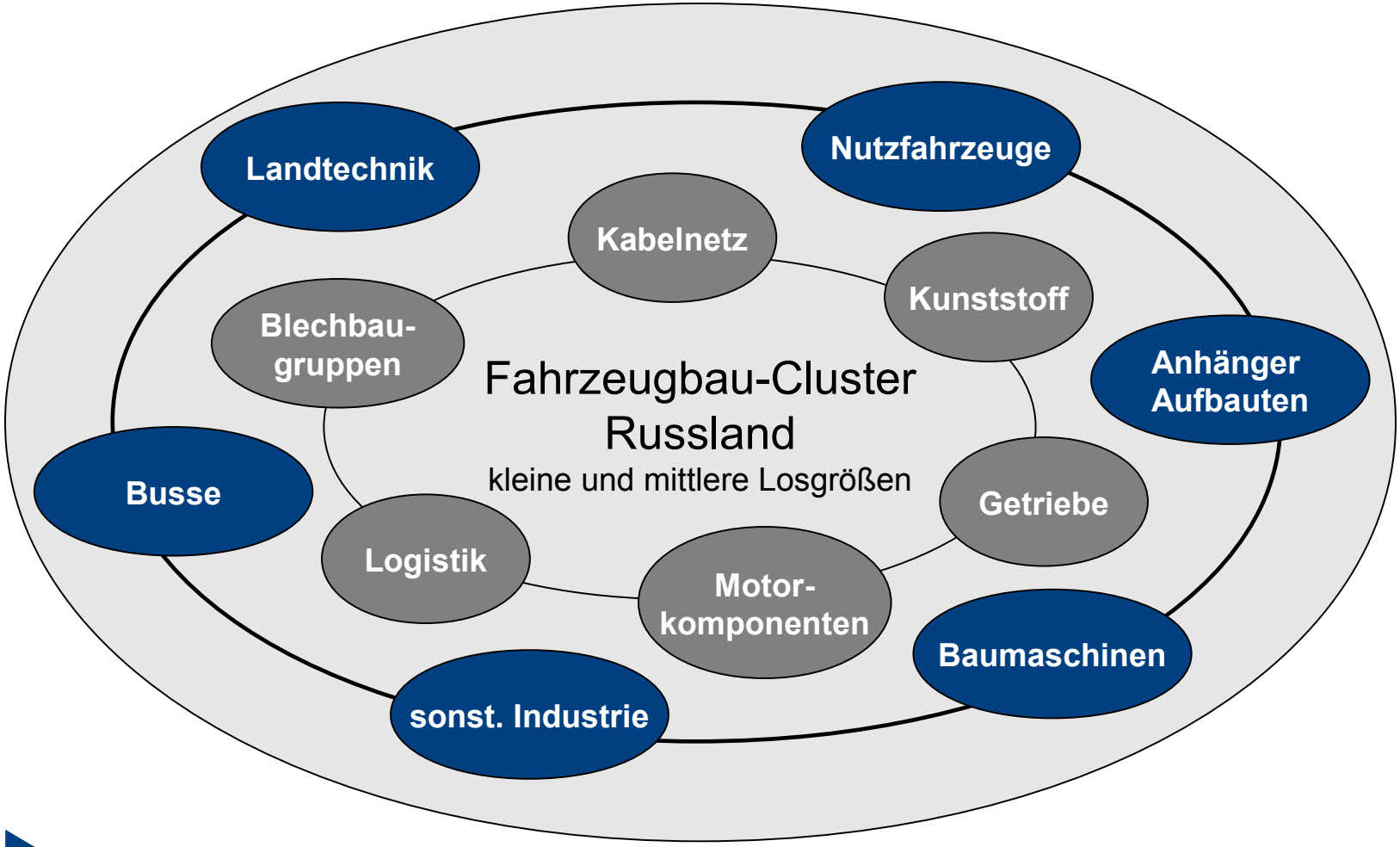Zielgruppe aus OEMs und Lieferanten