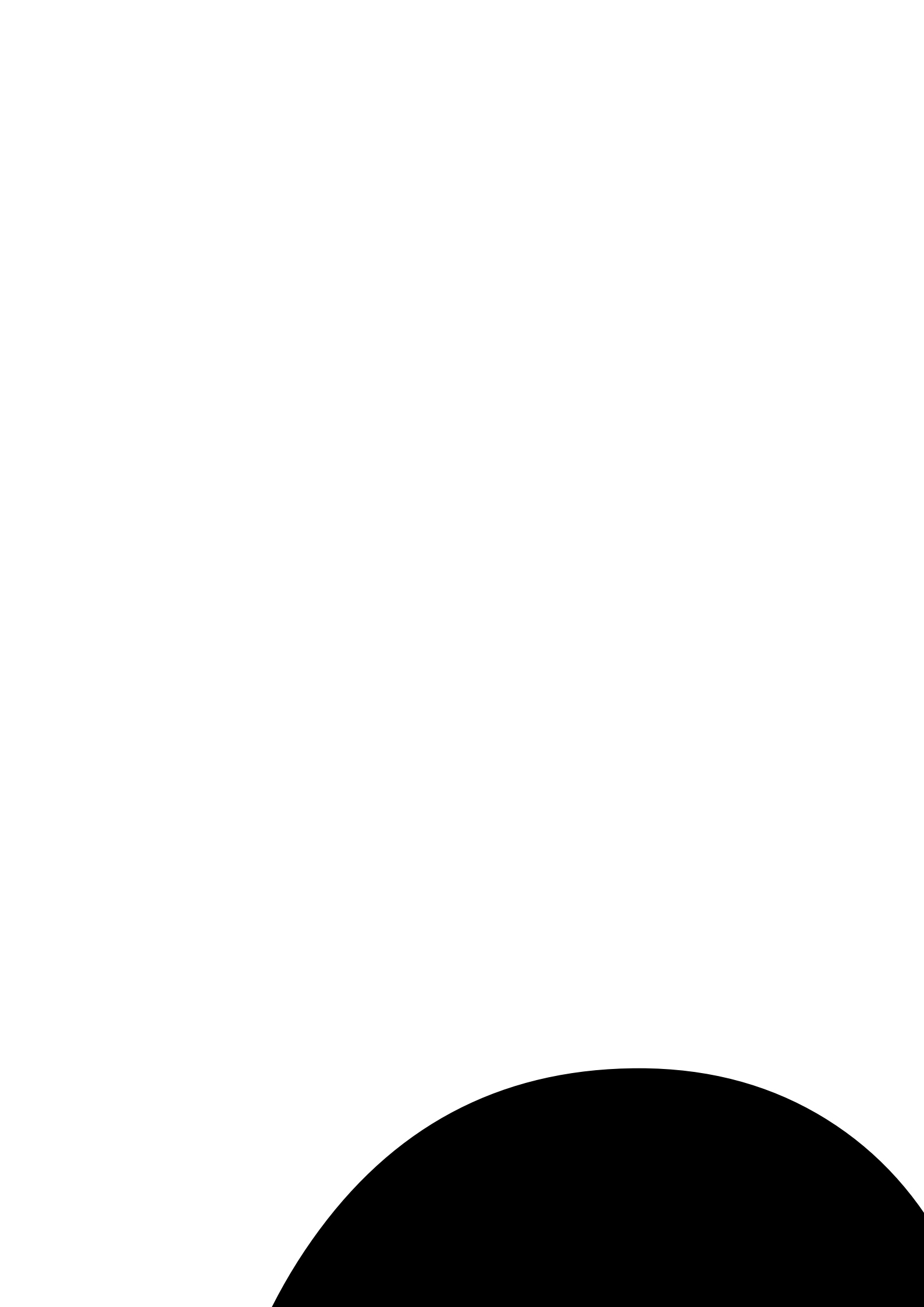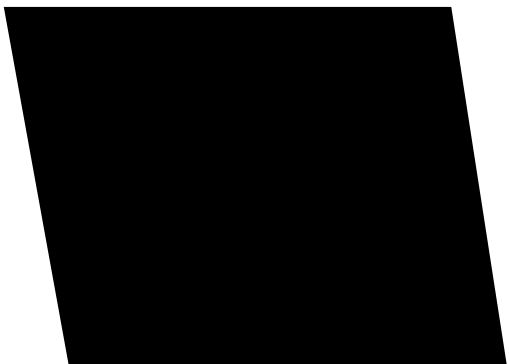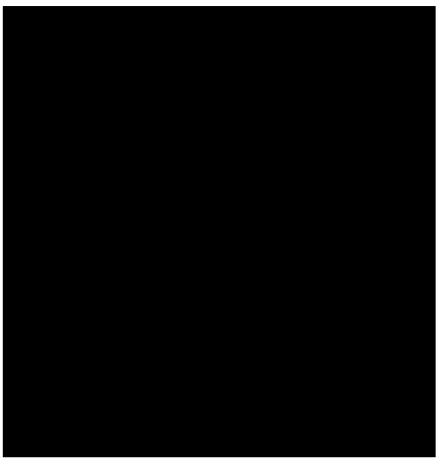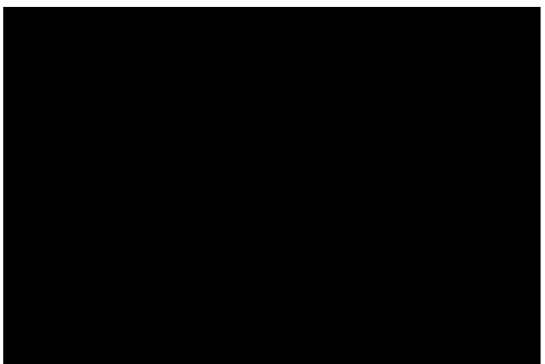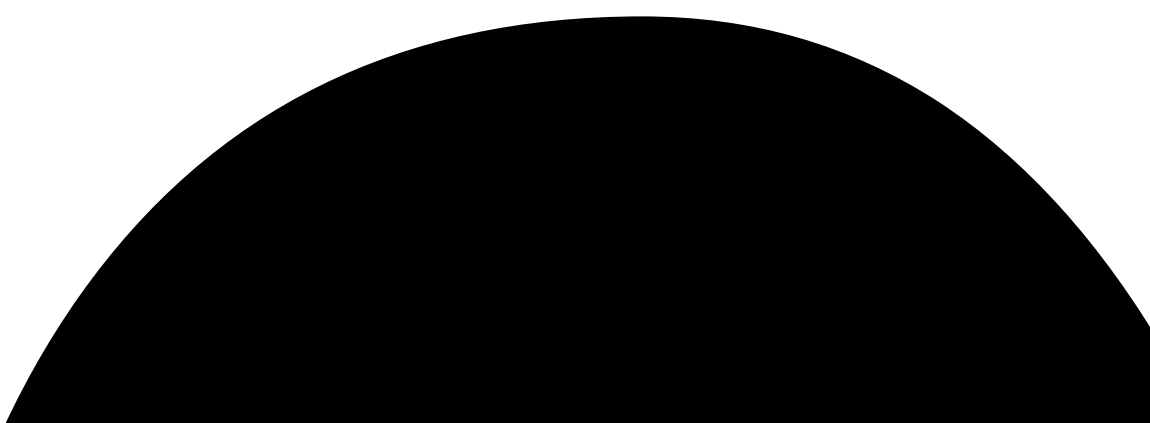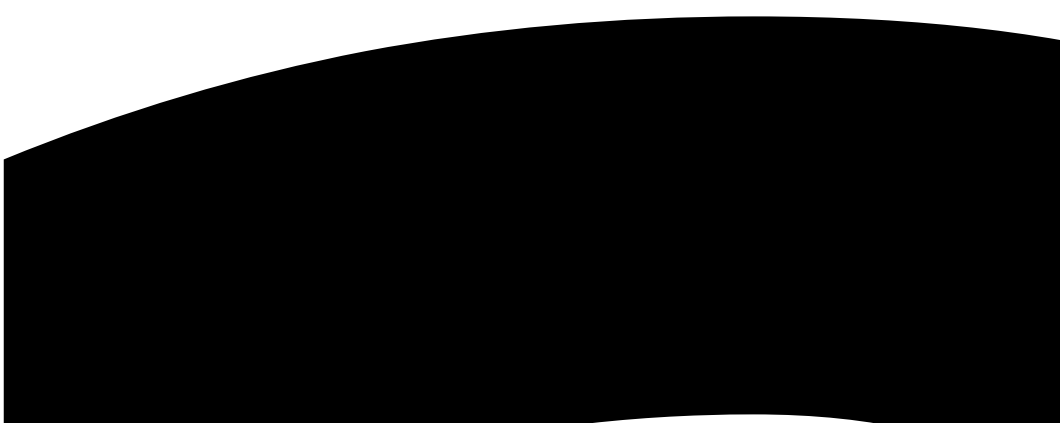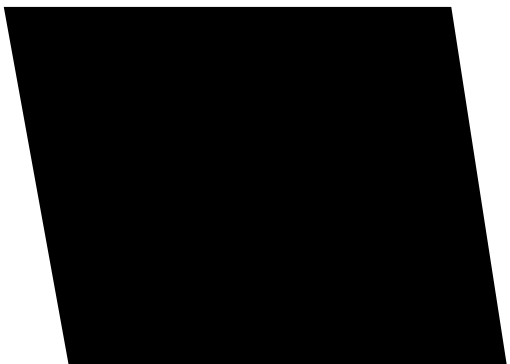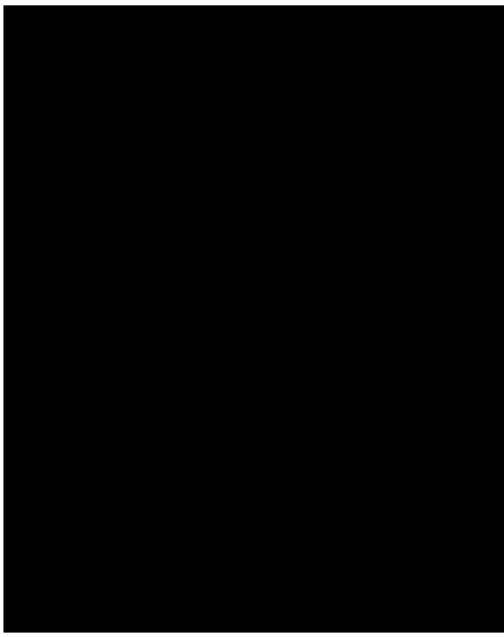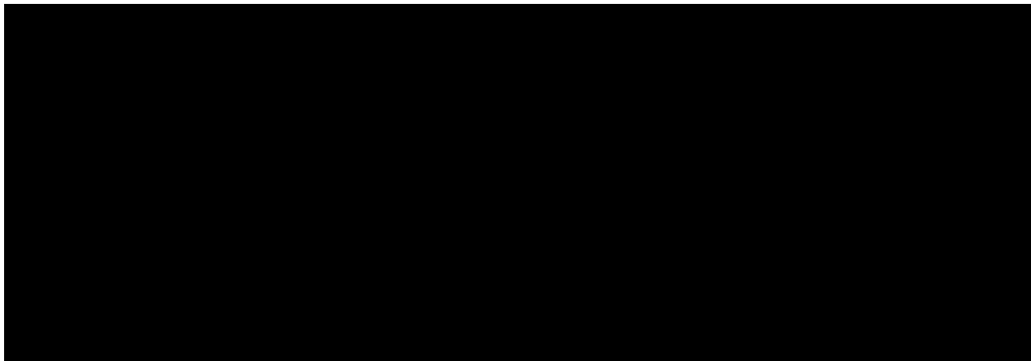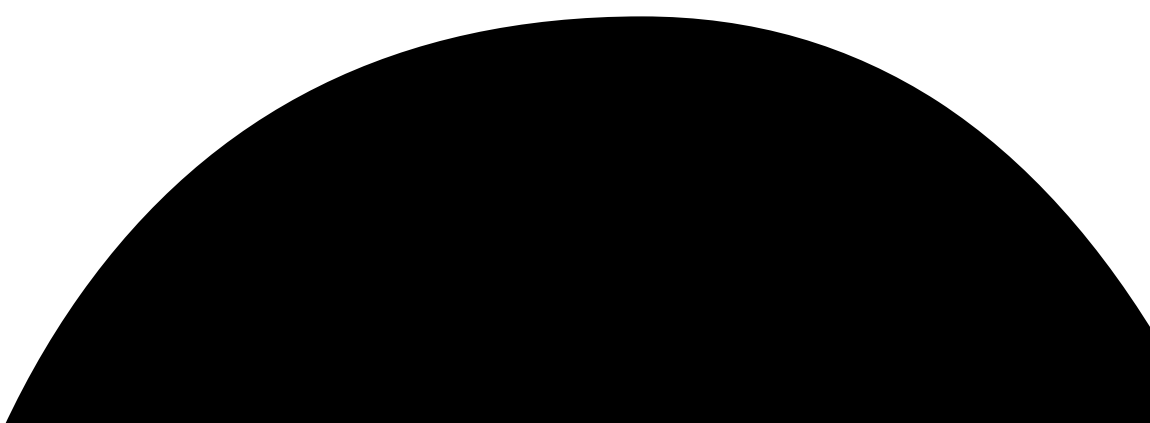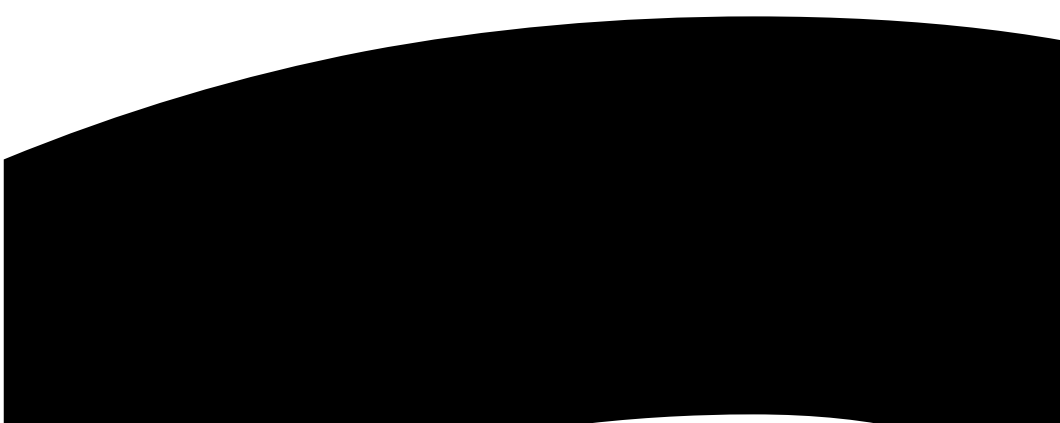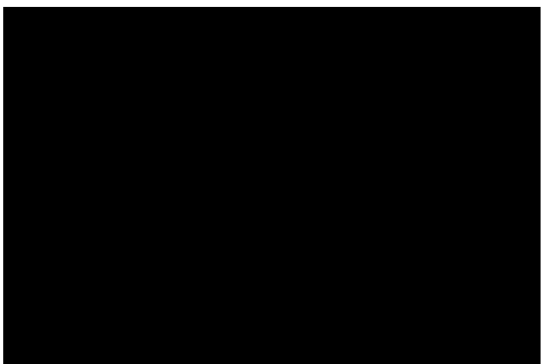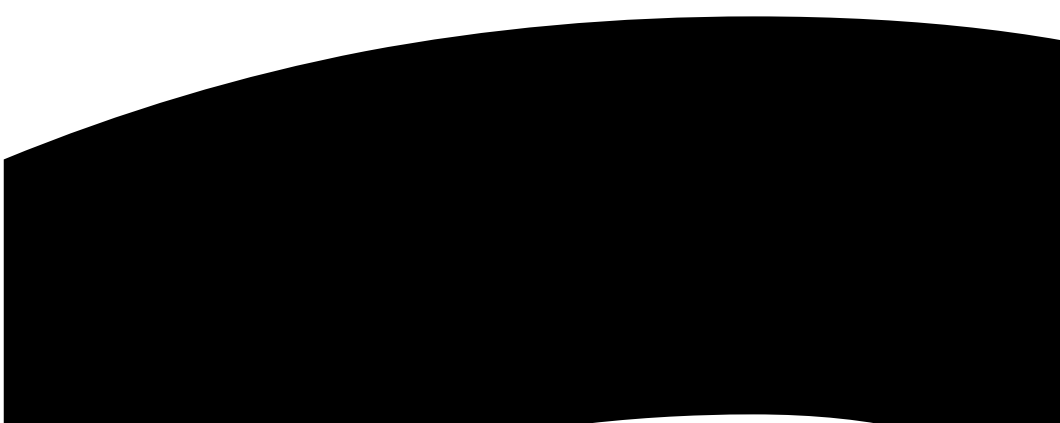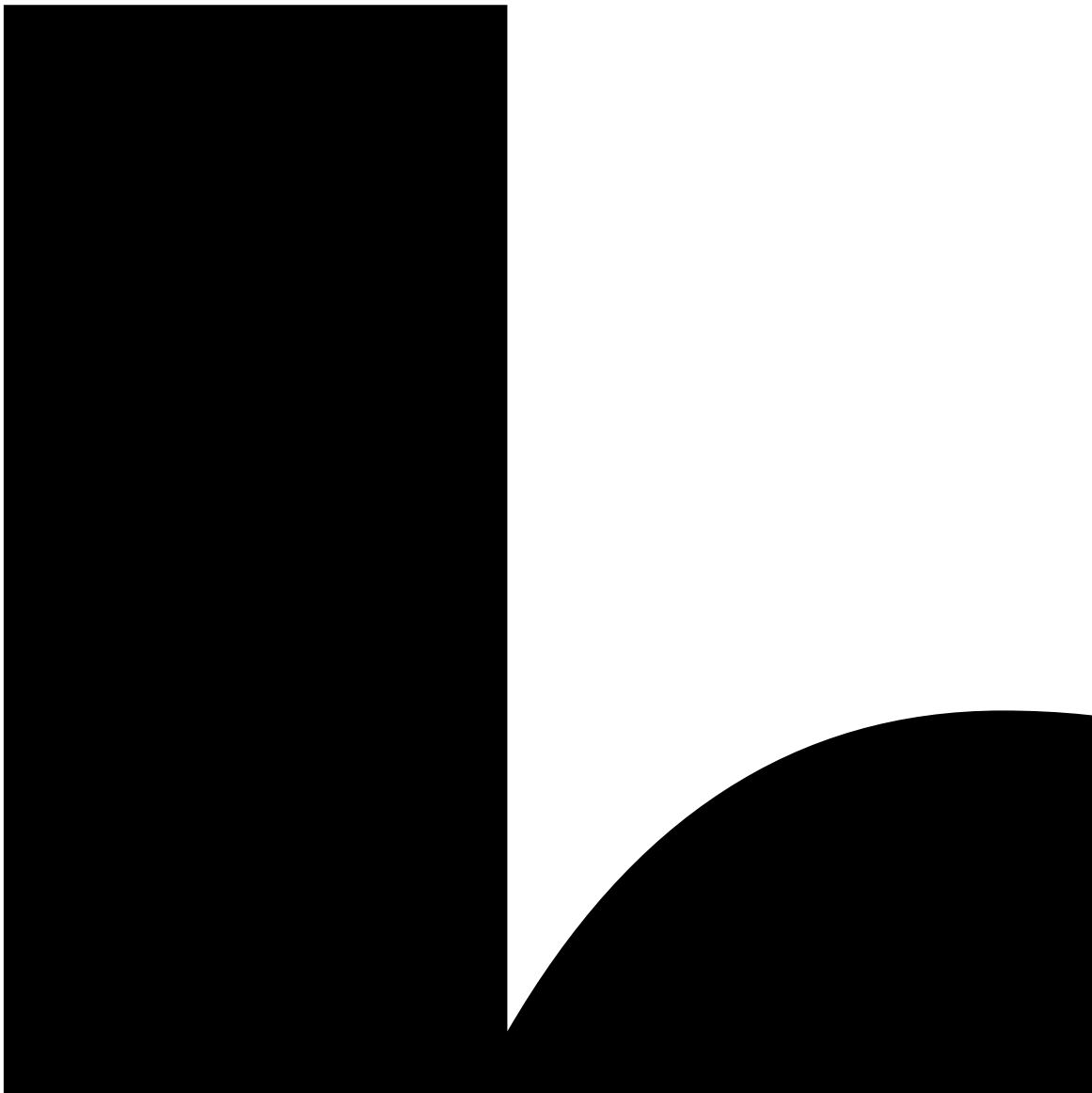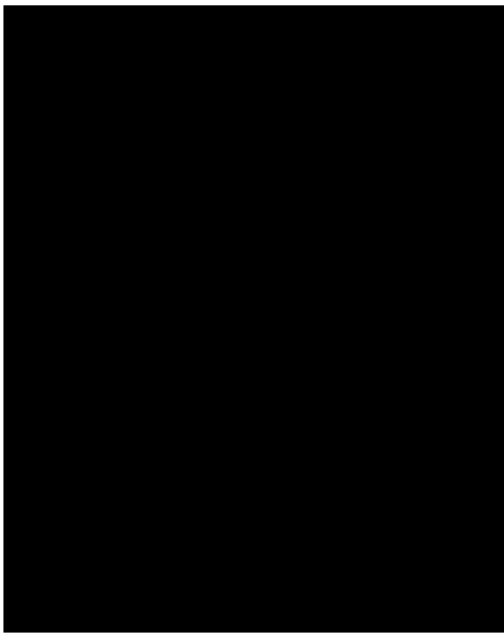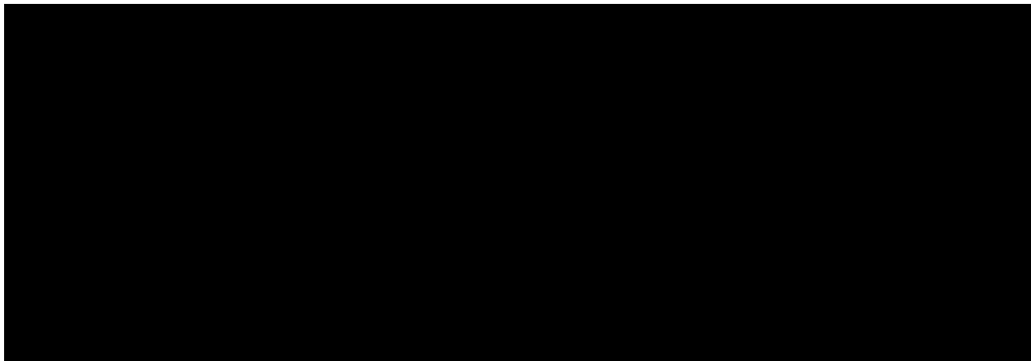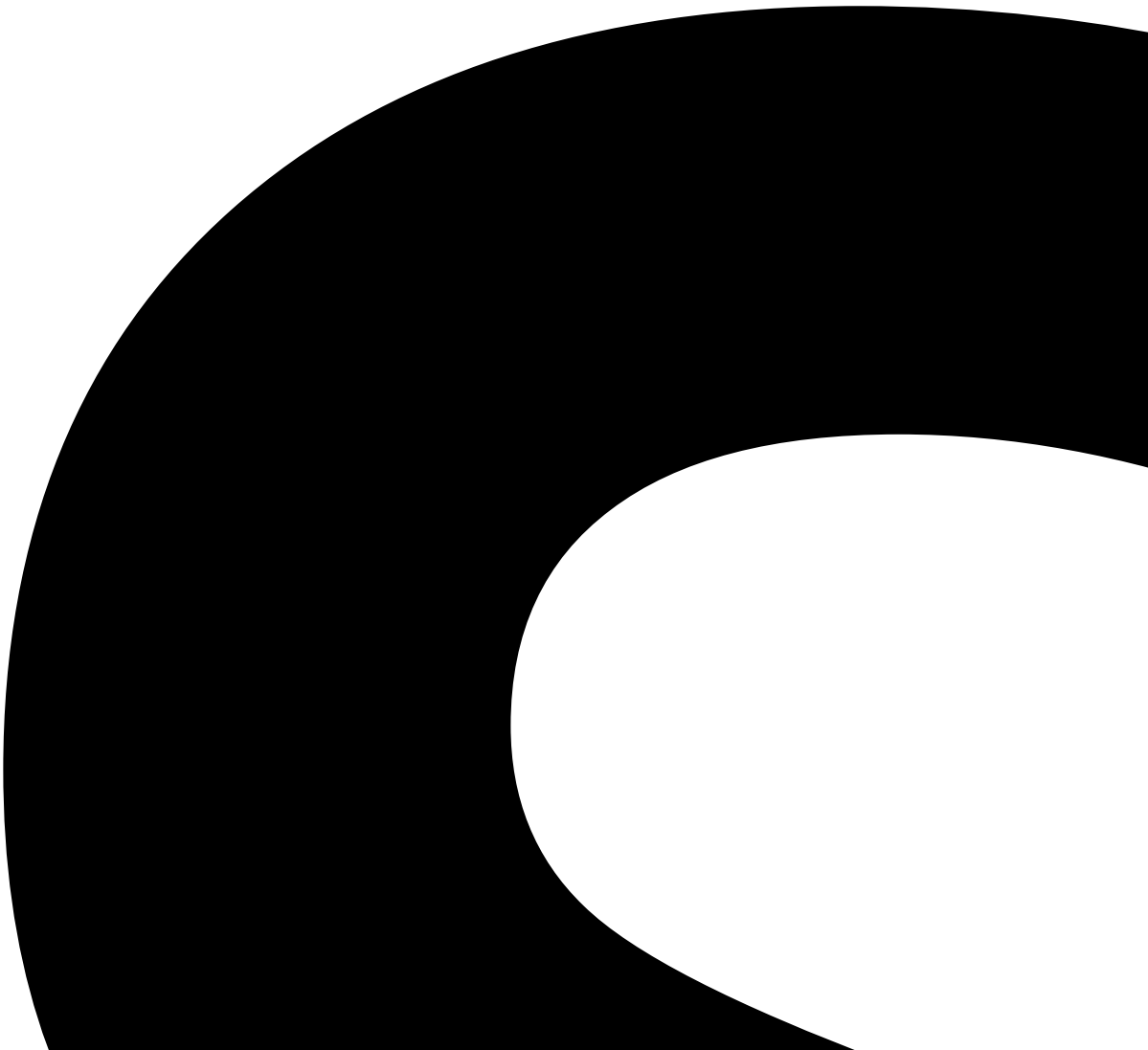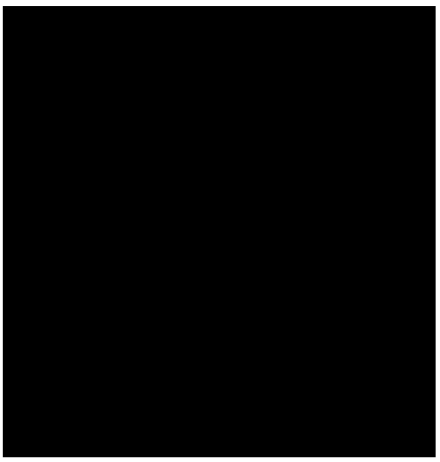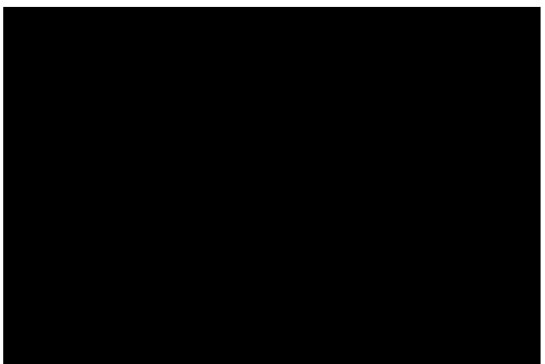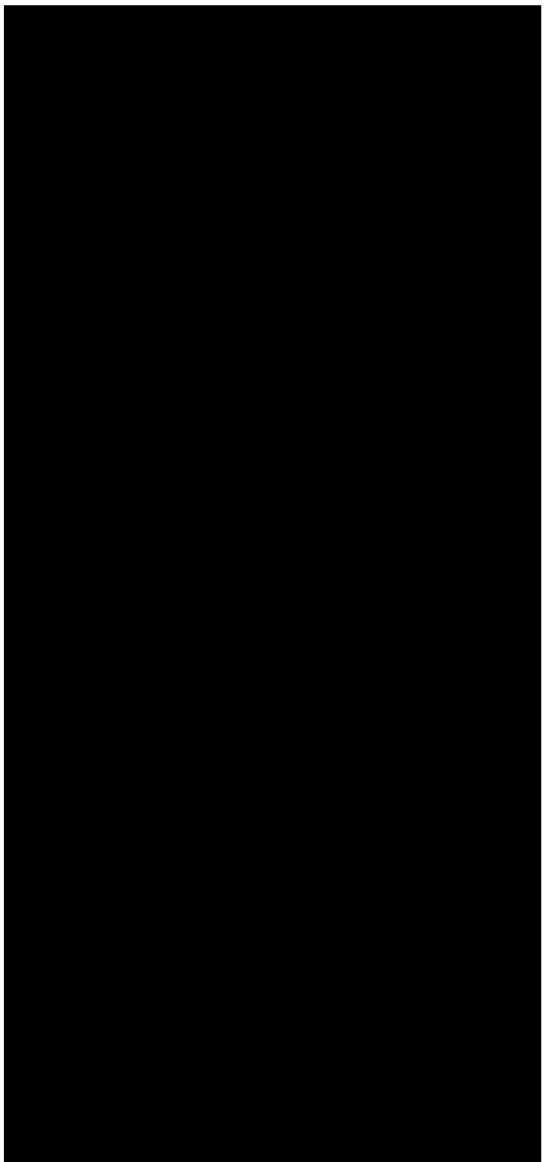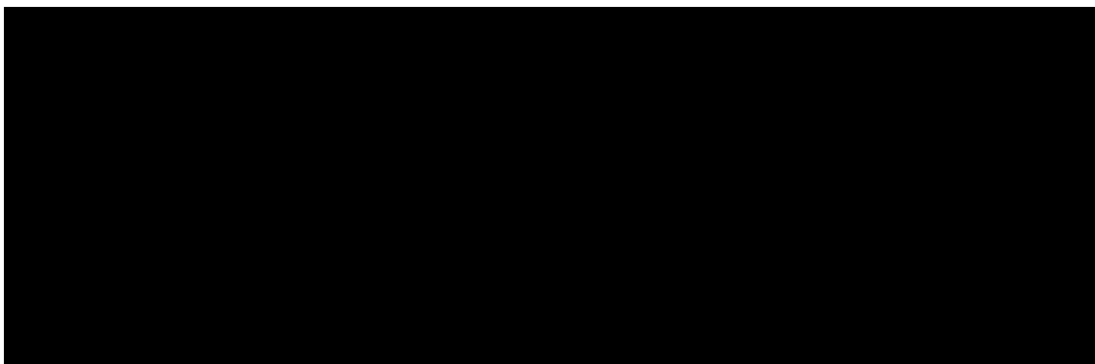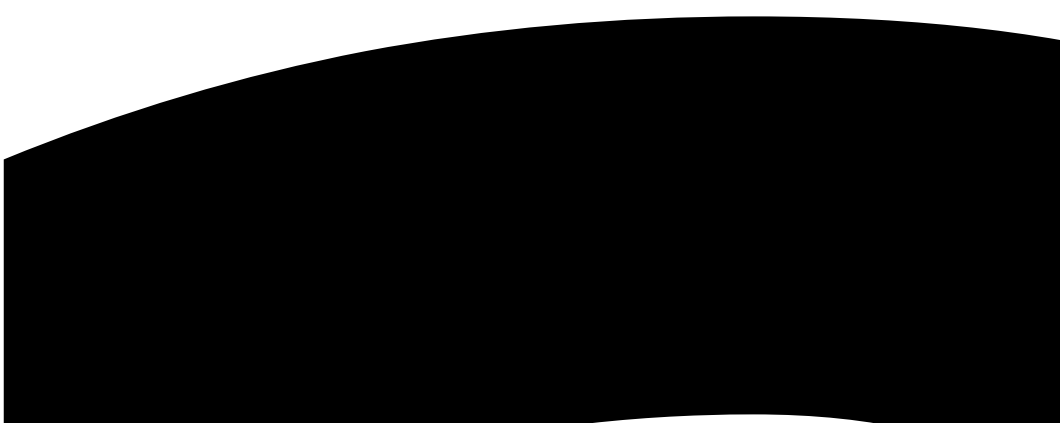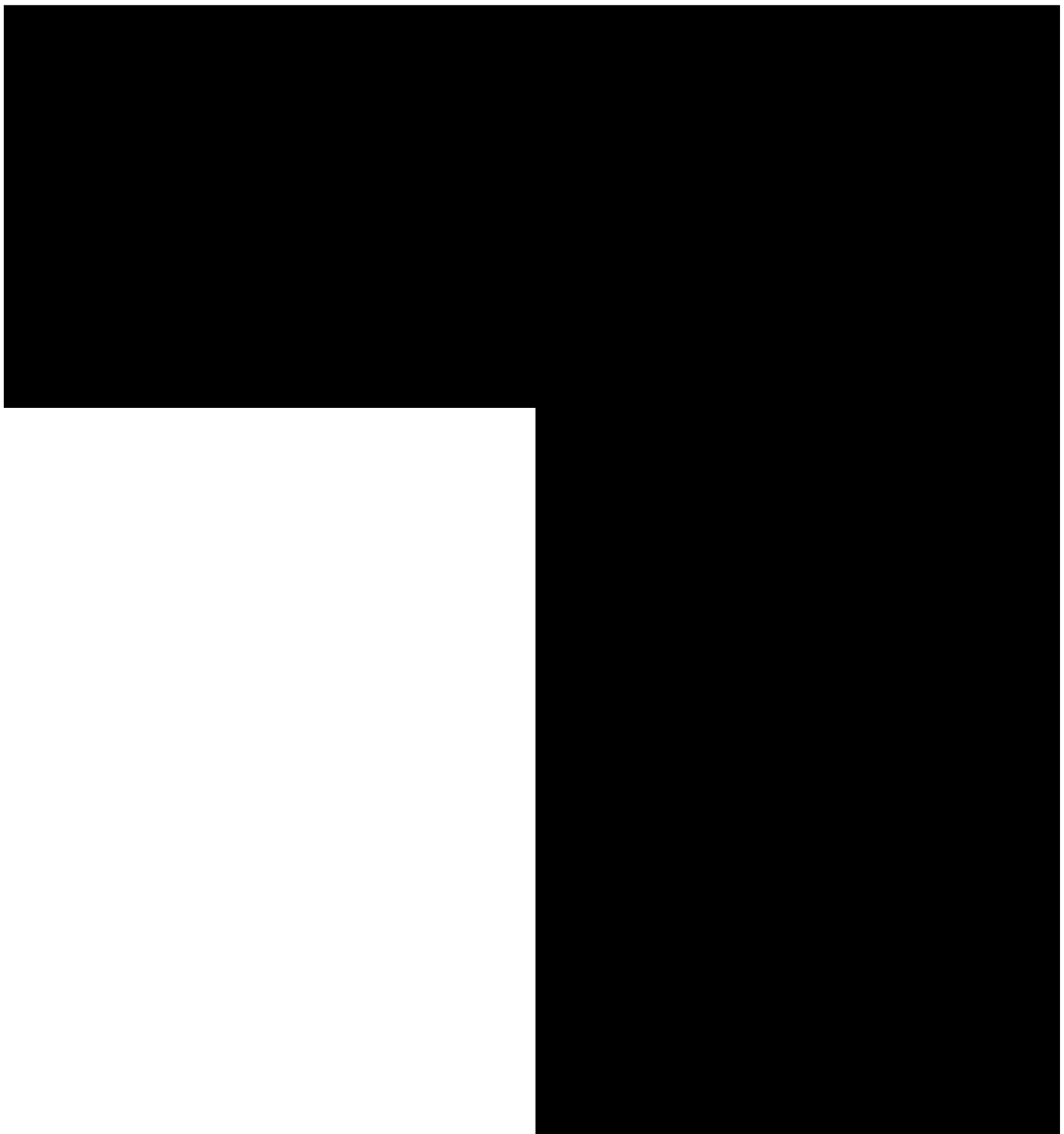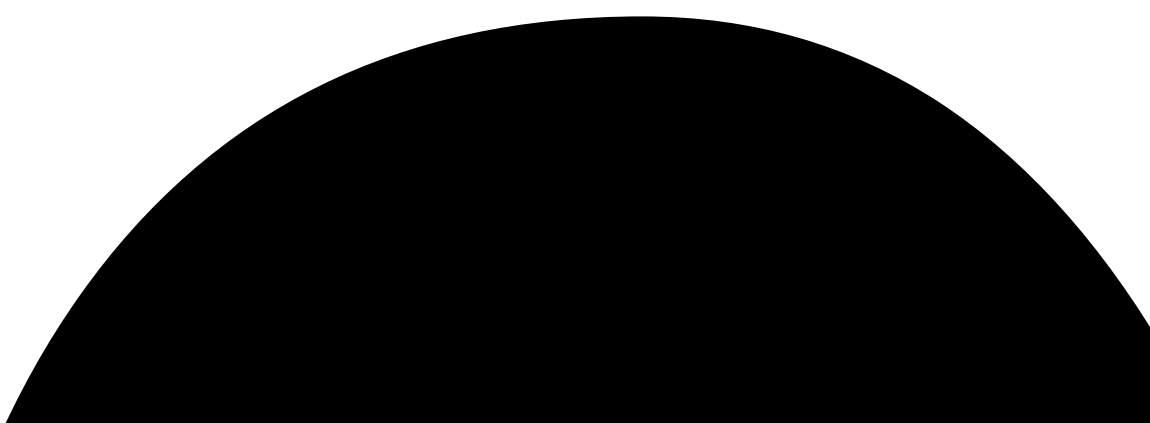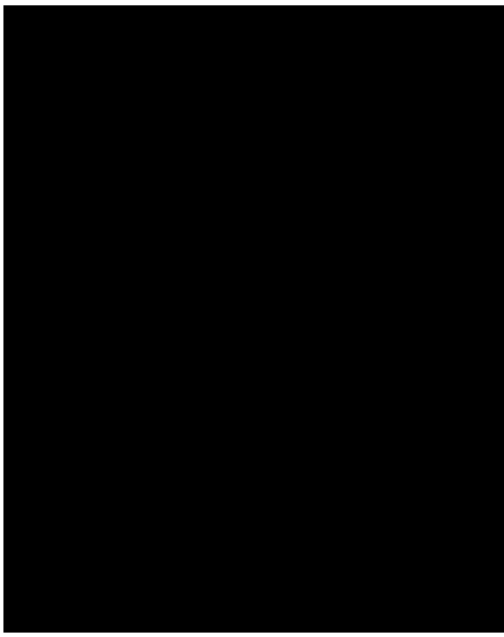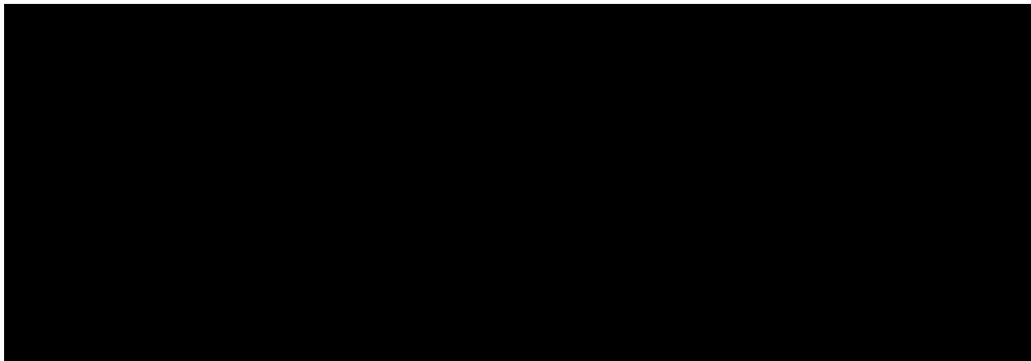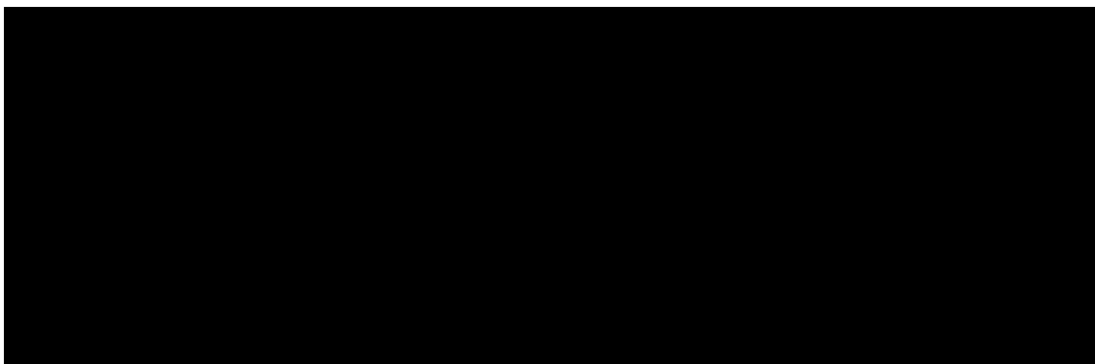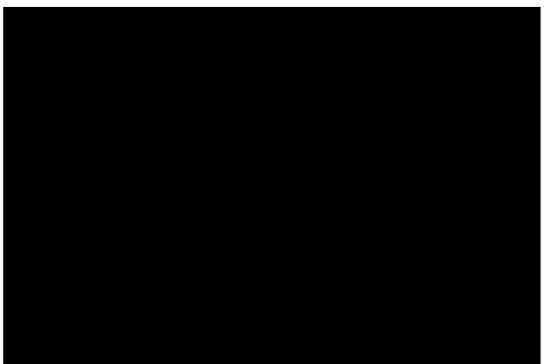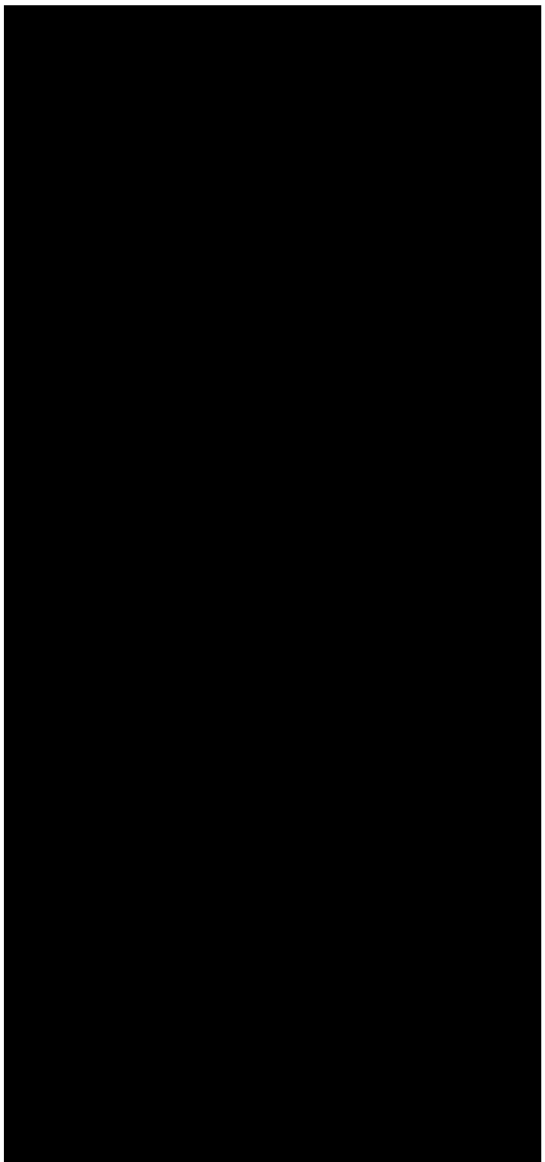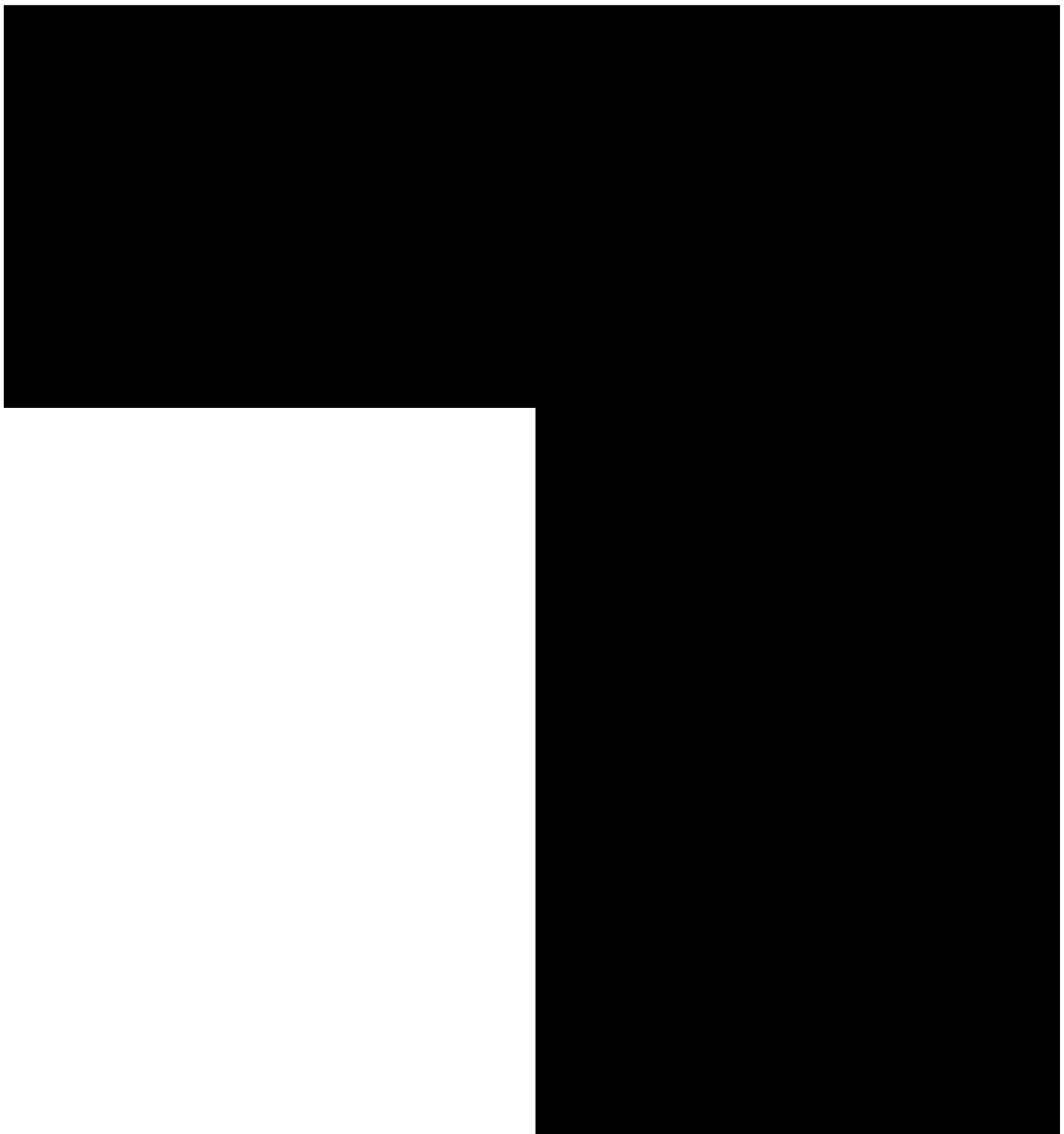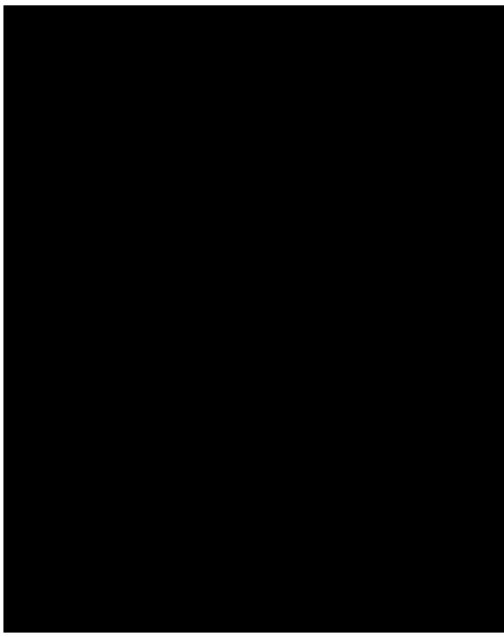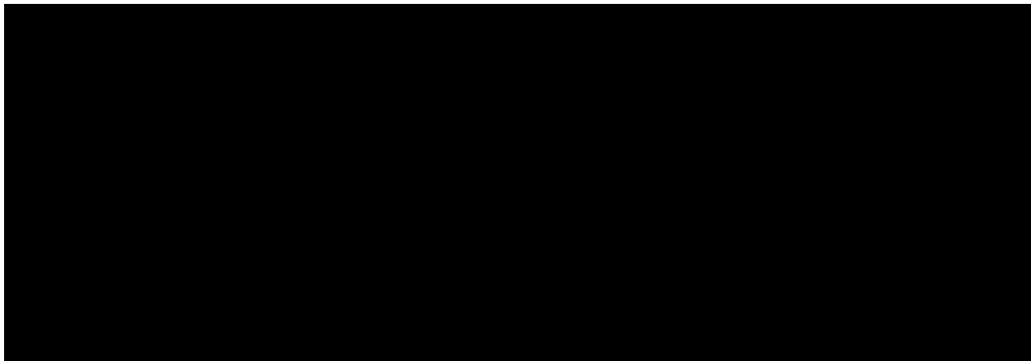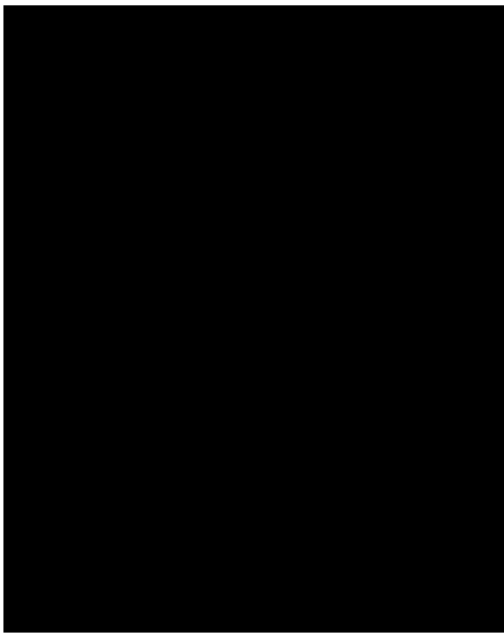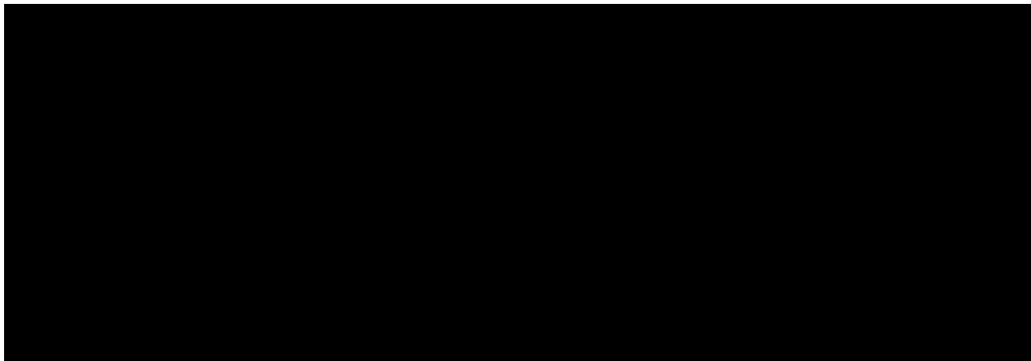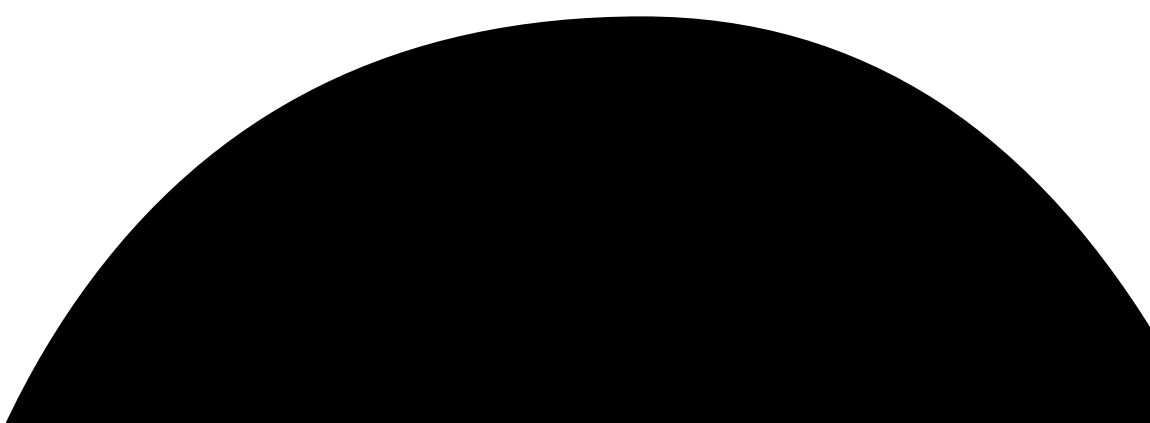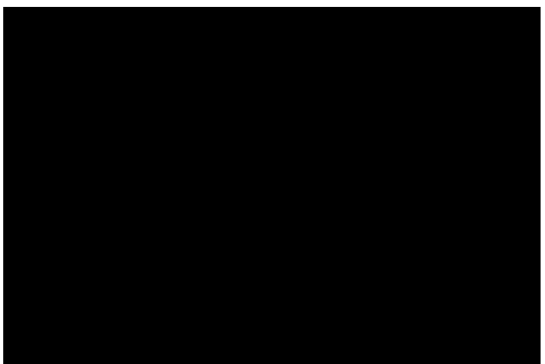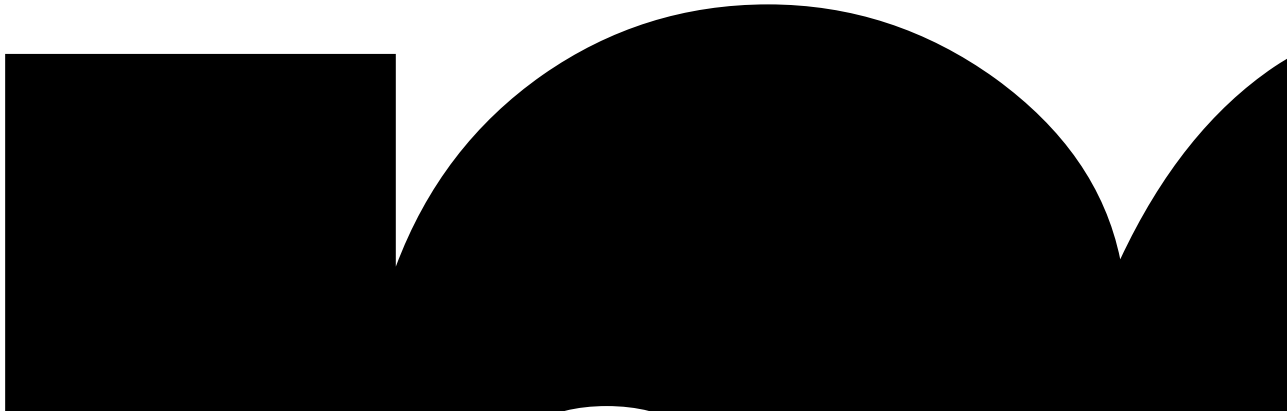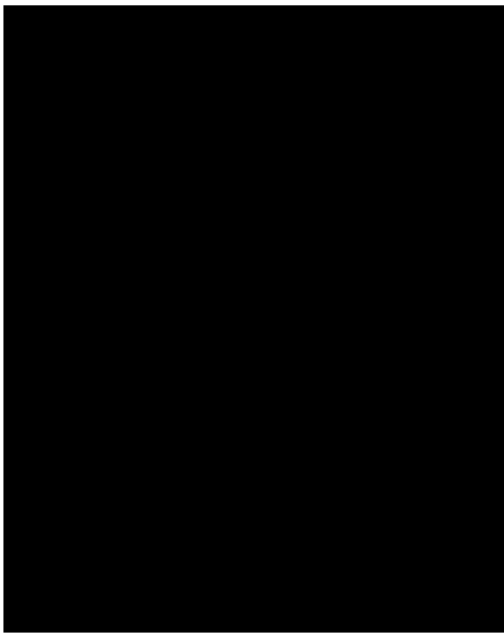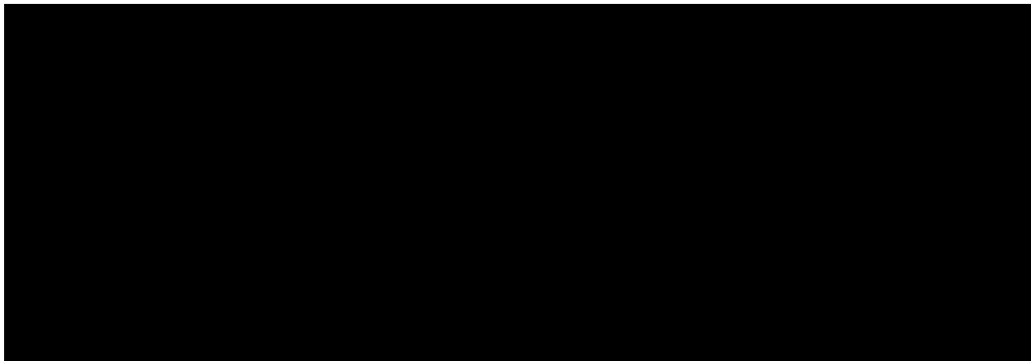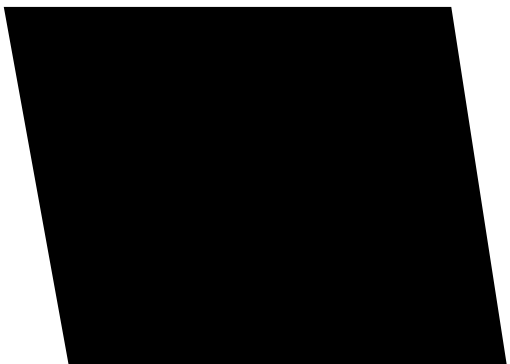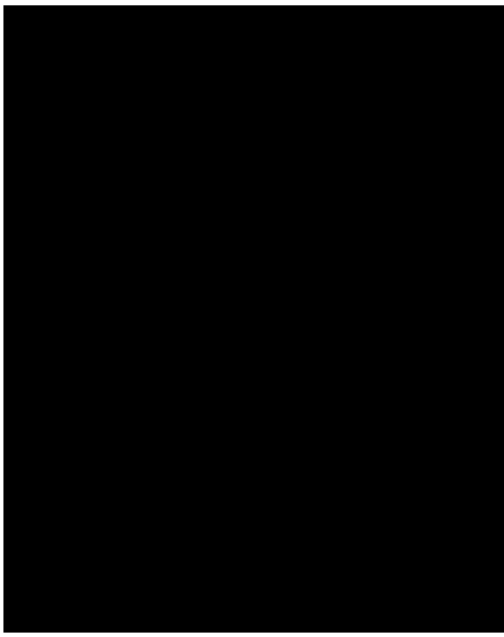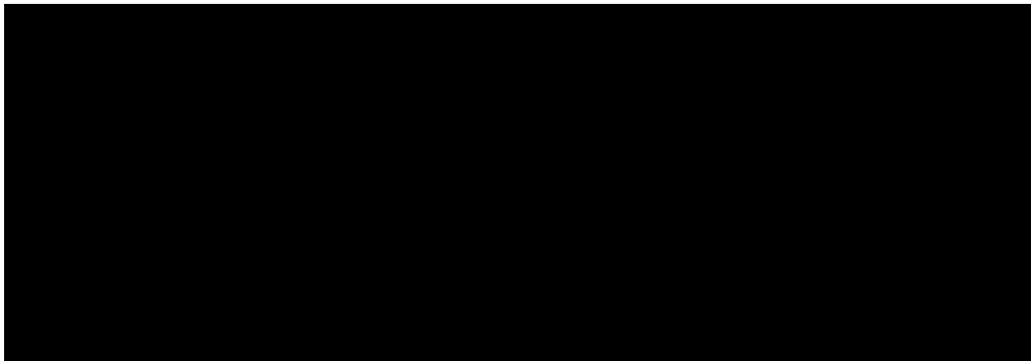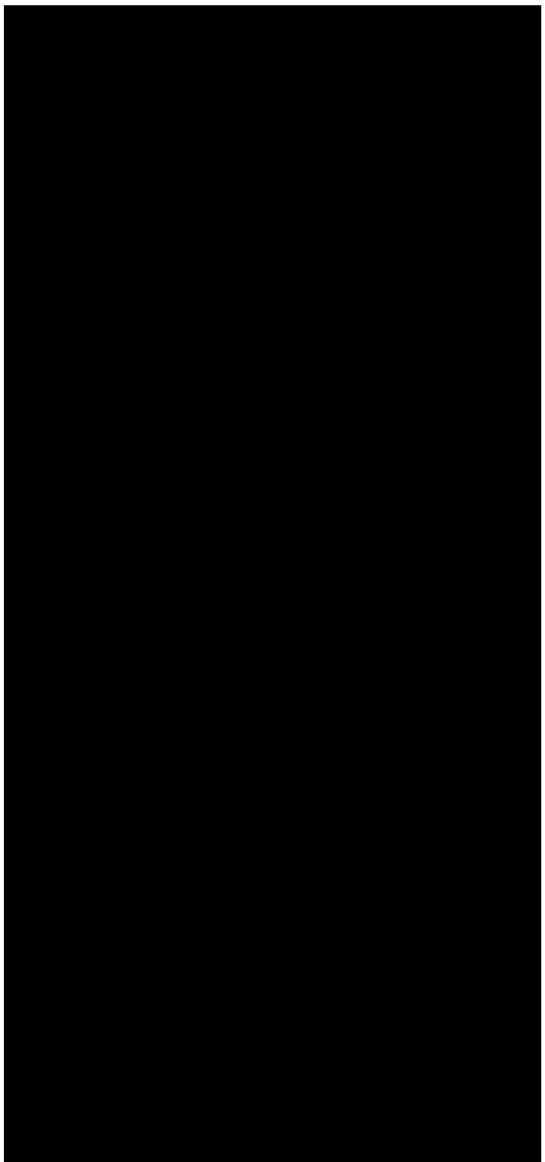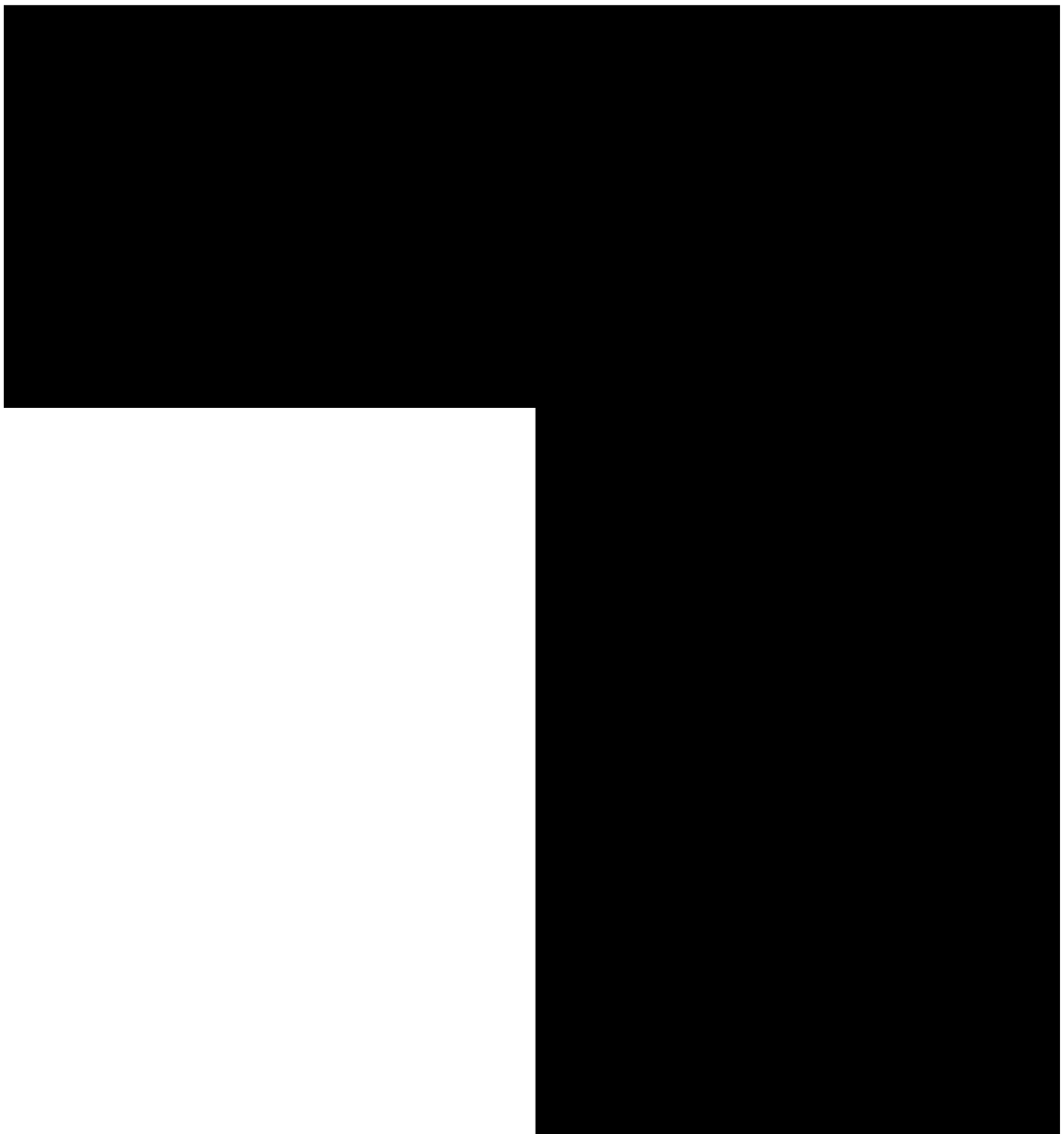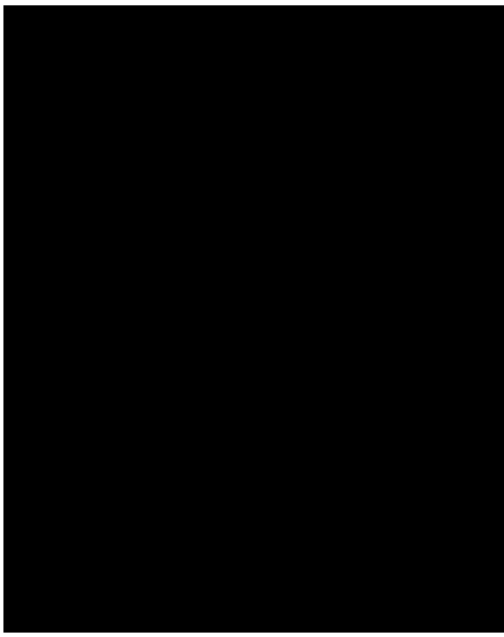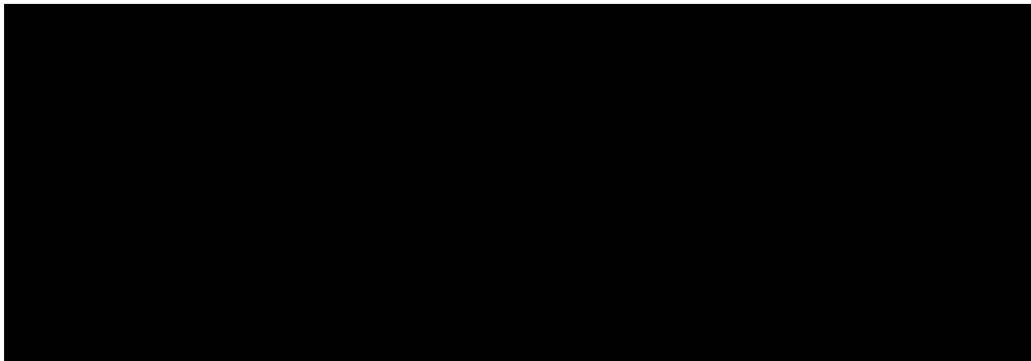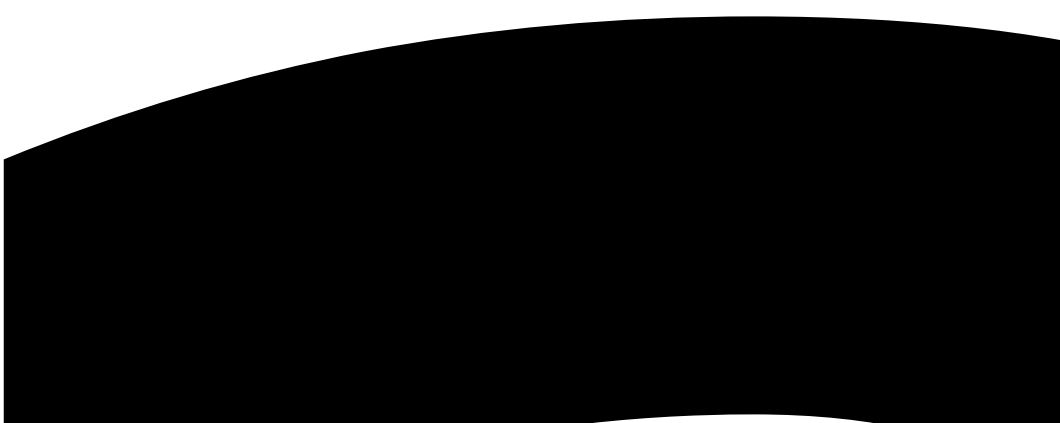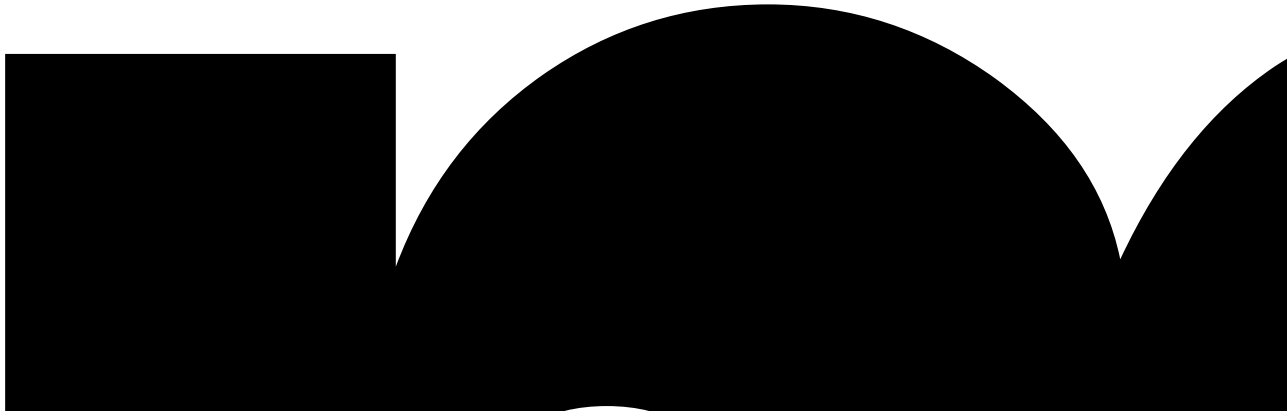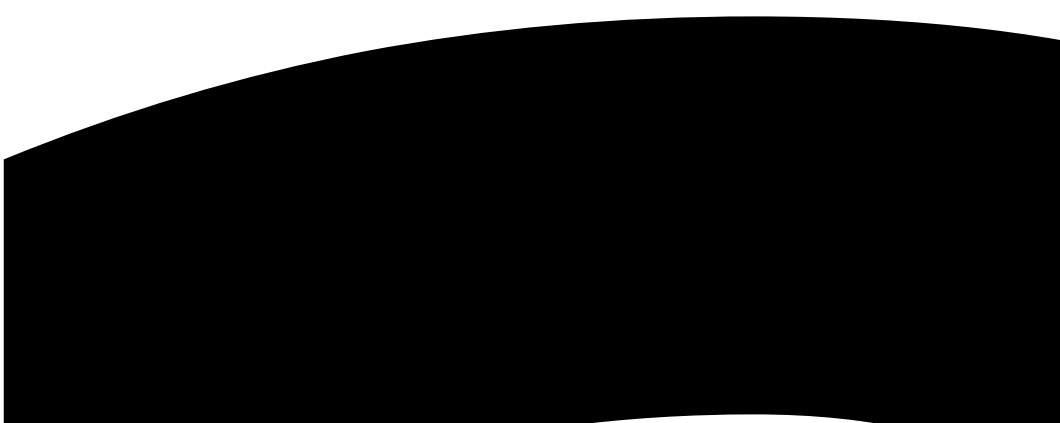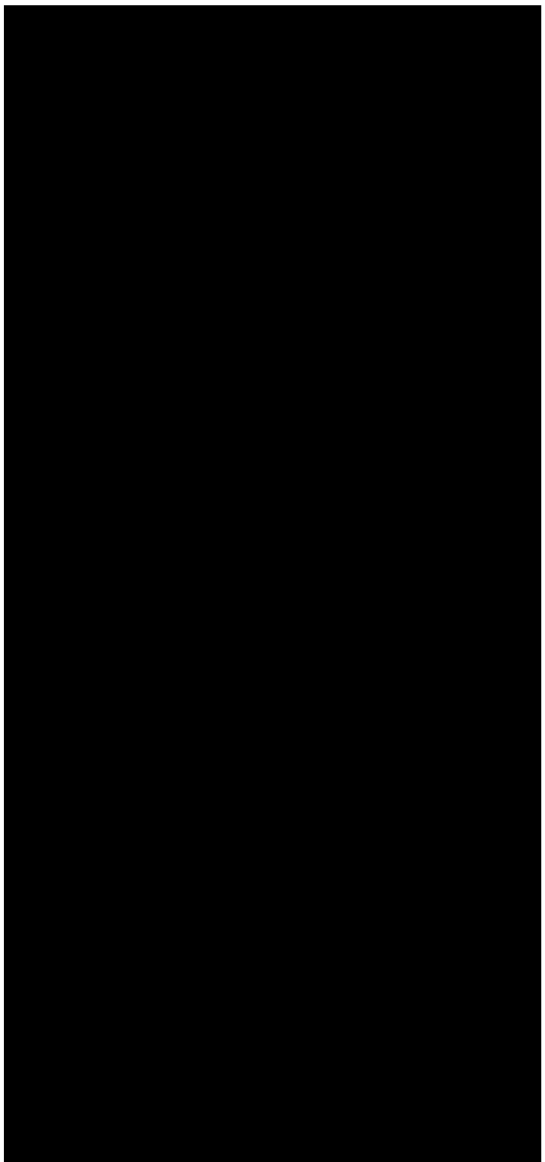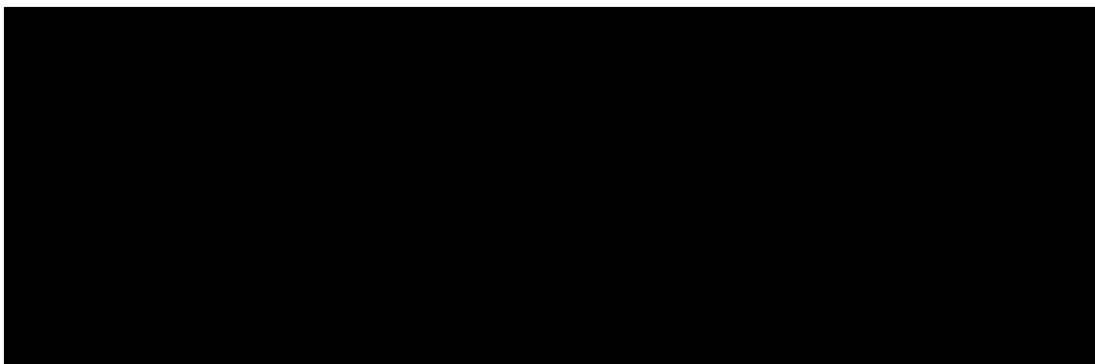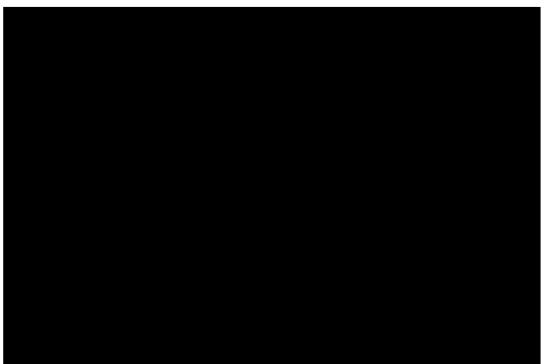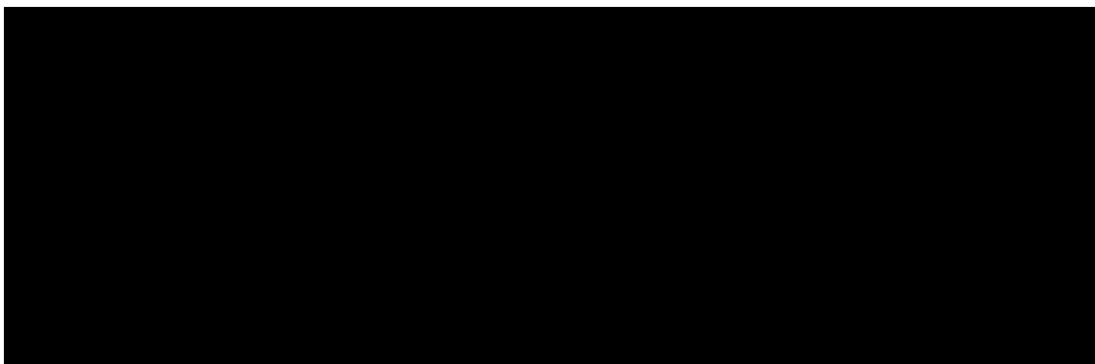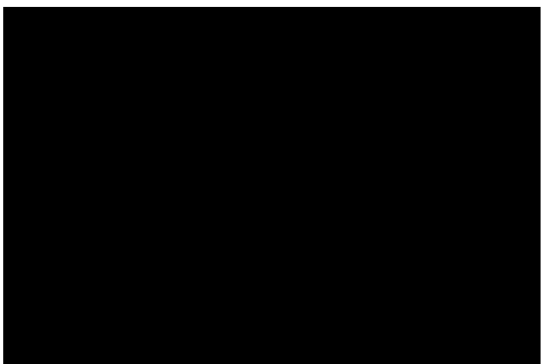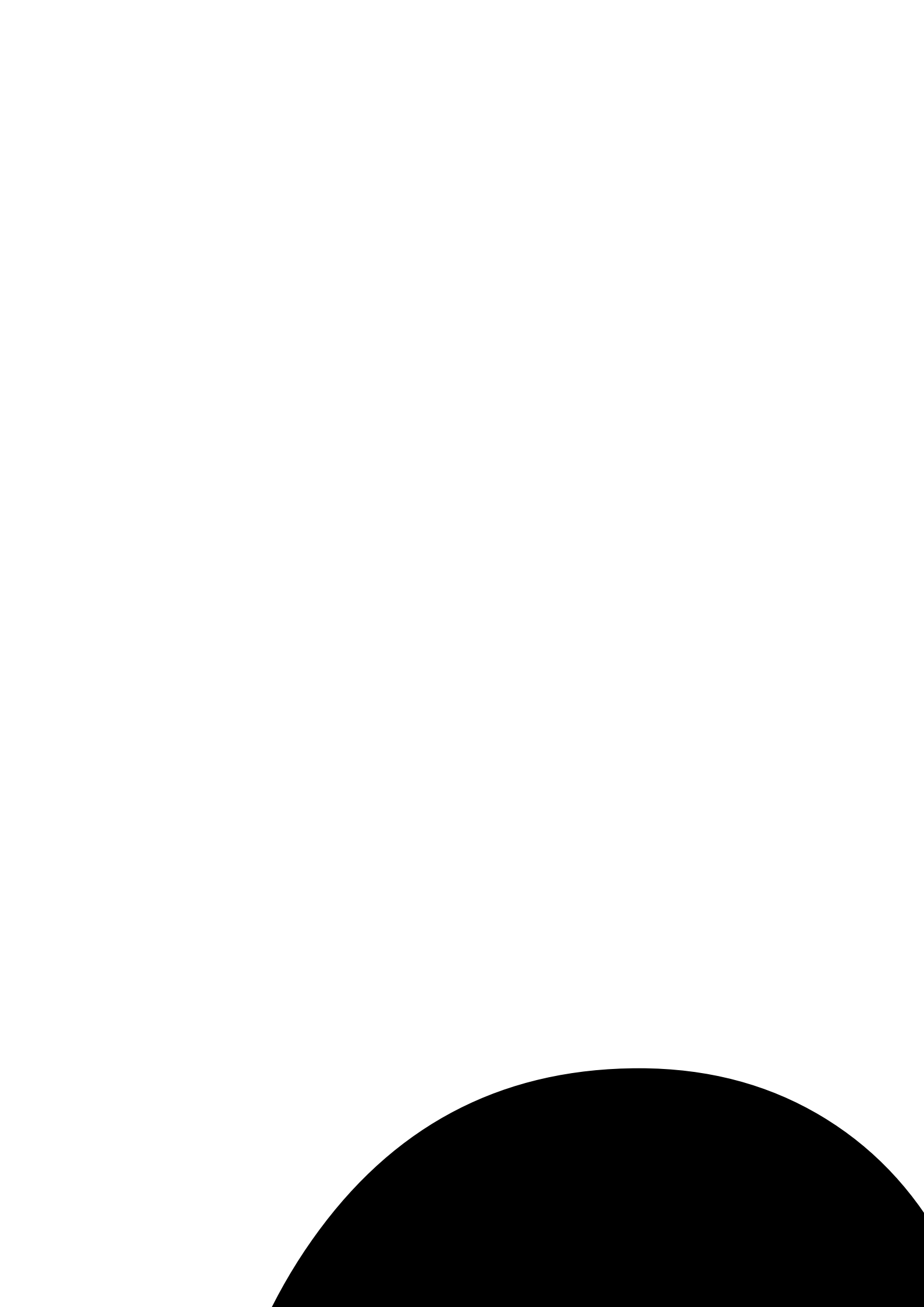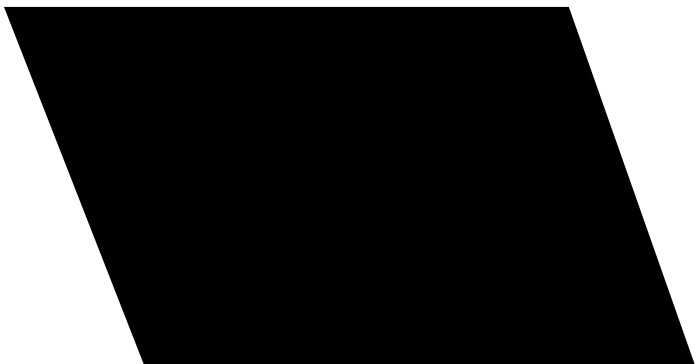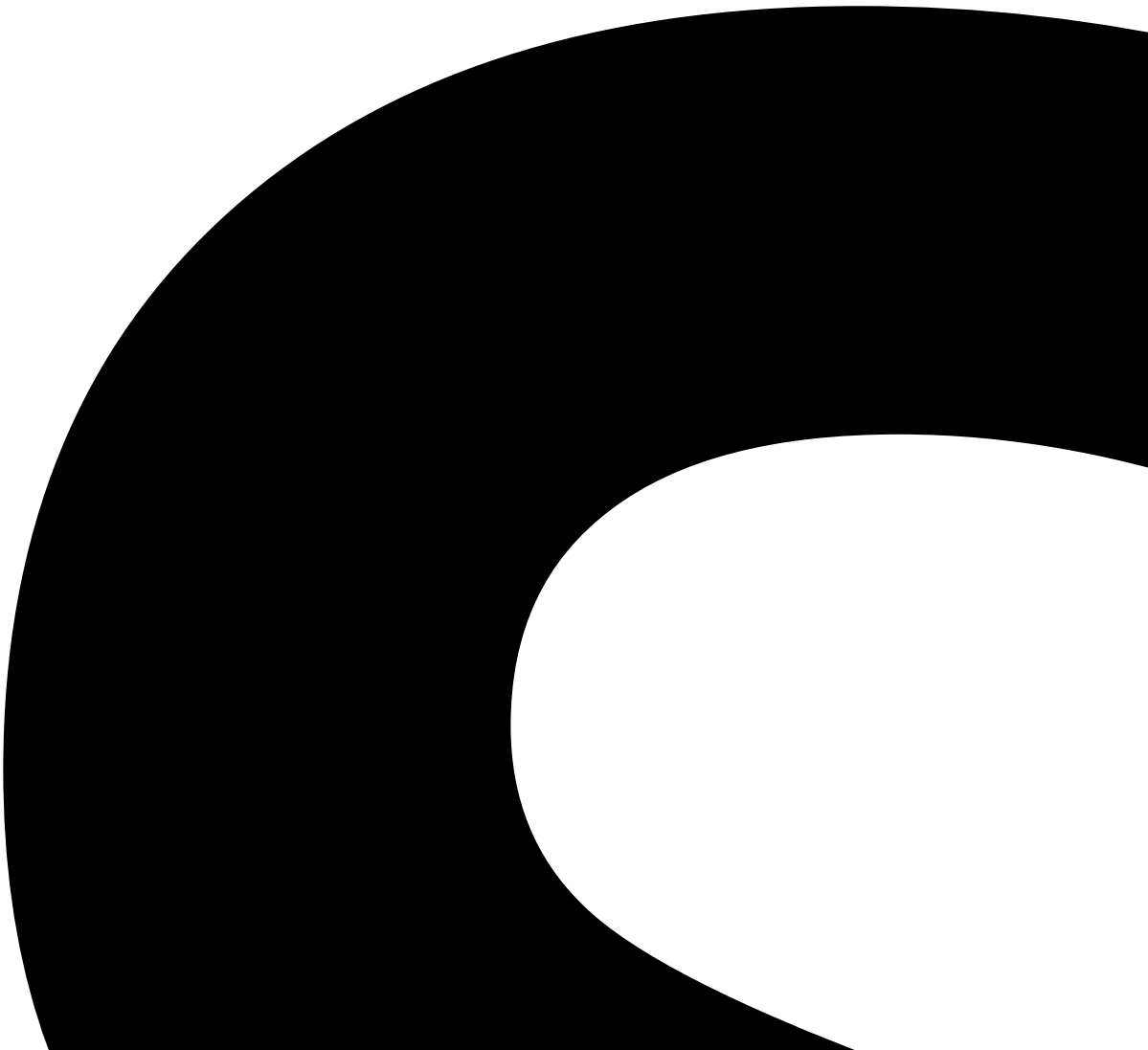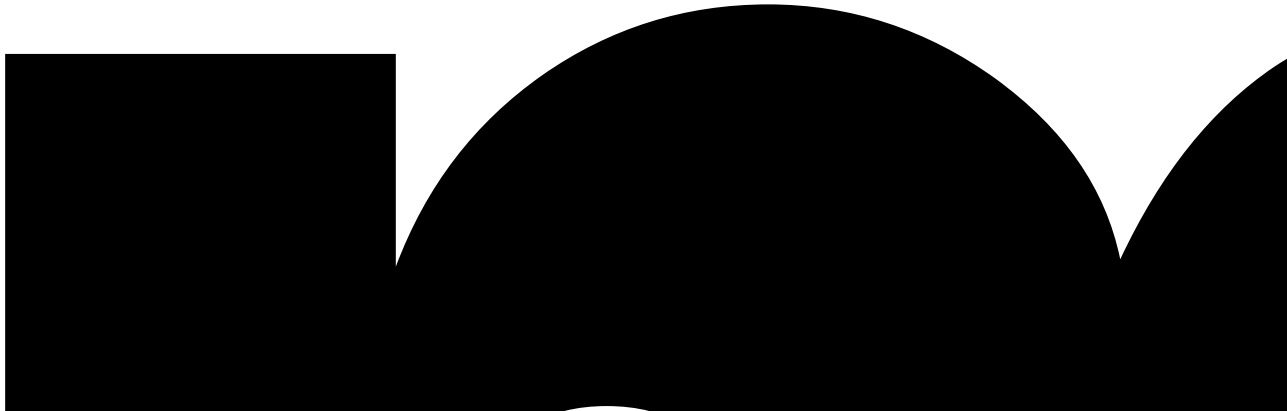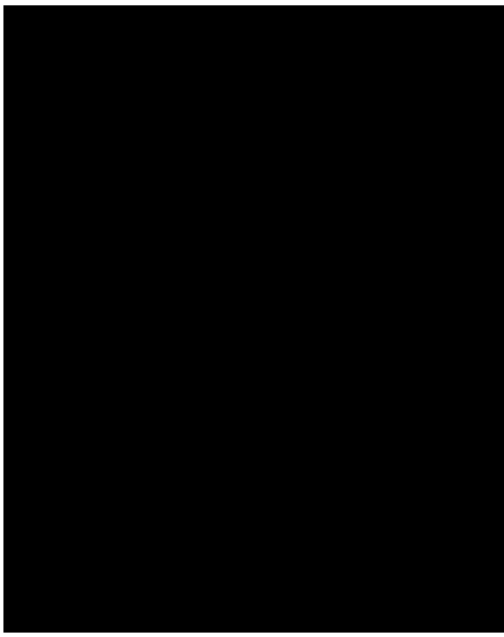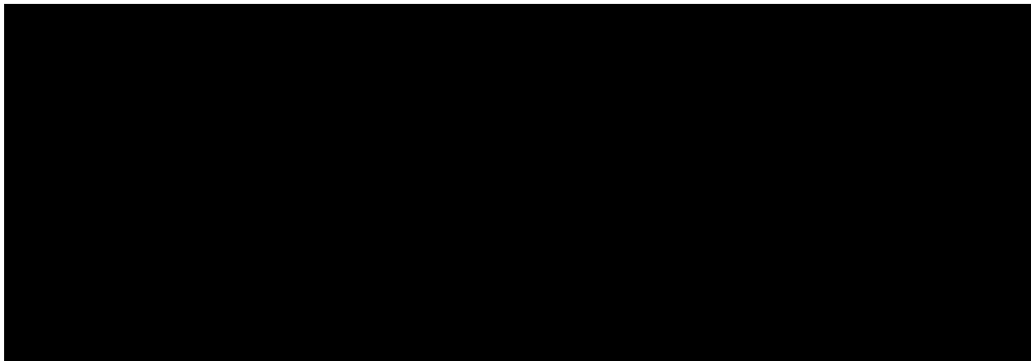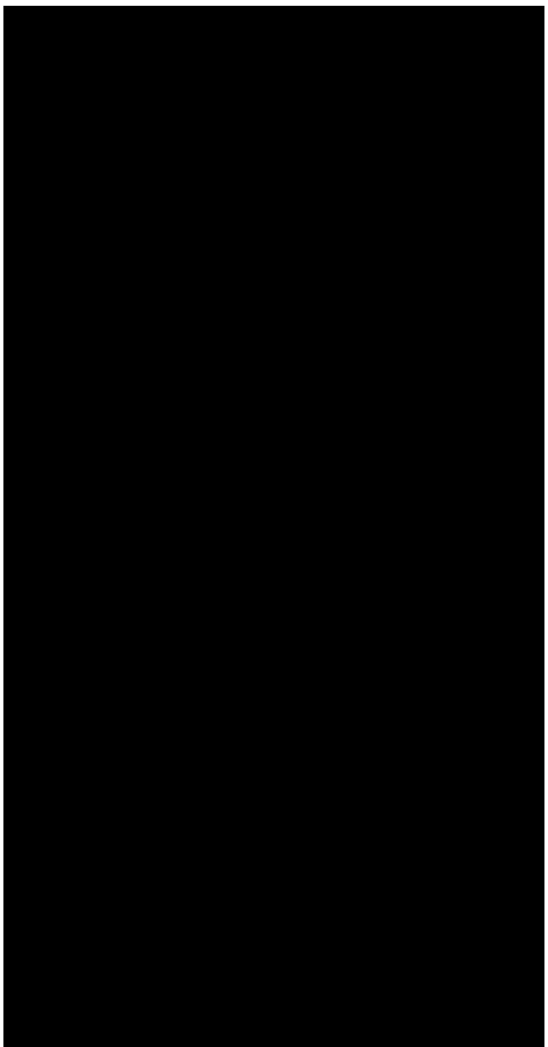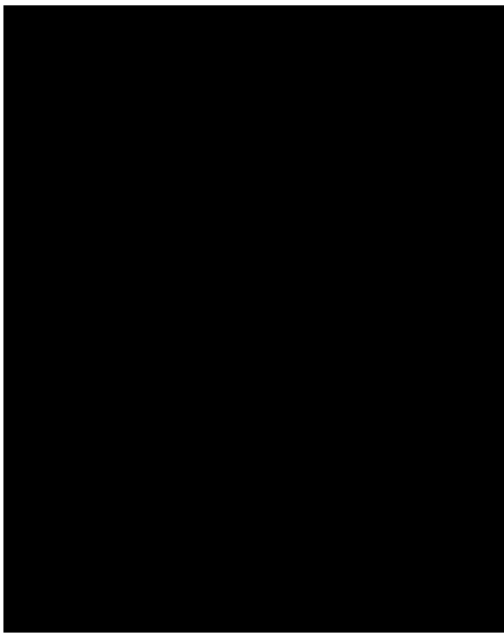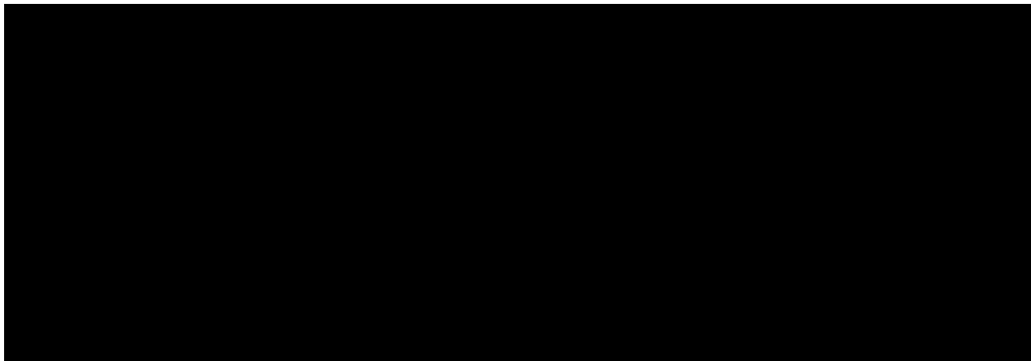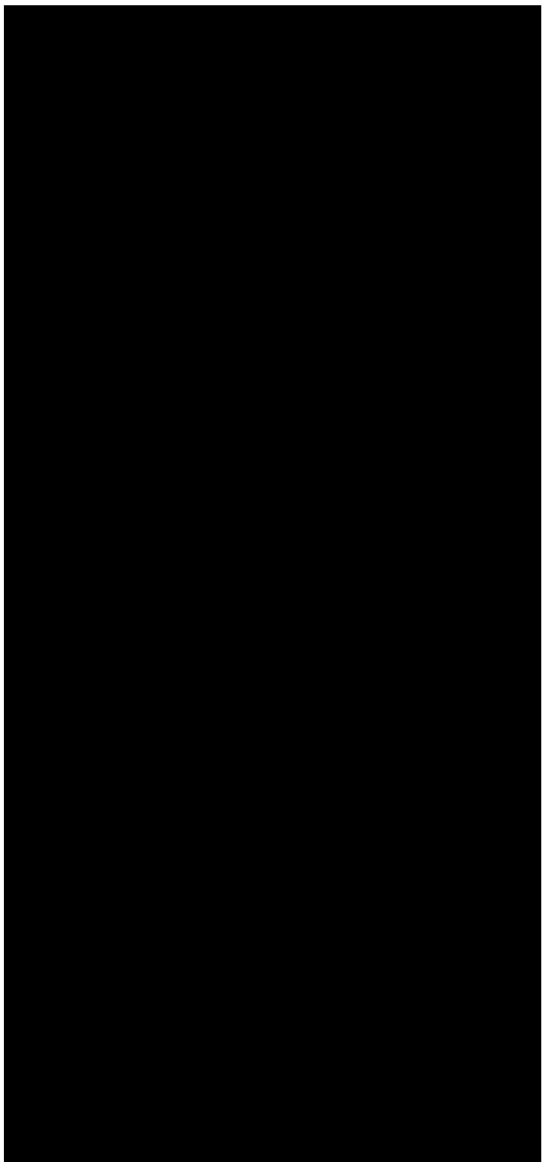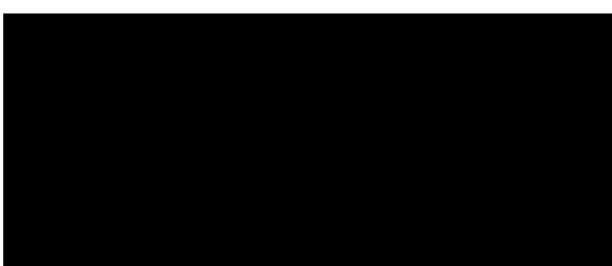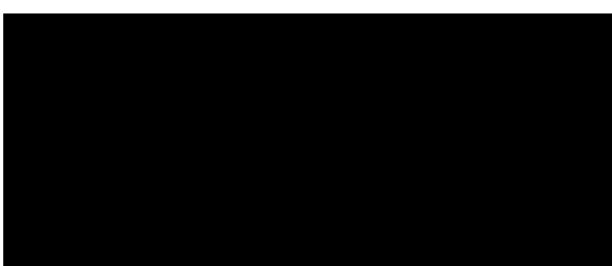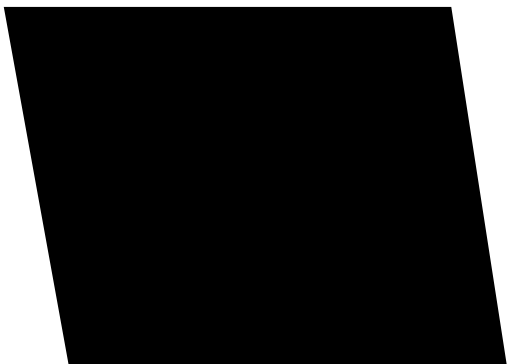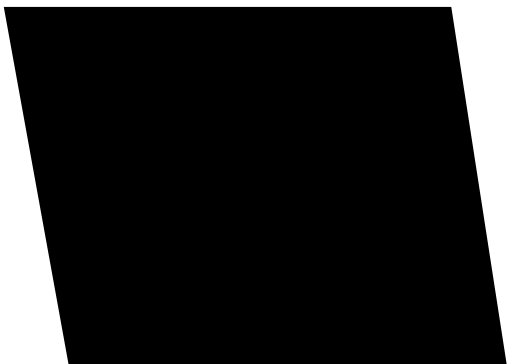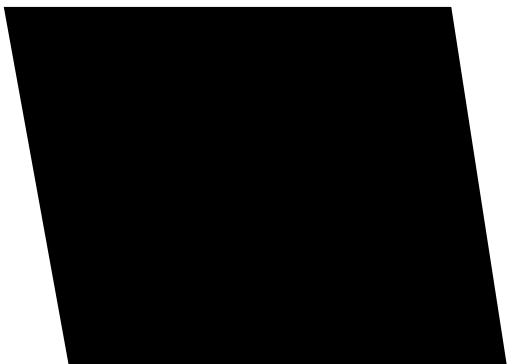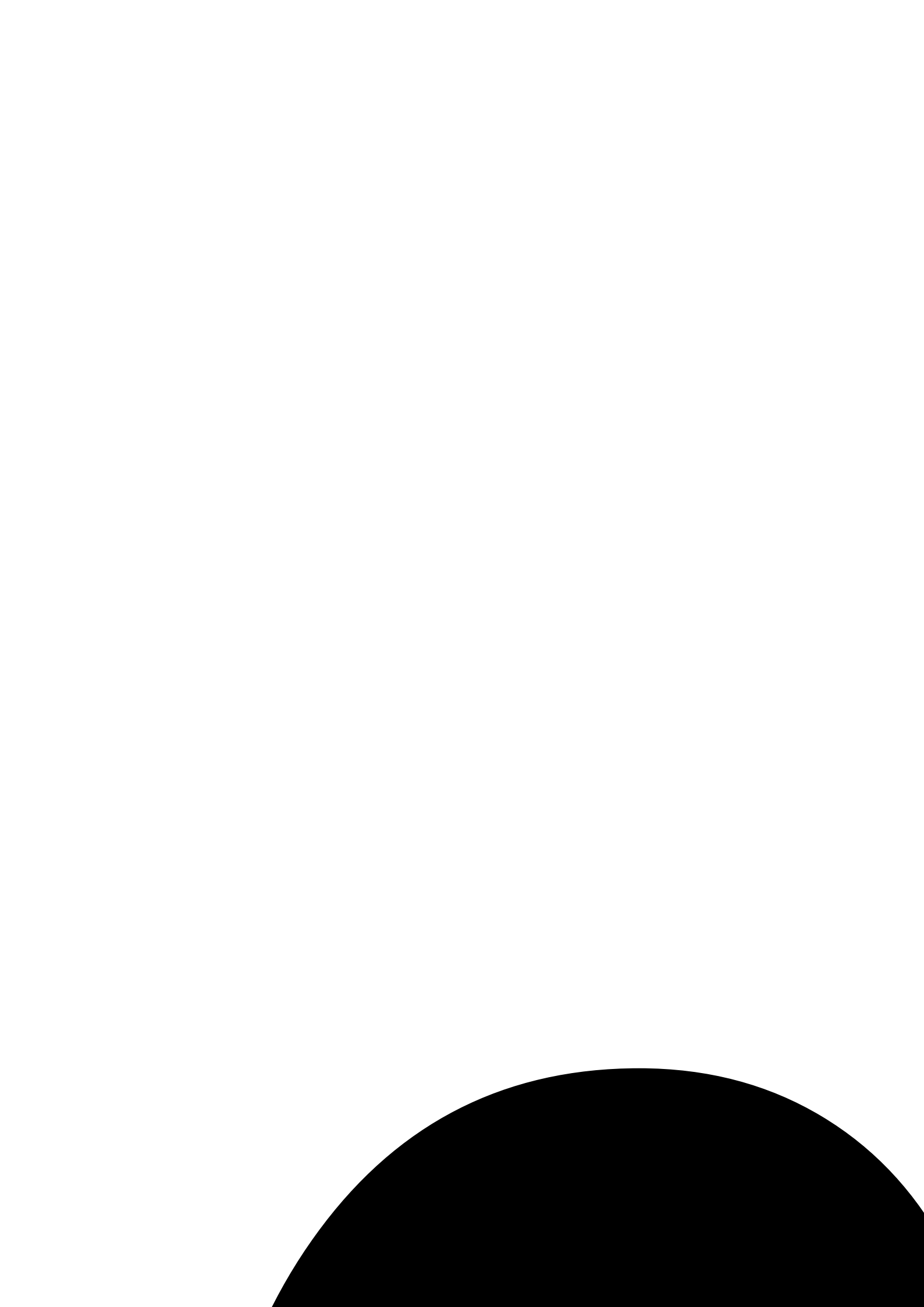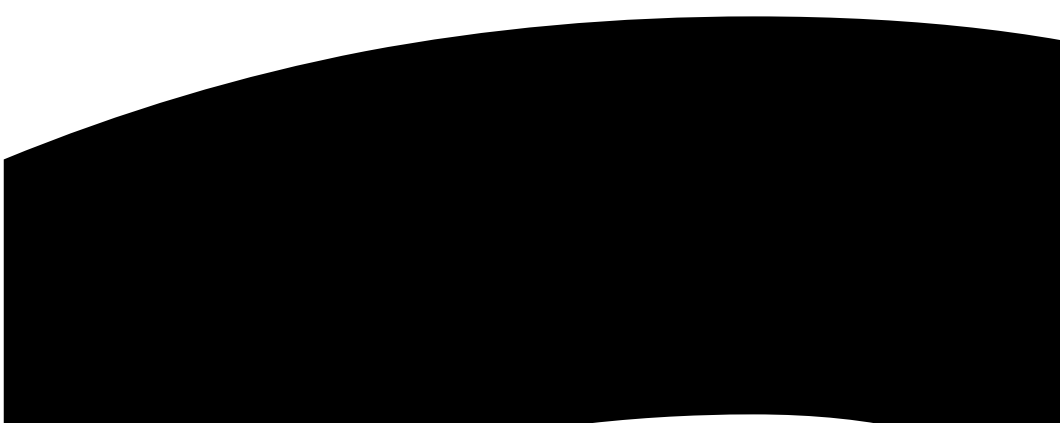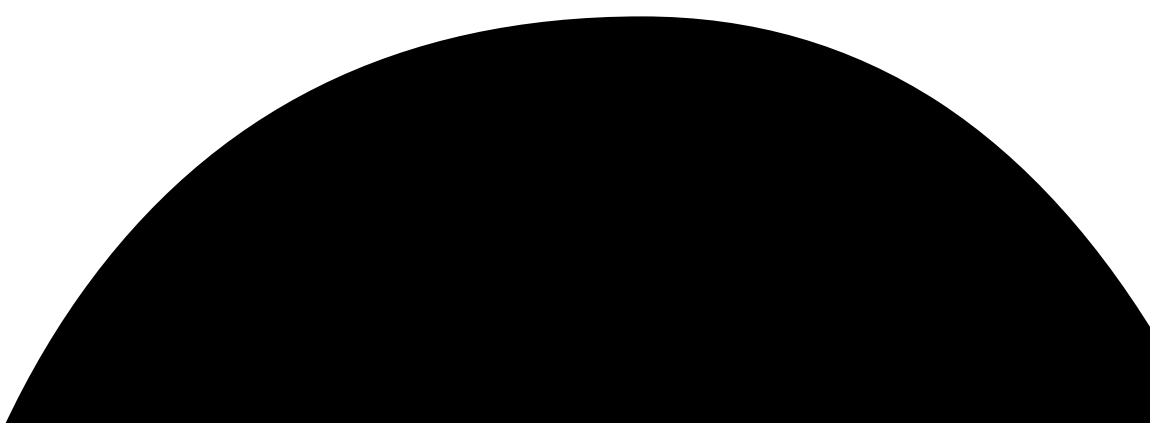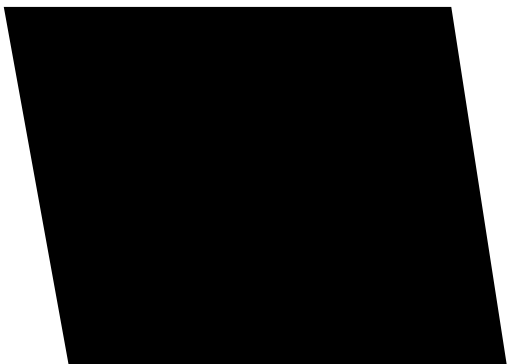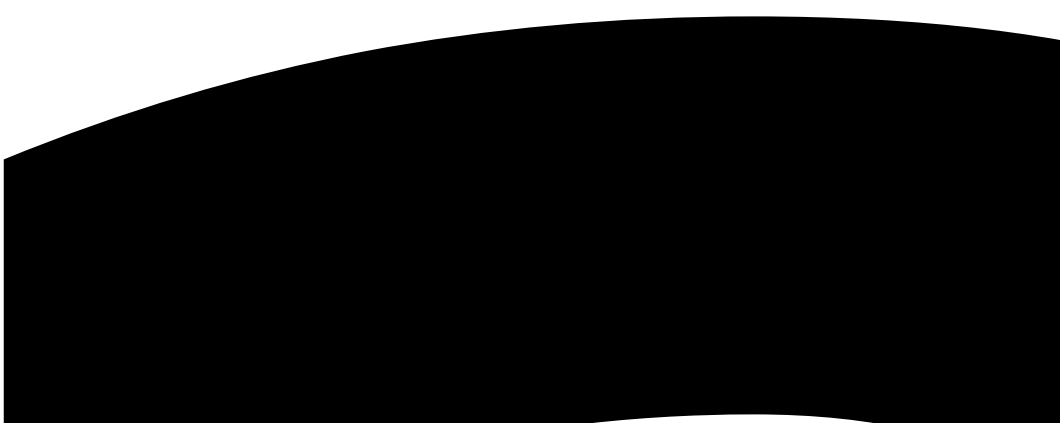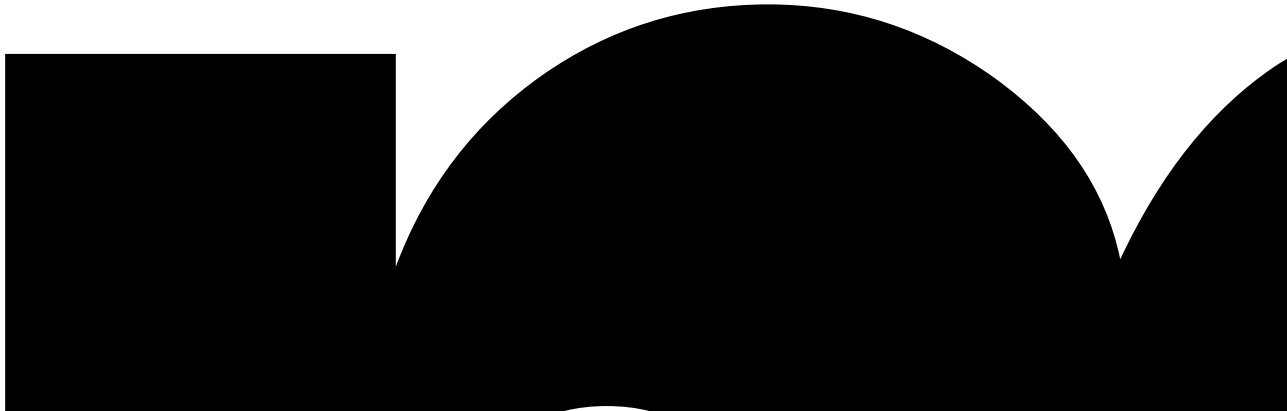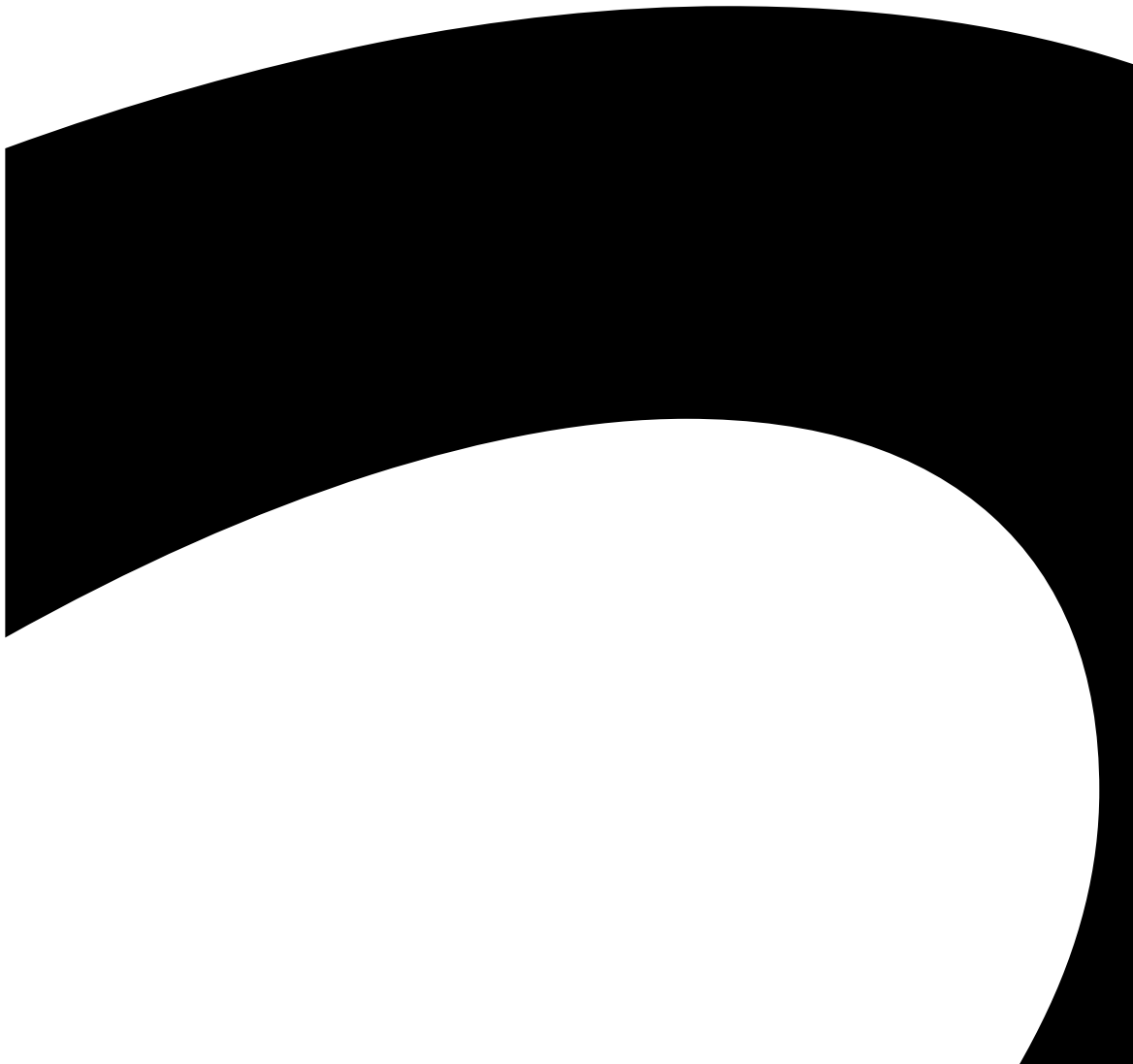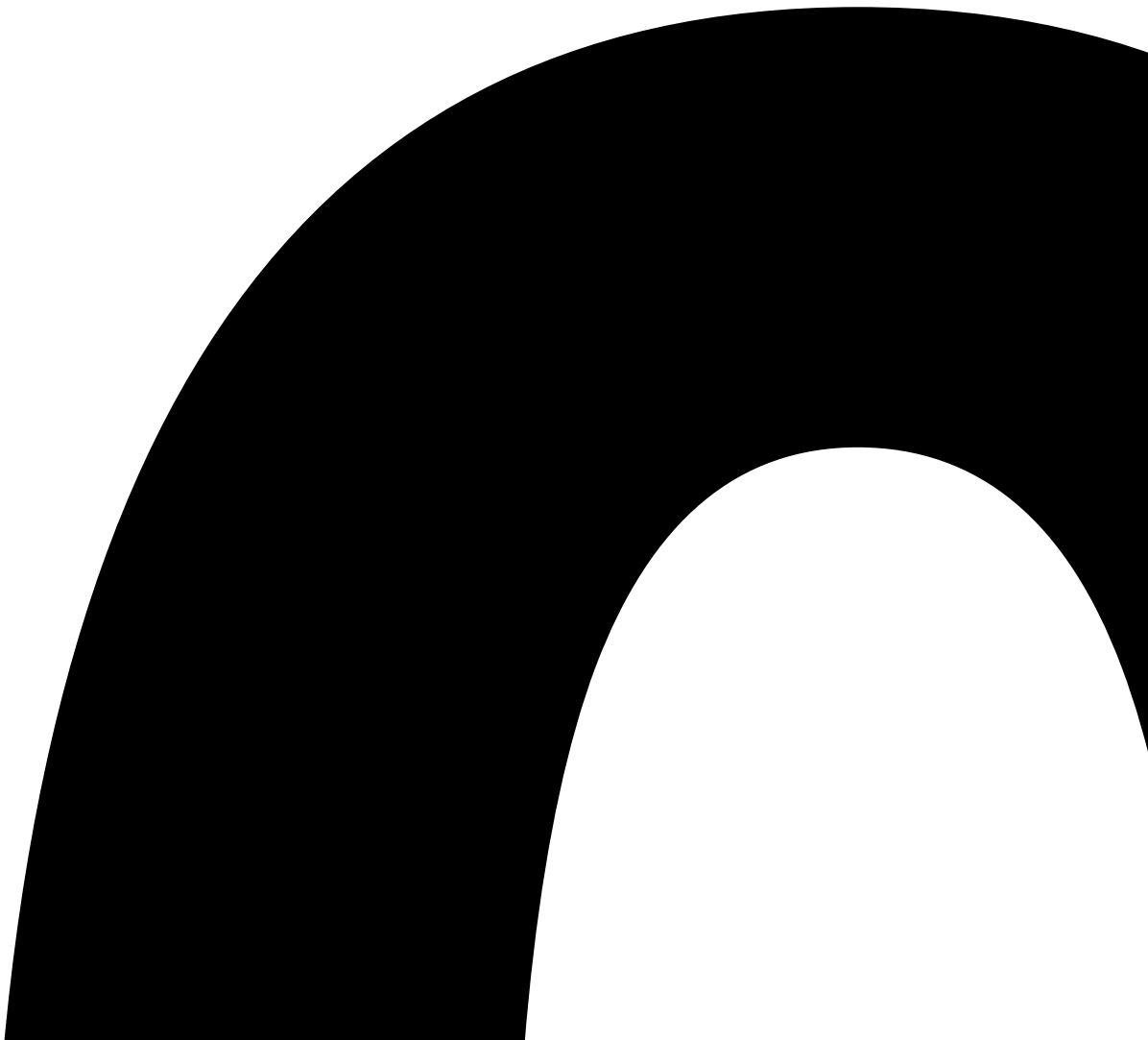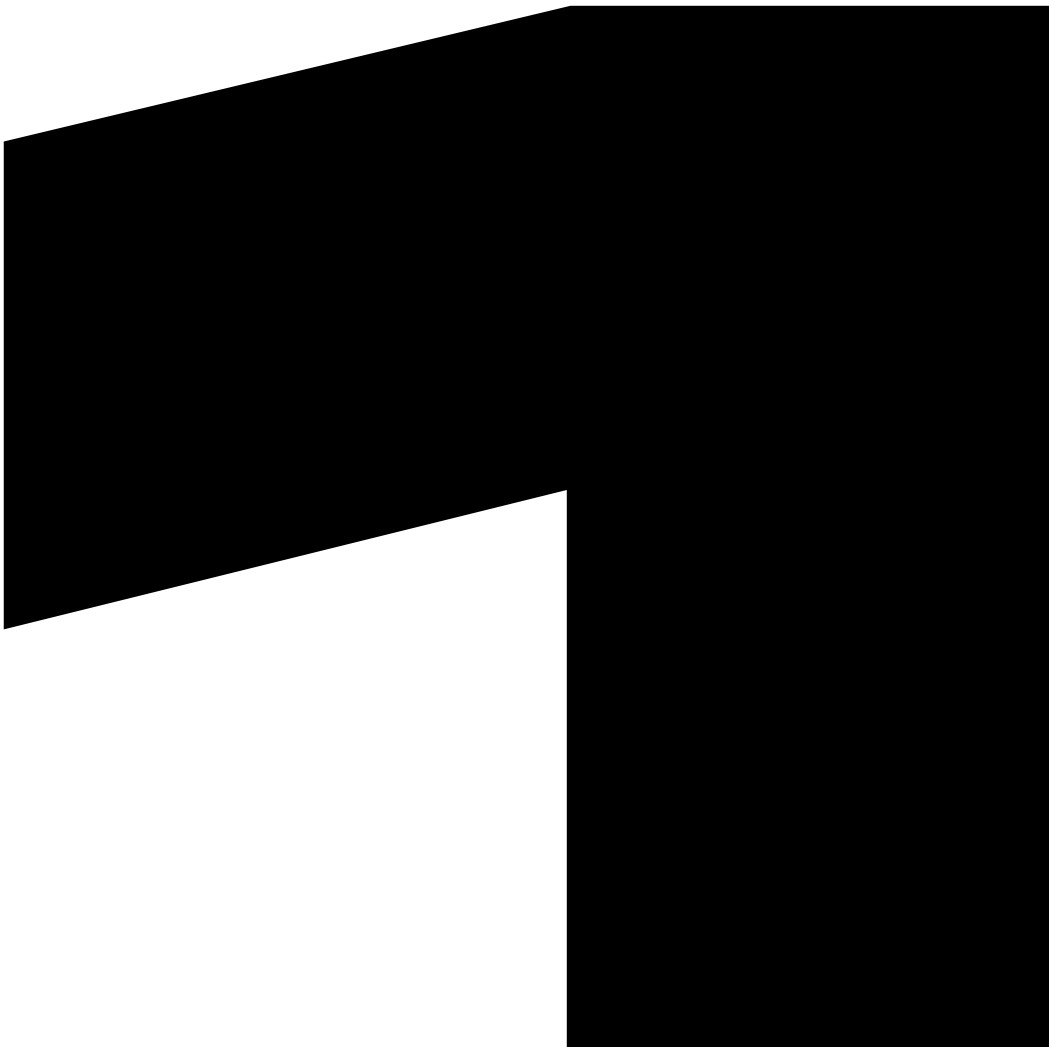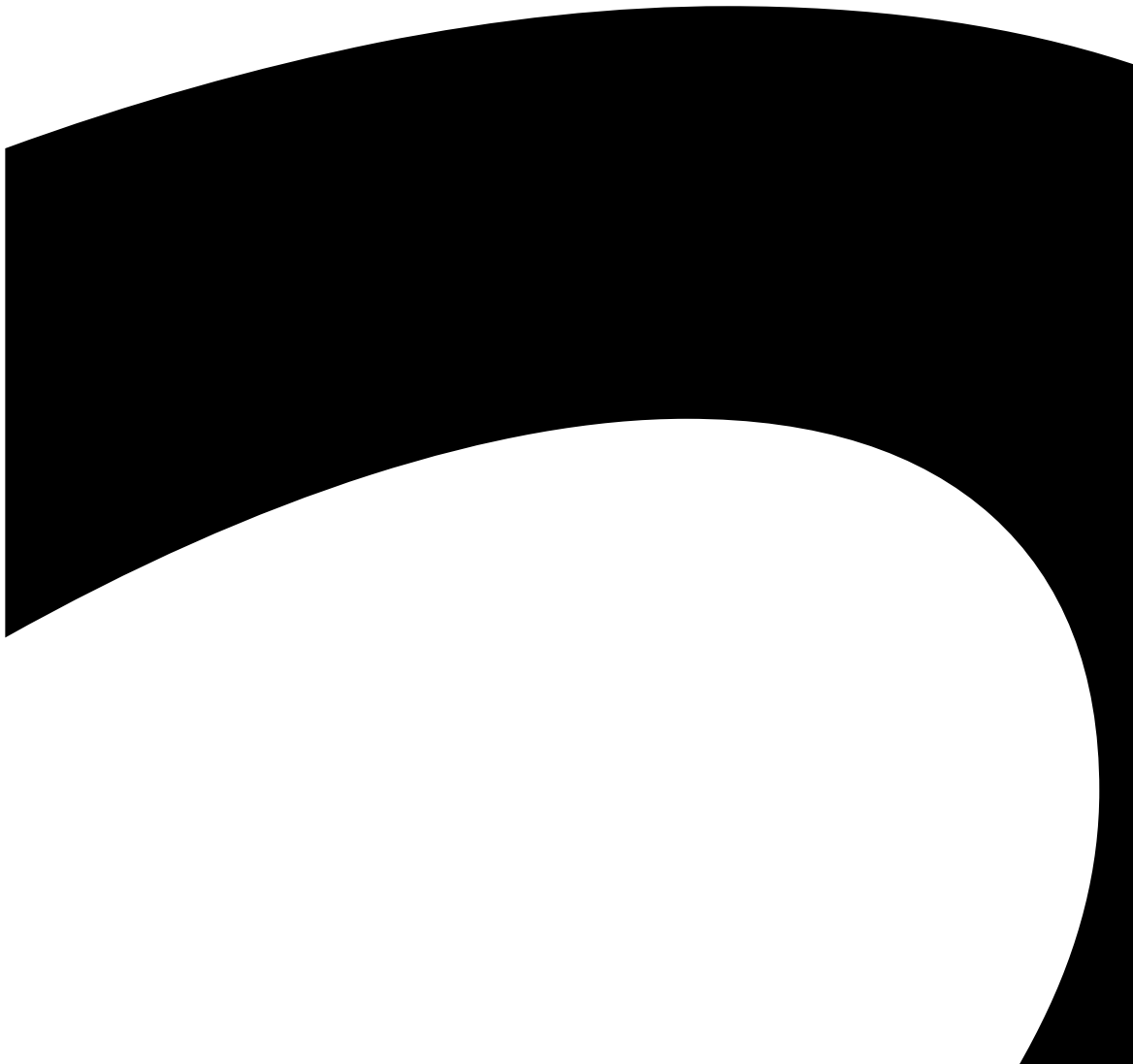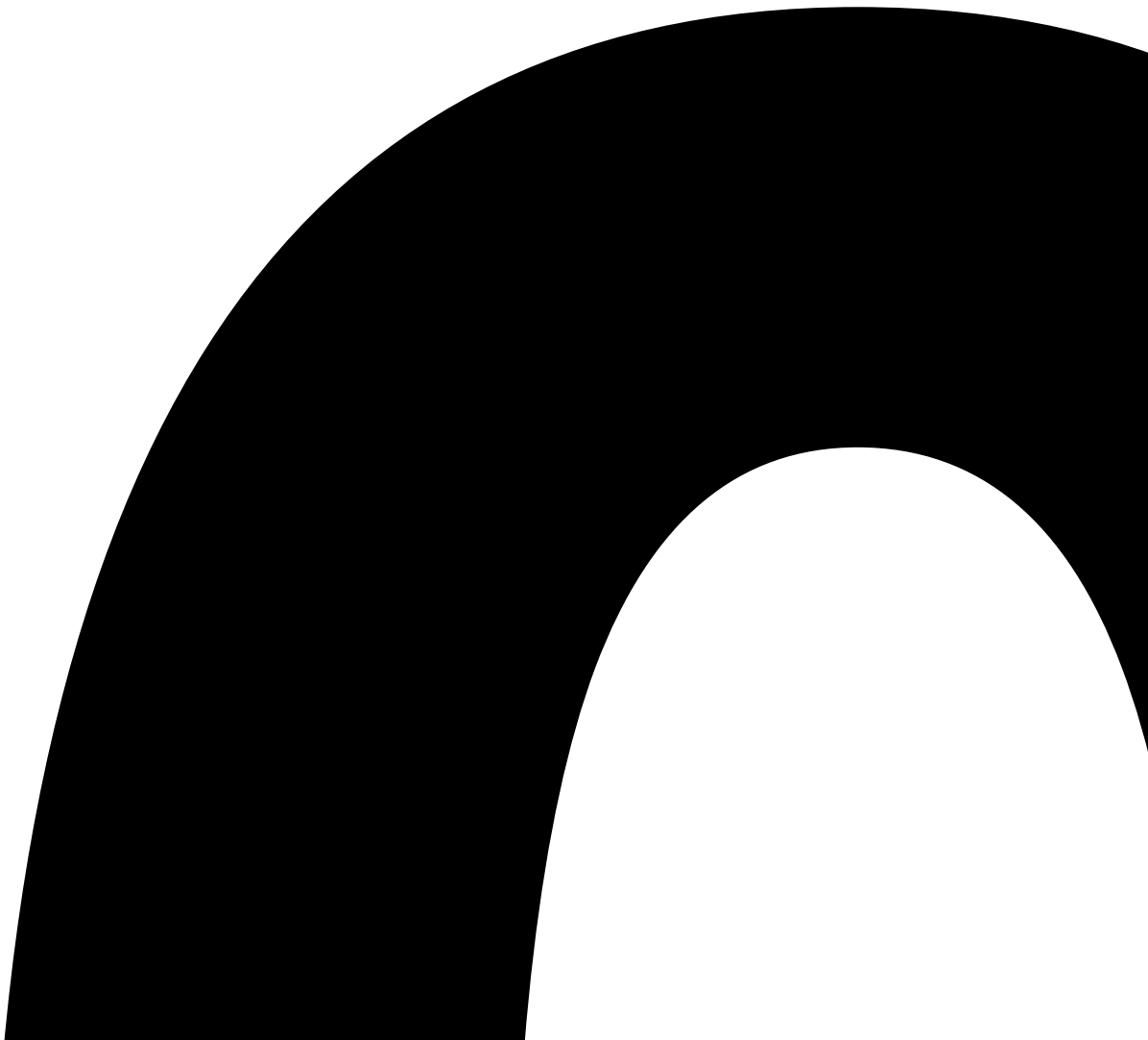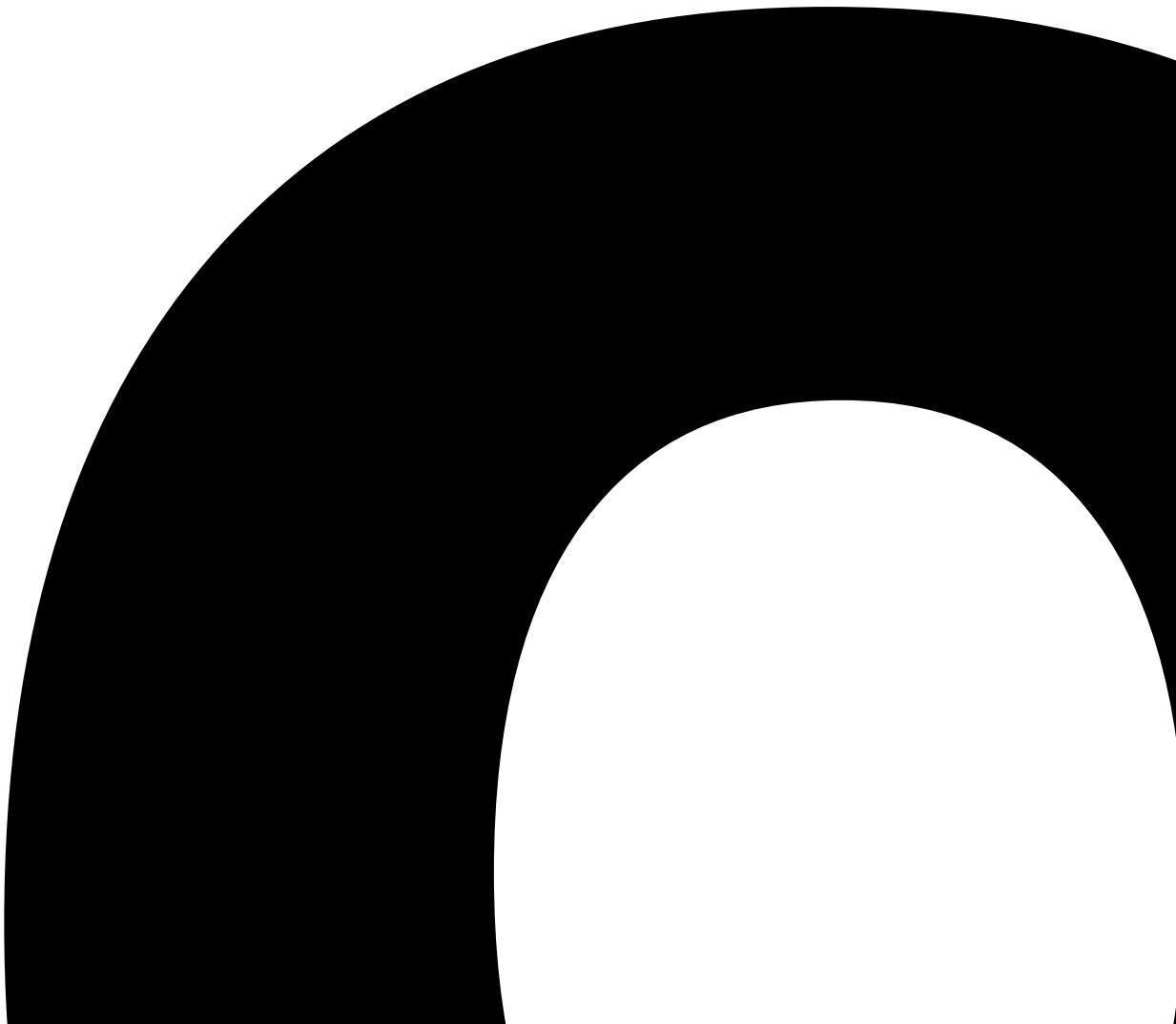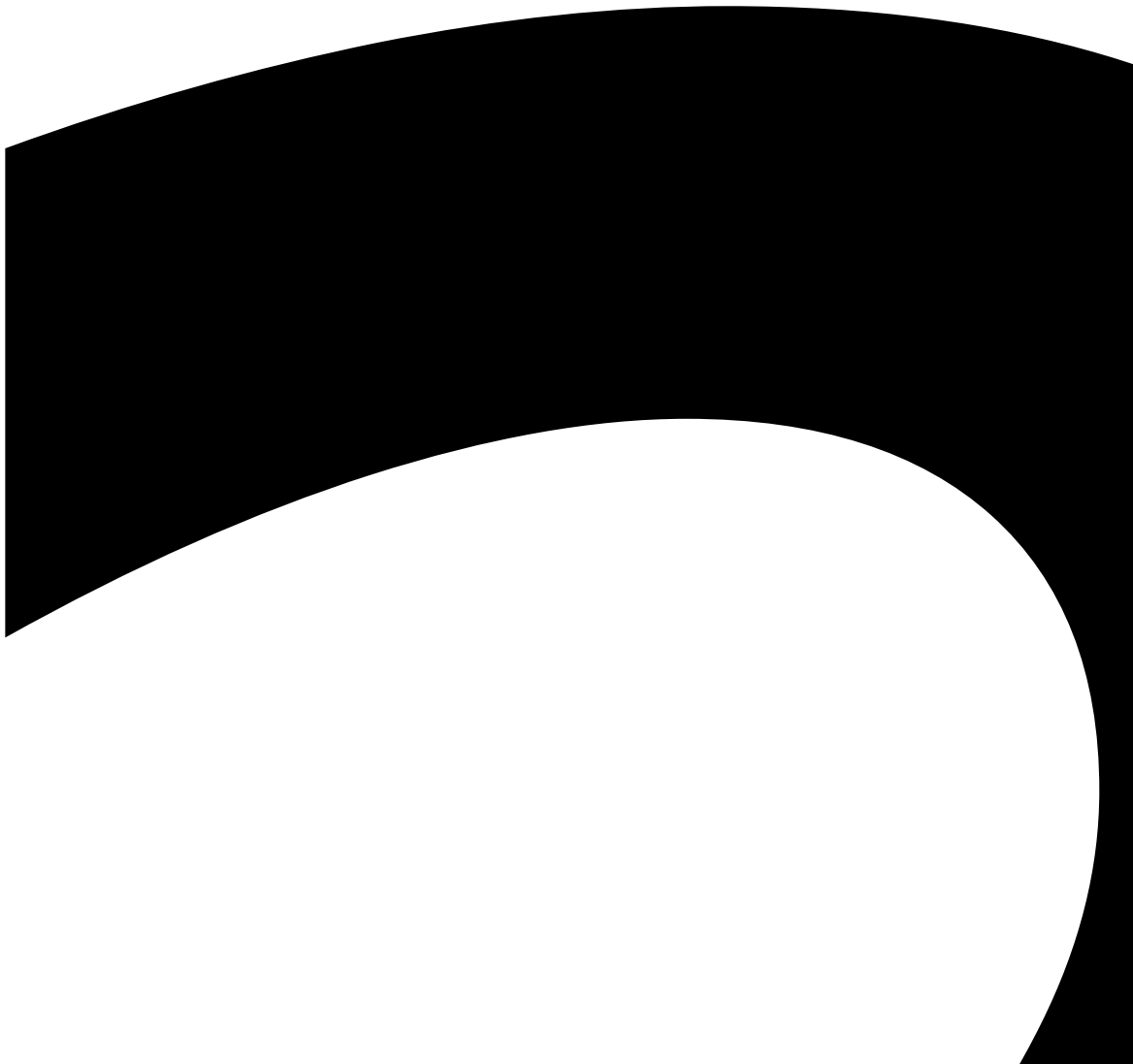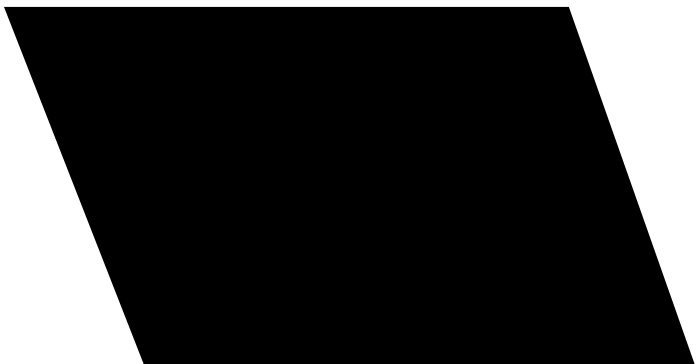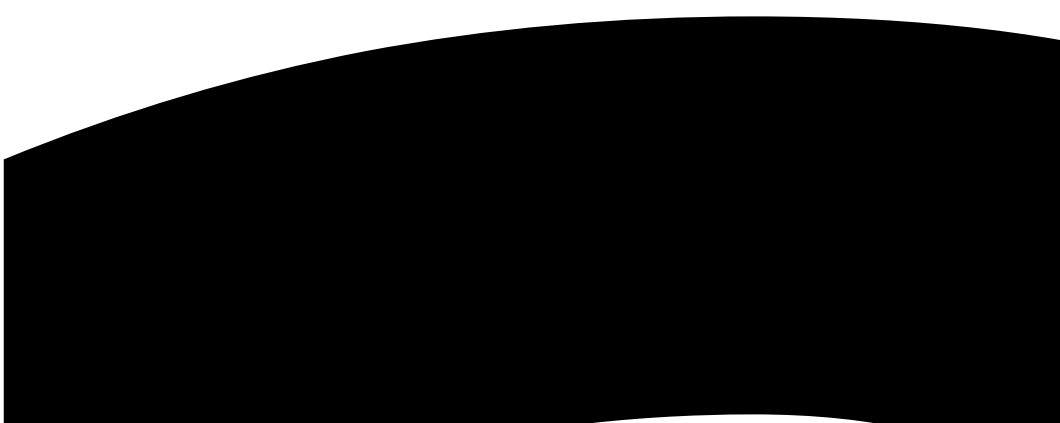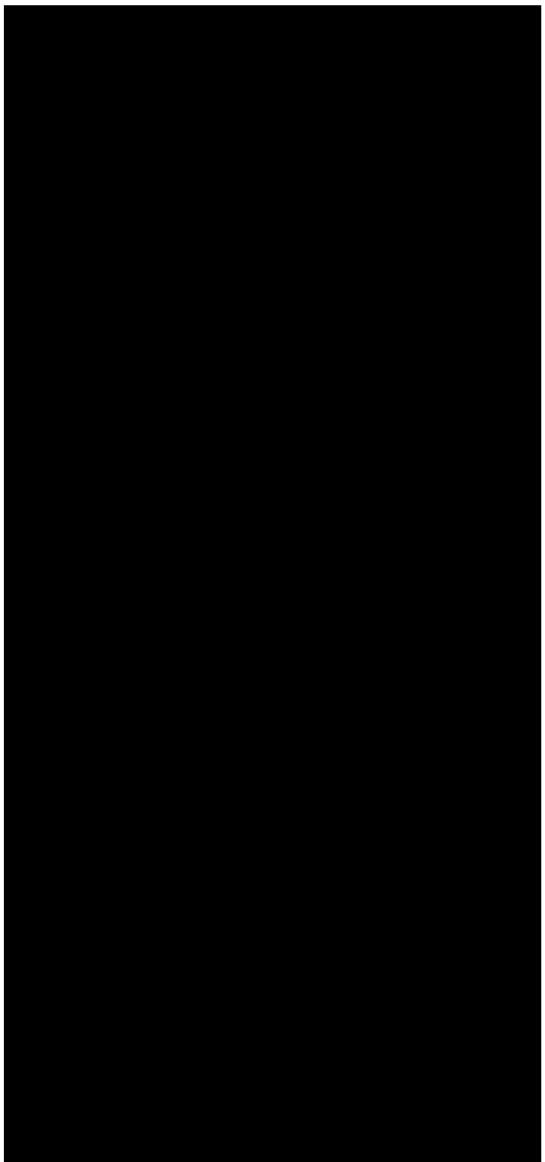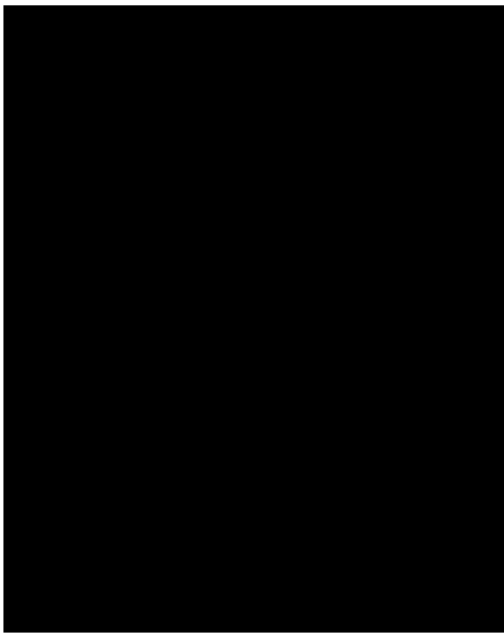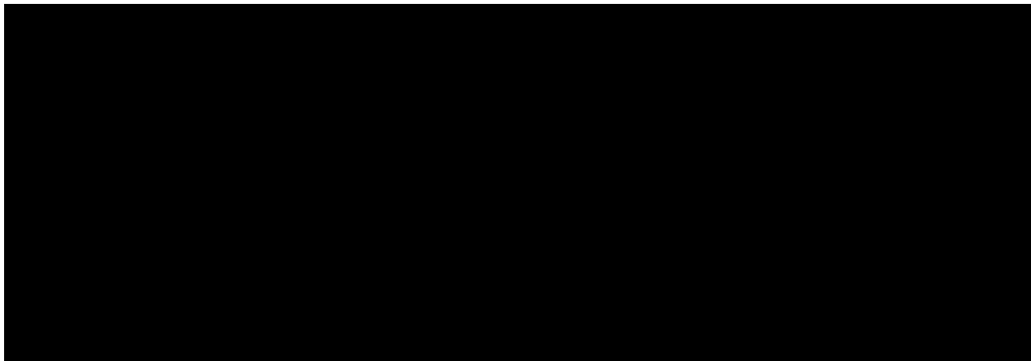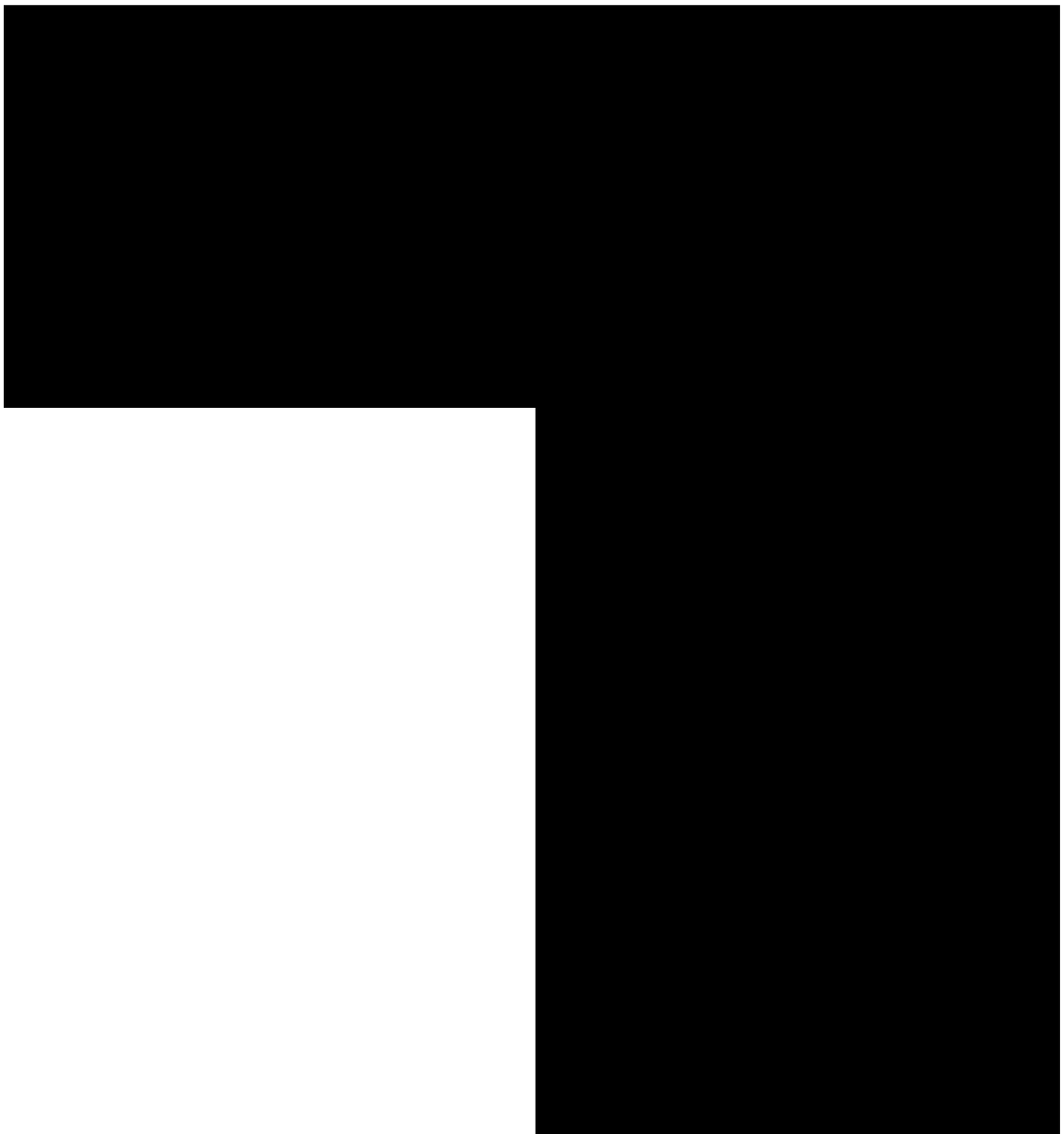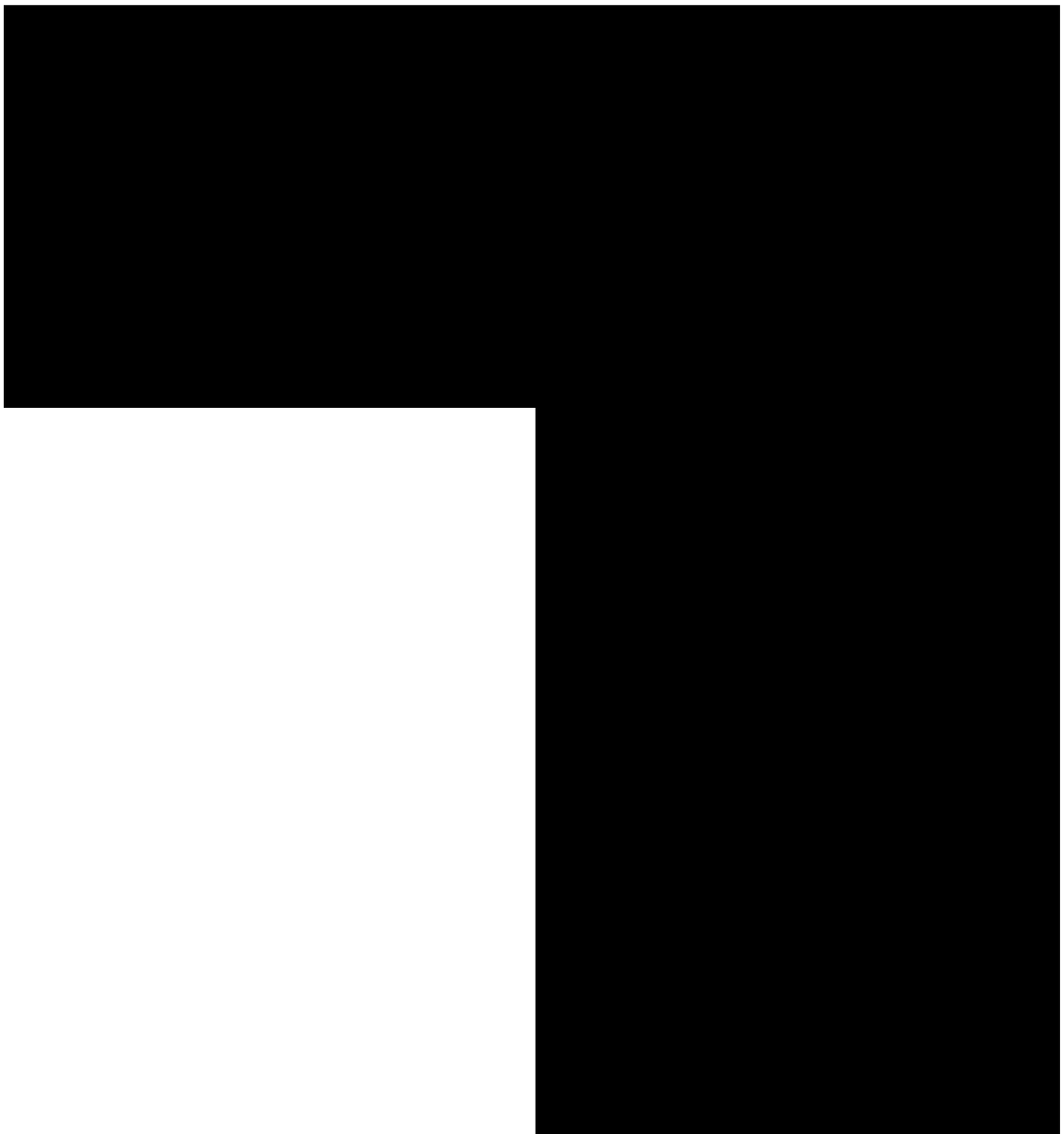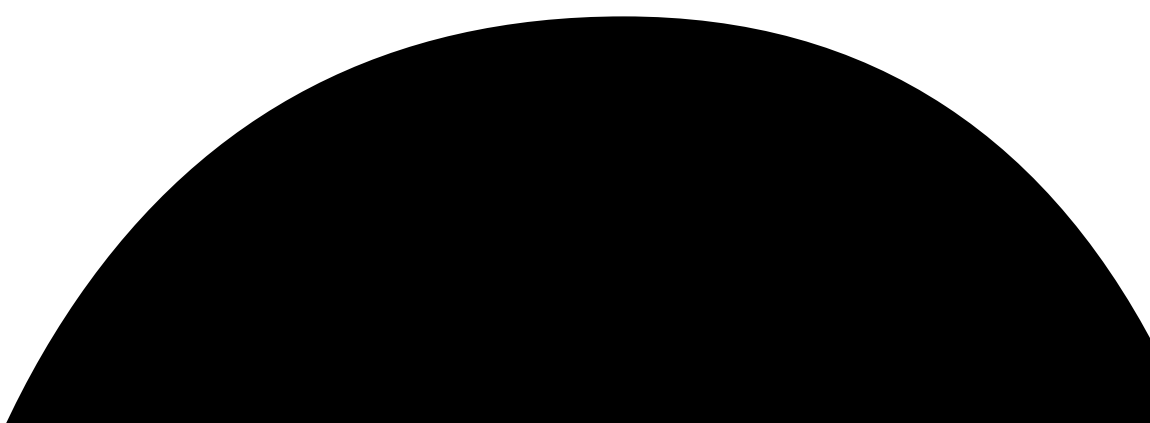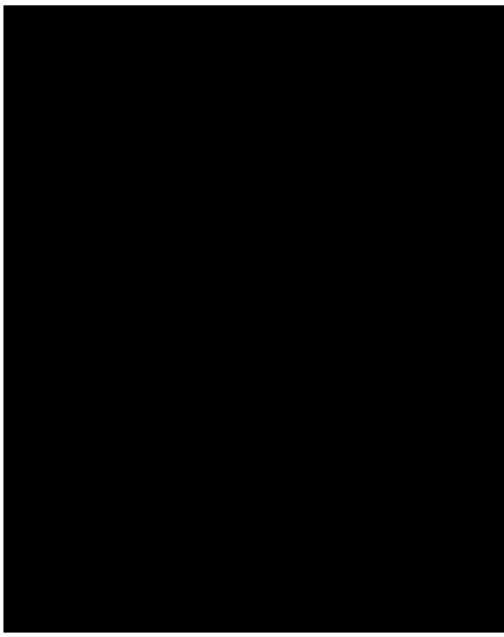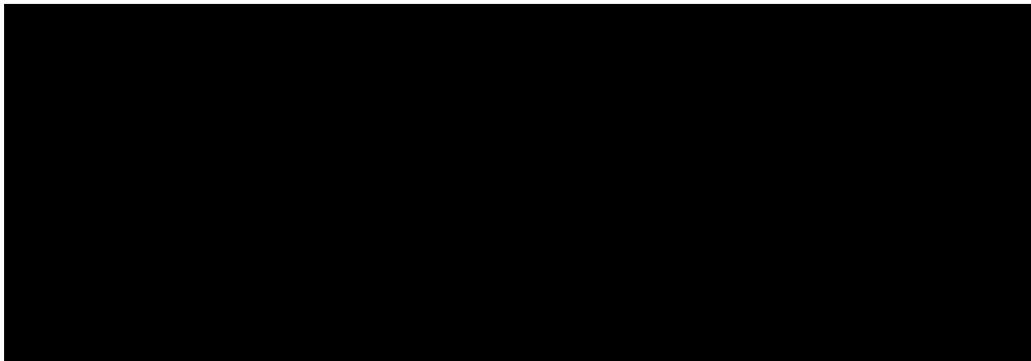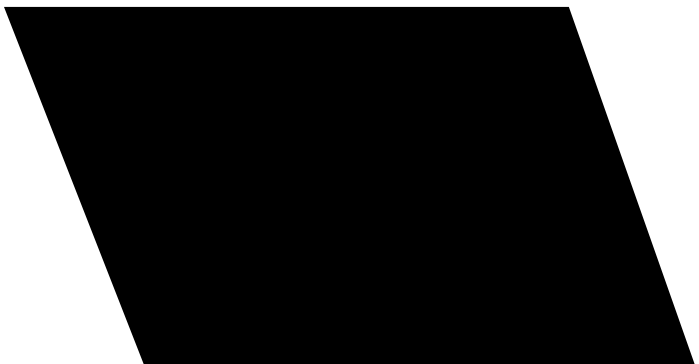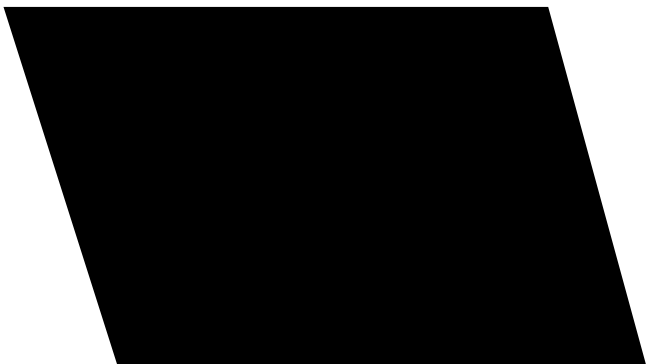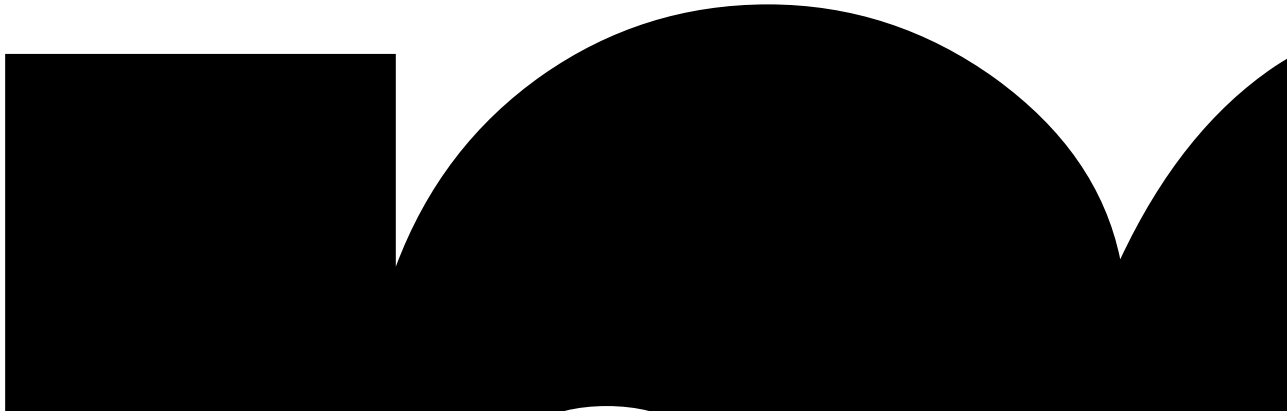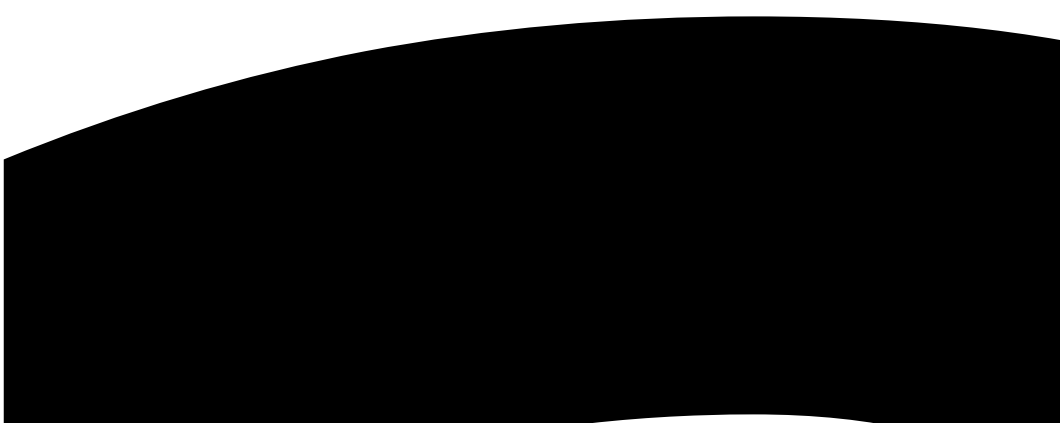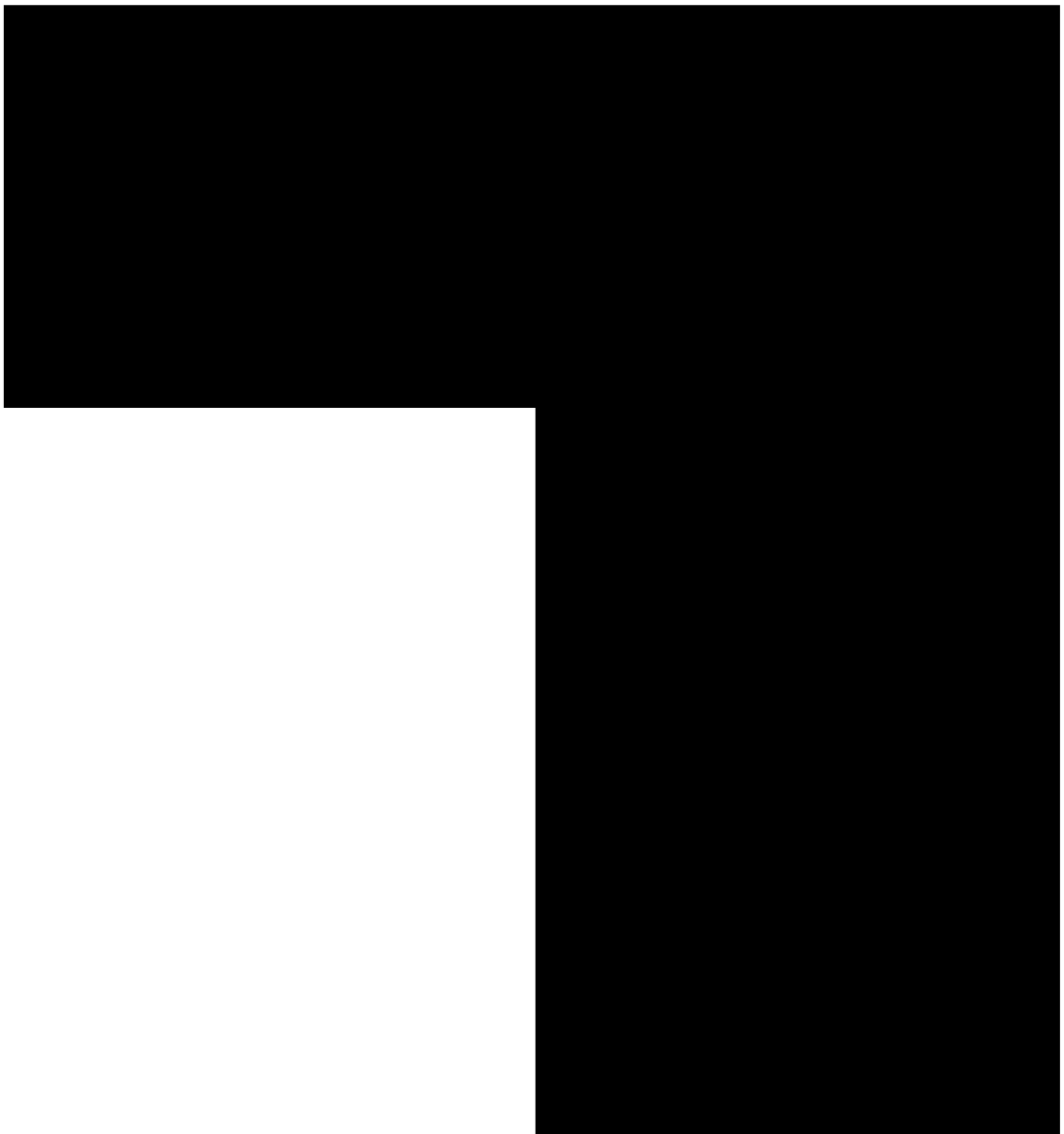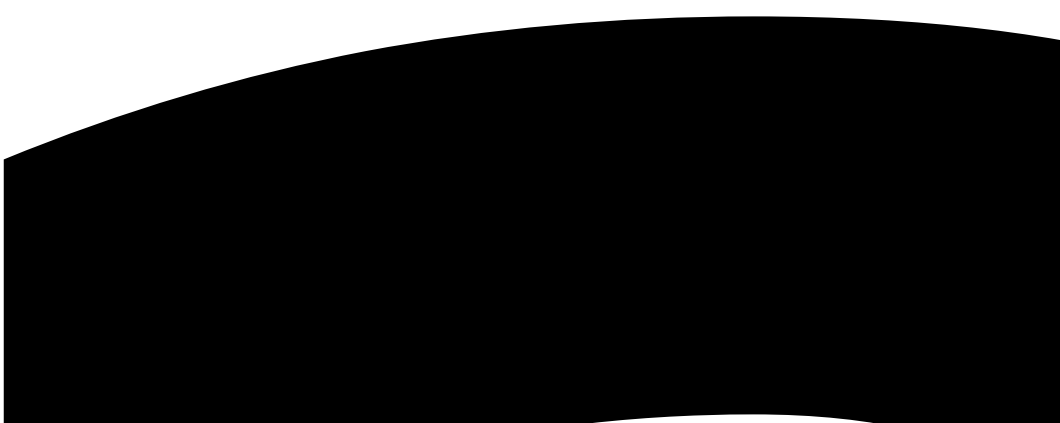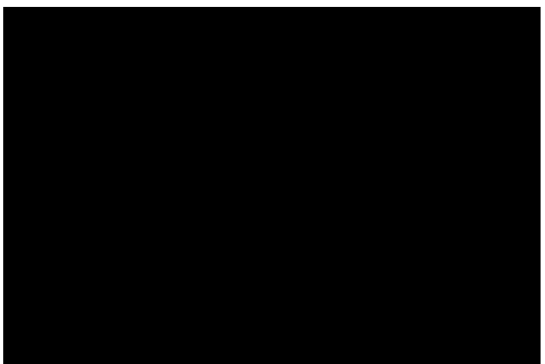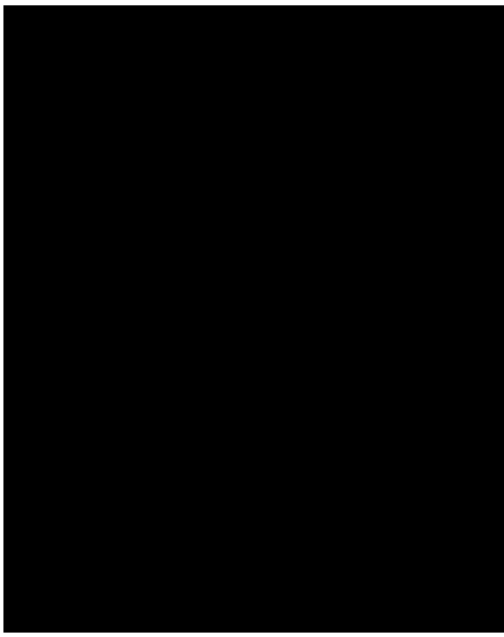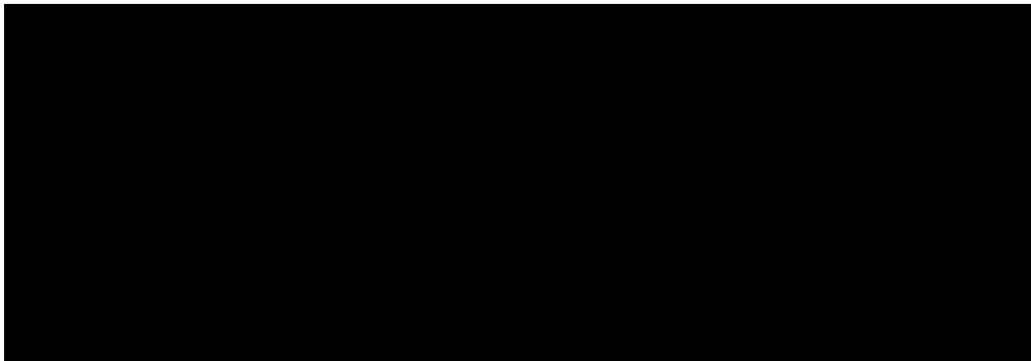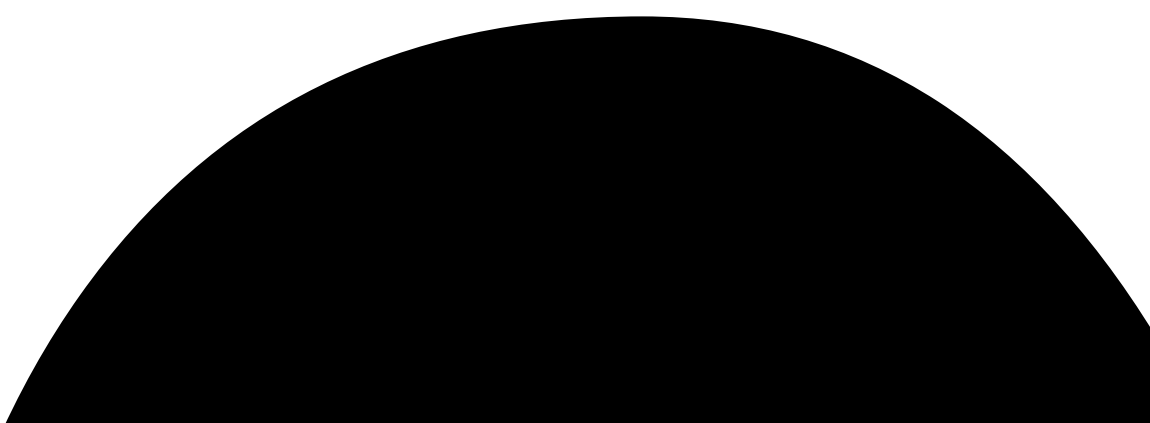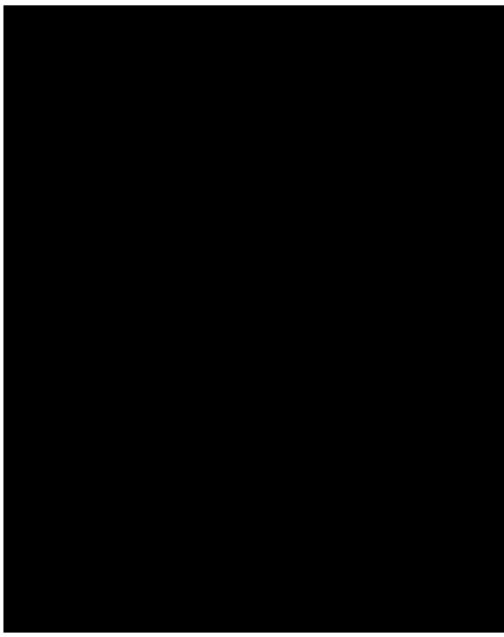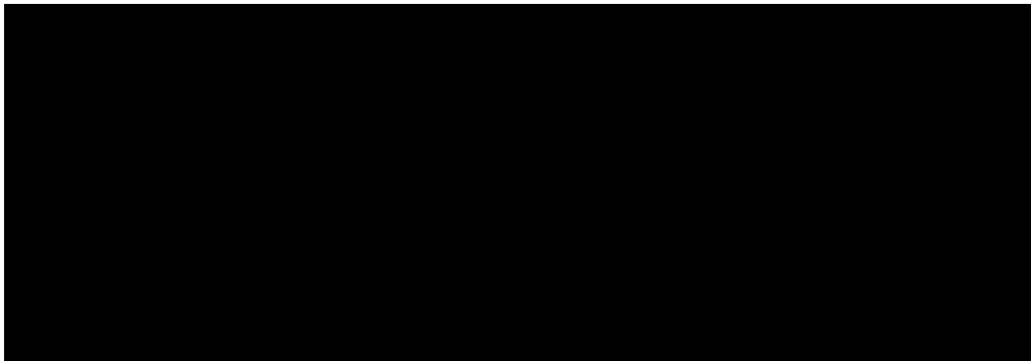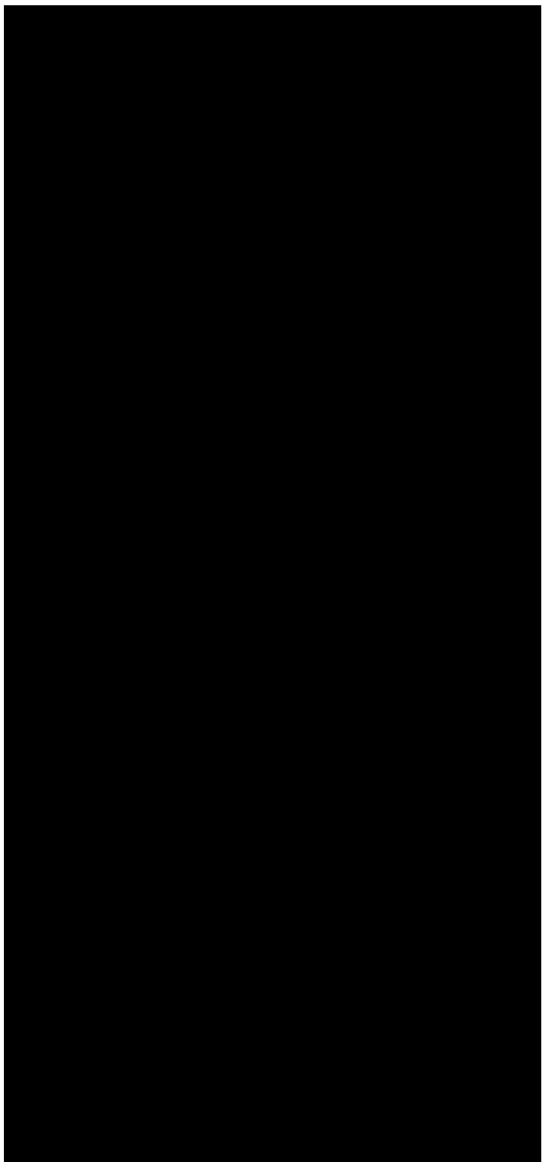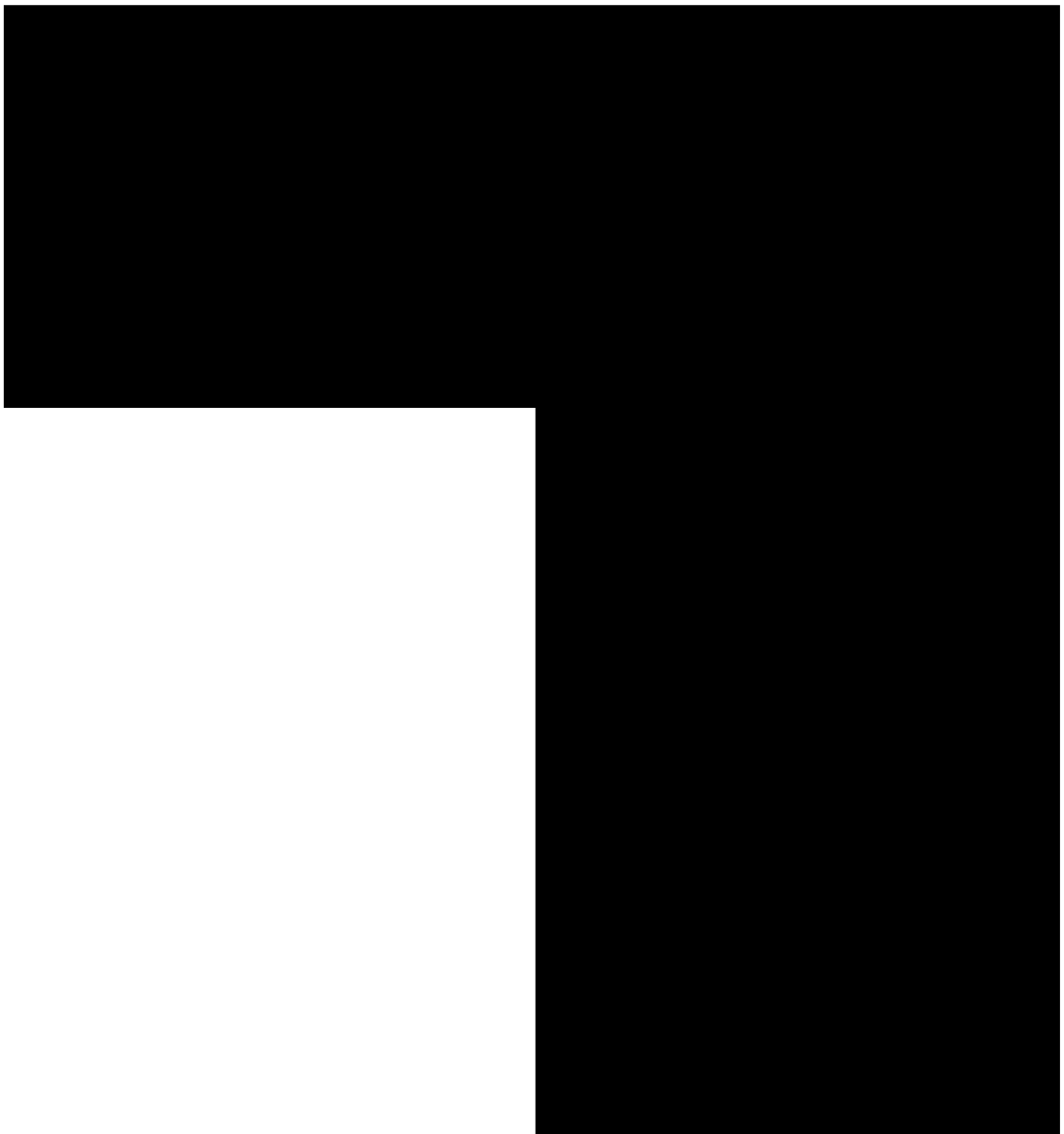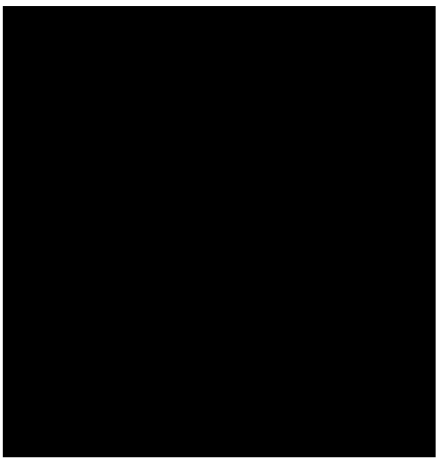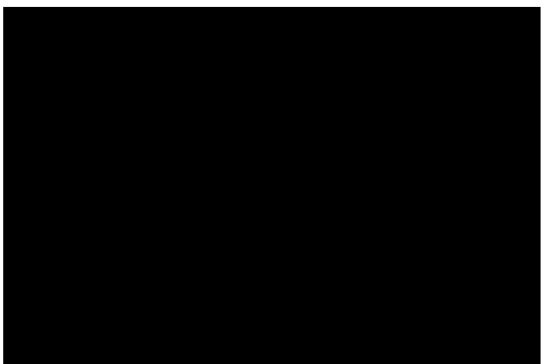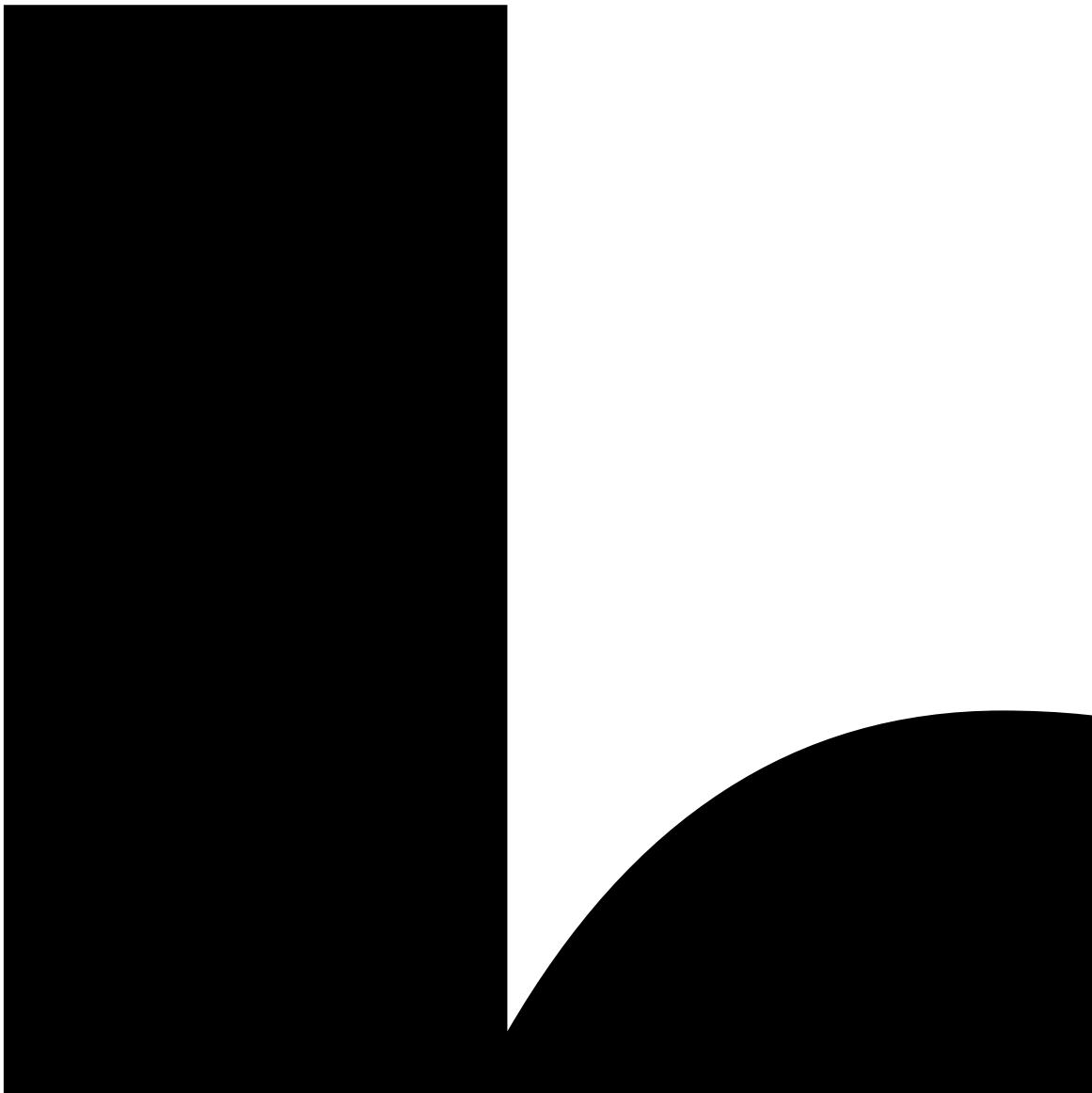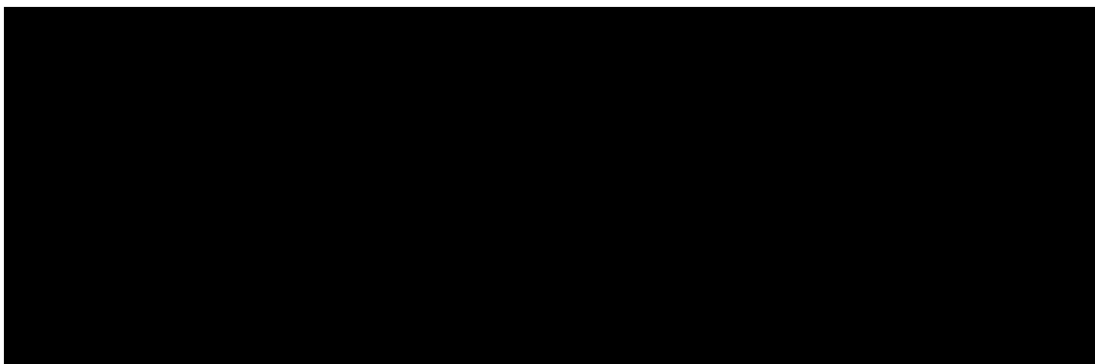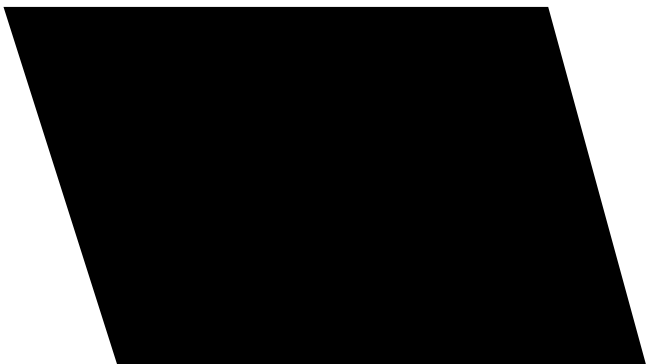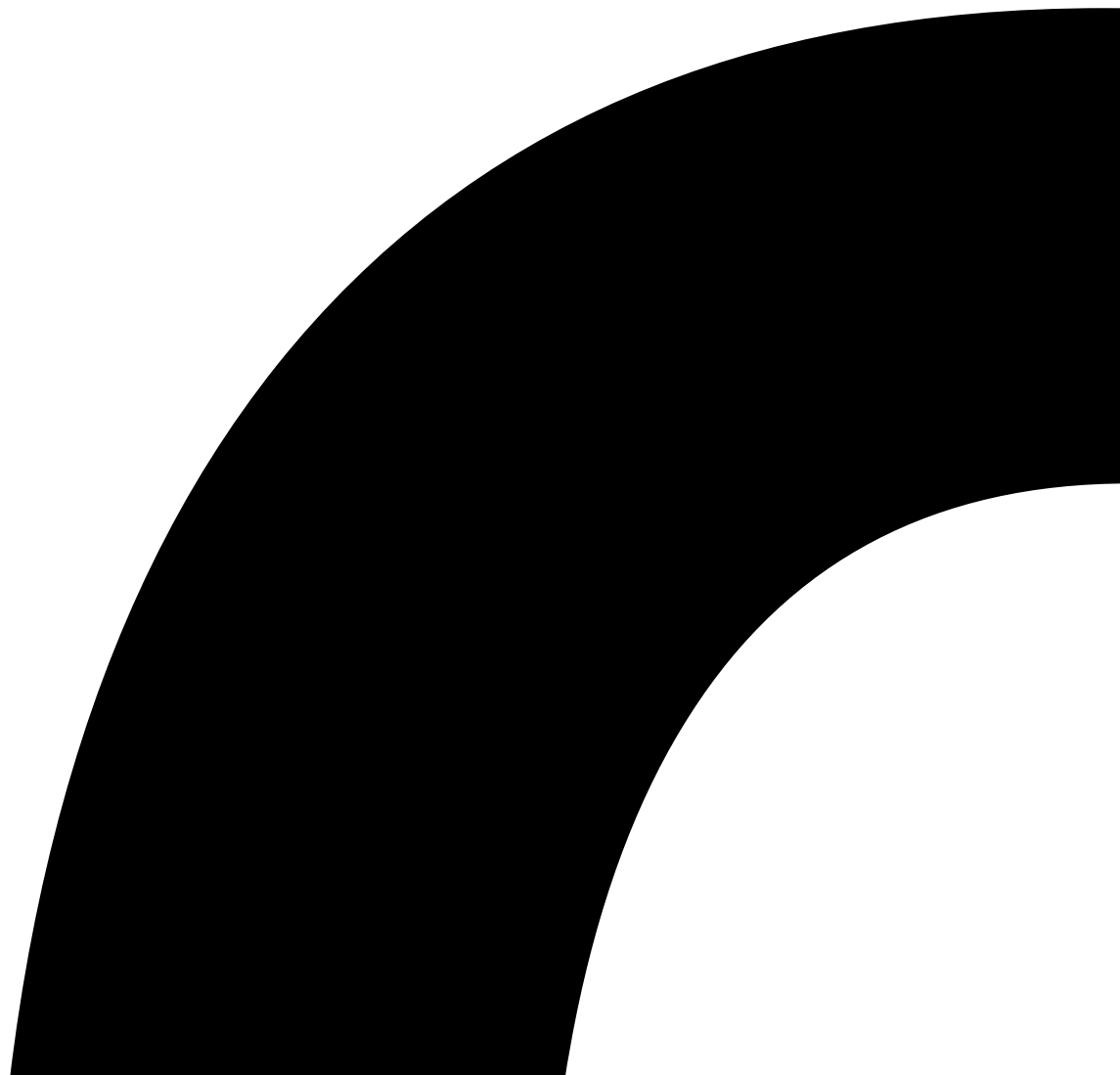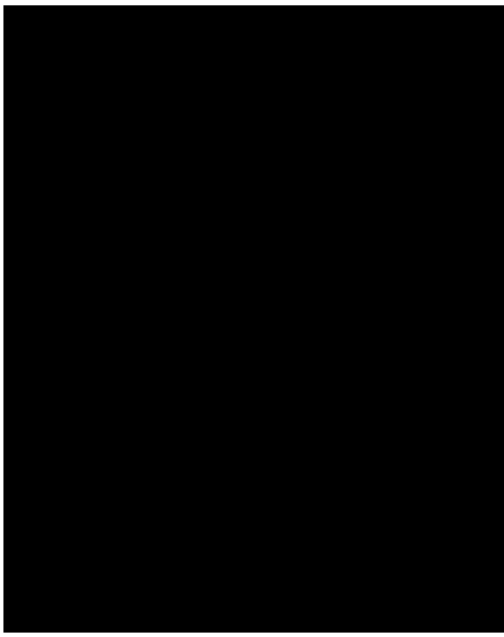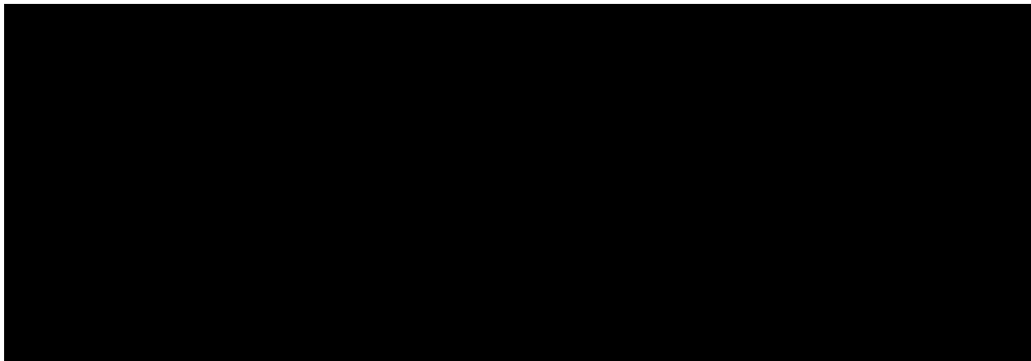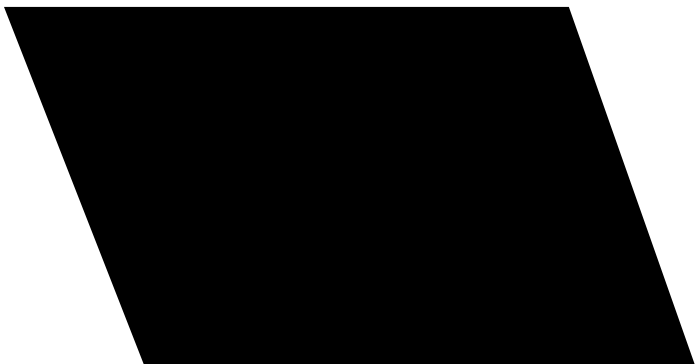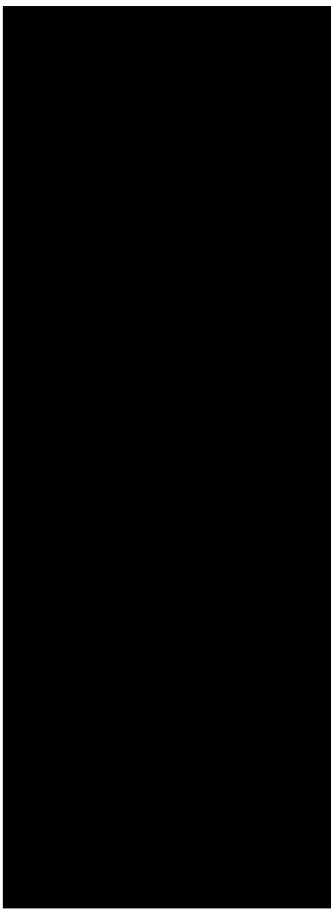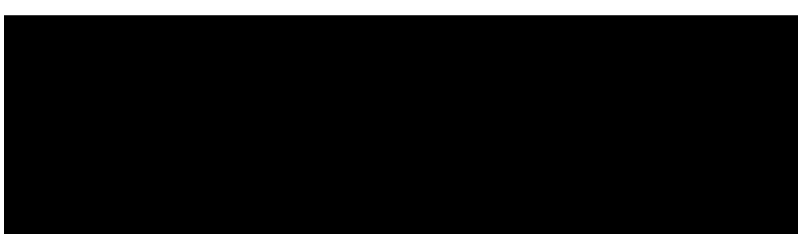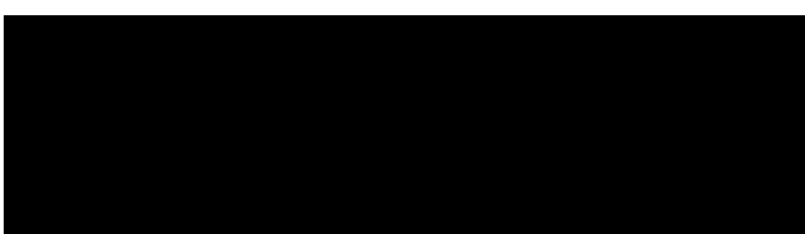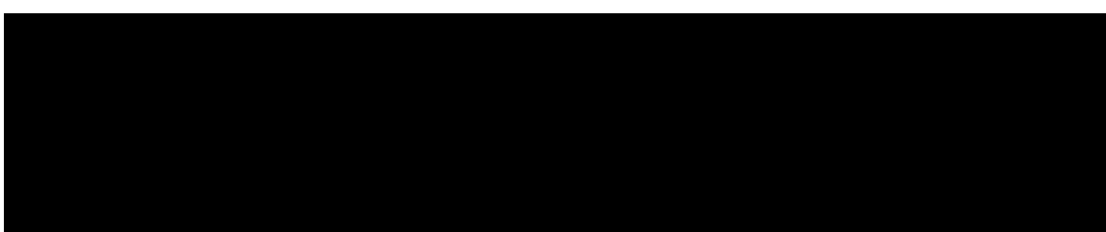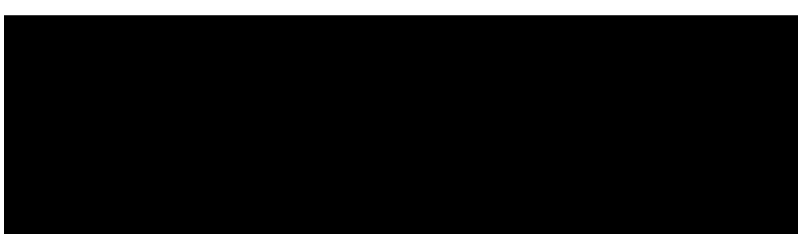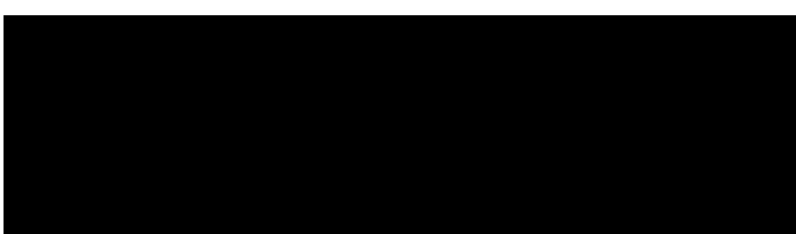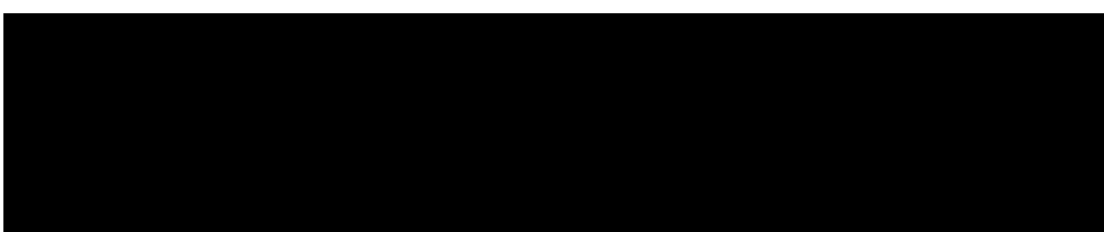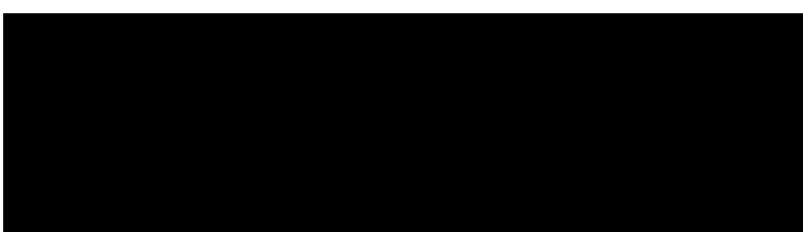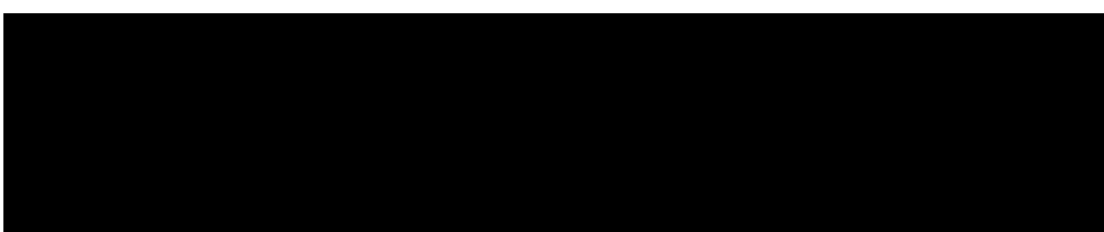
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