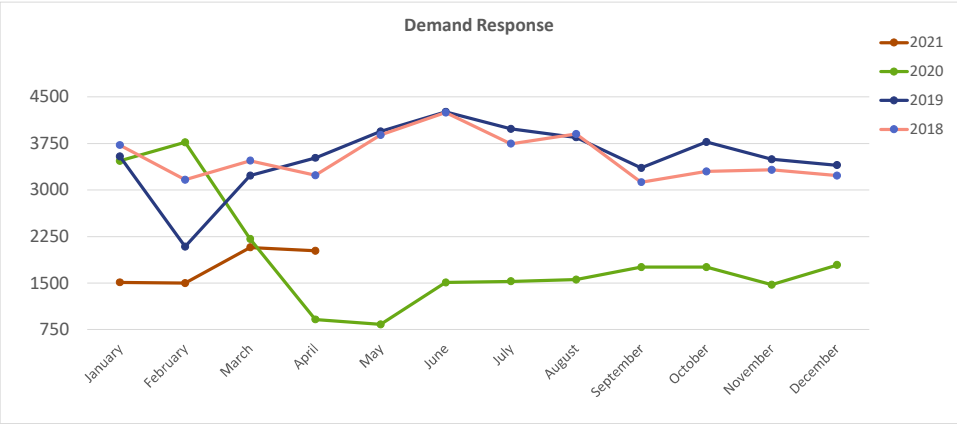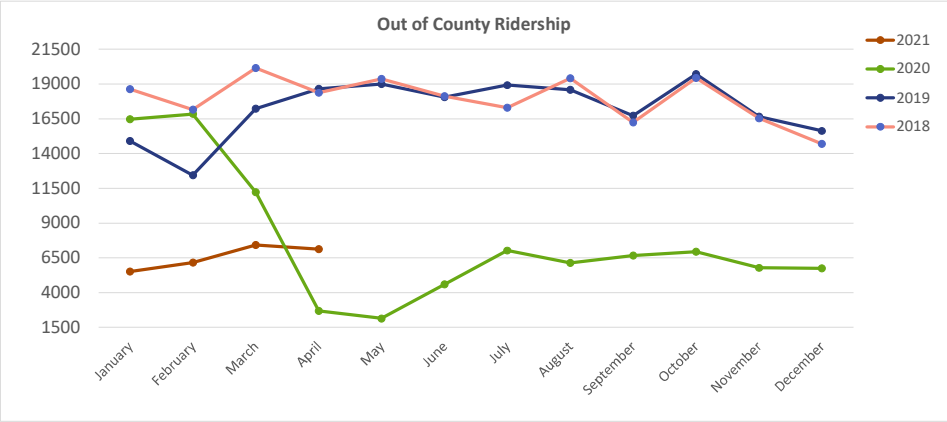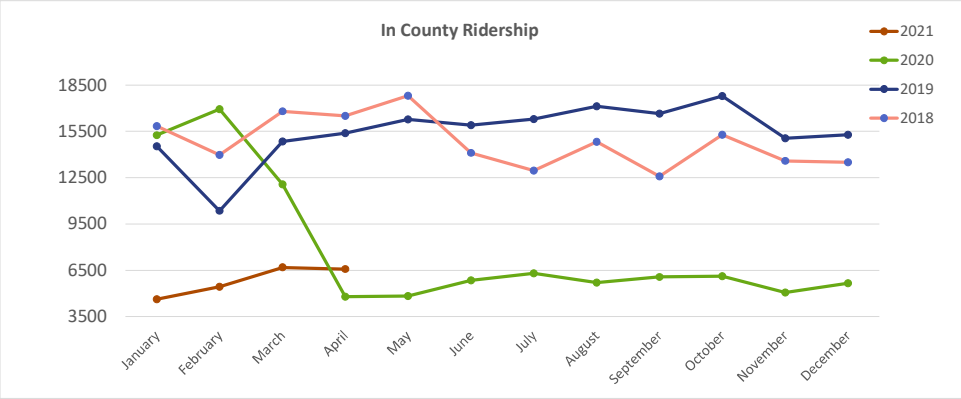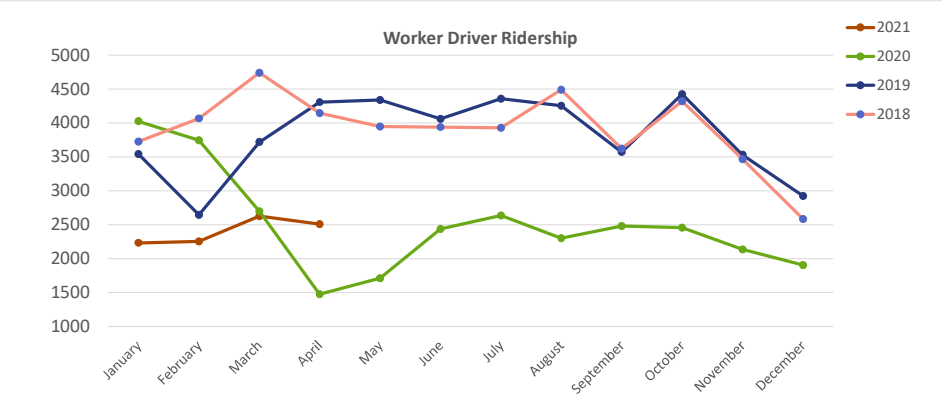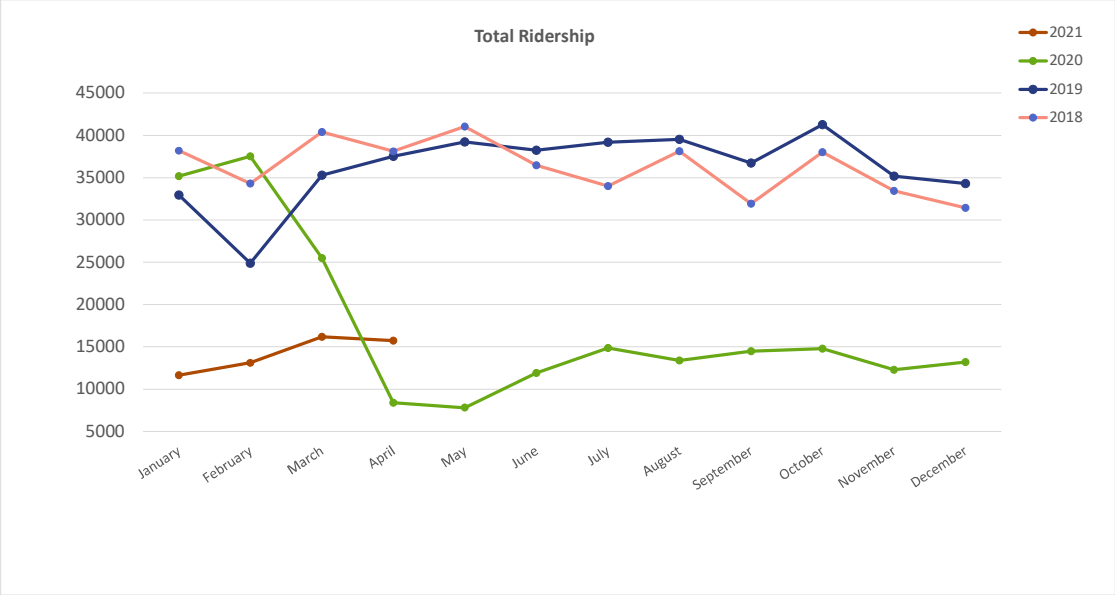RIDERSHIP DATA CHARTED