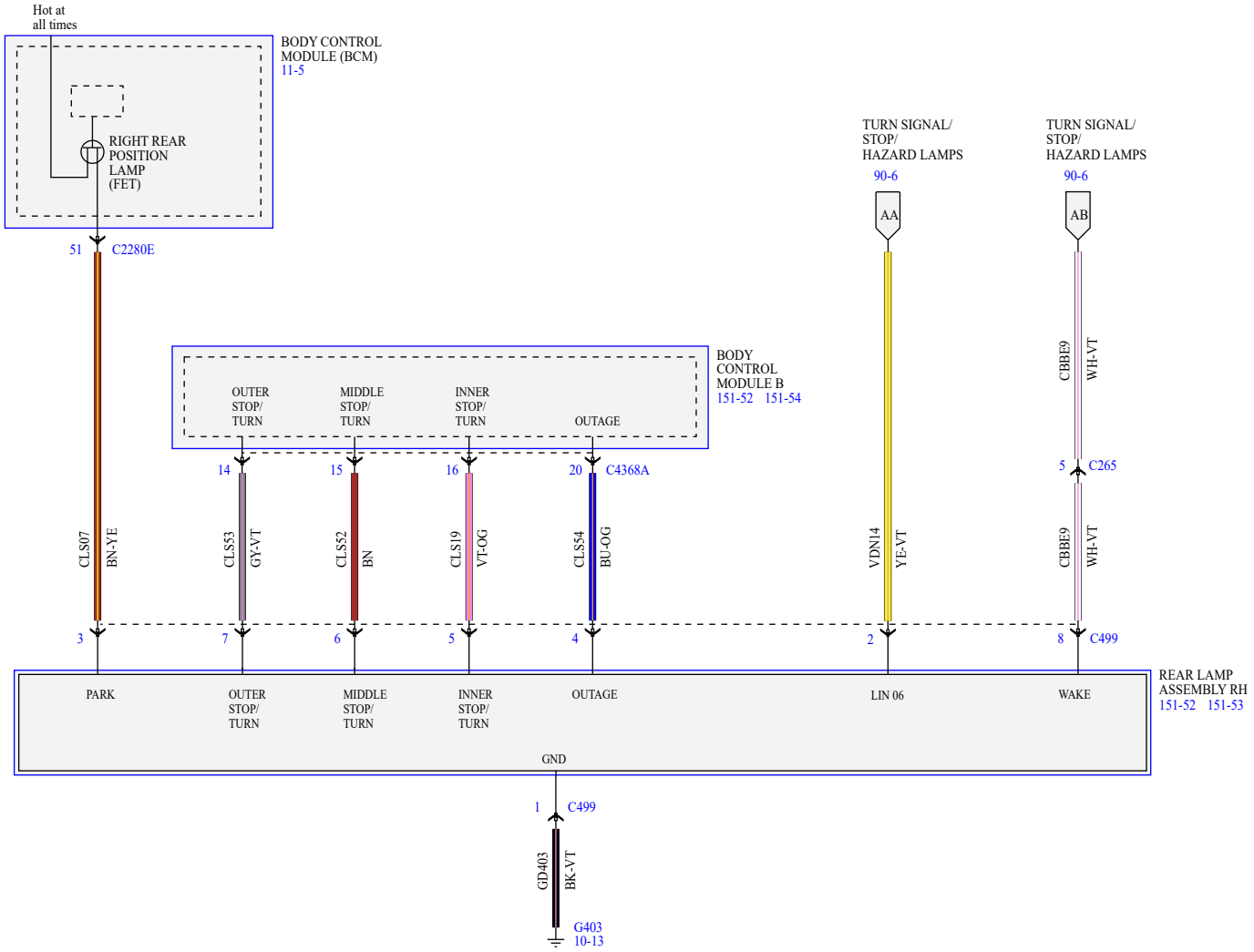NORTH AMERICA