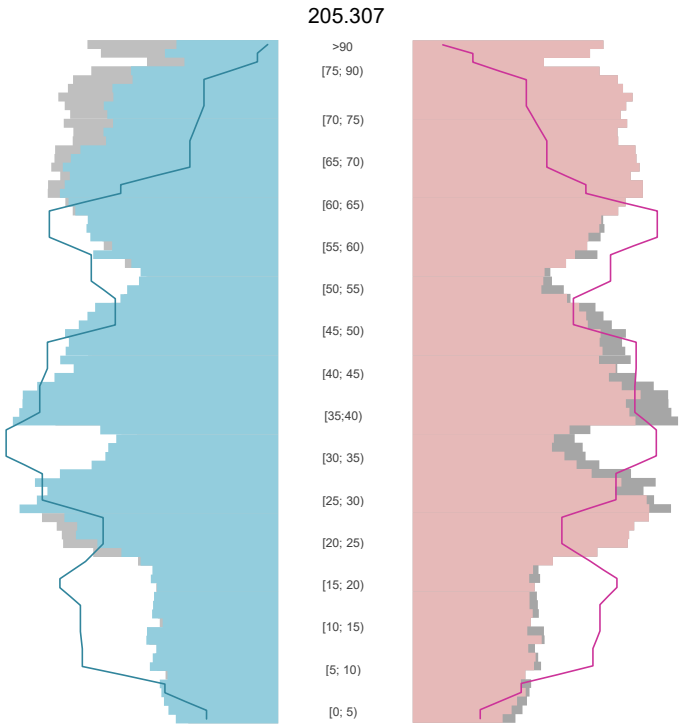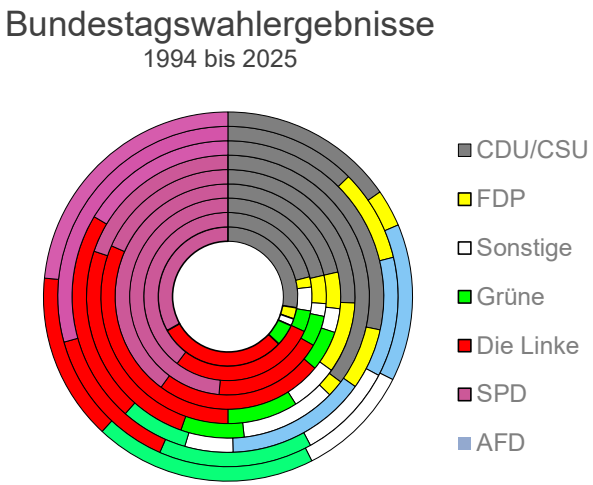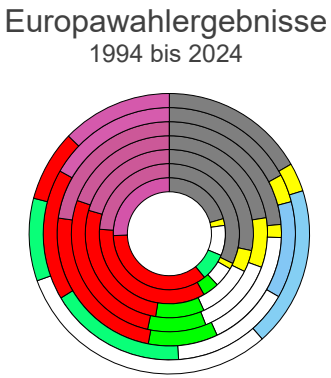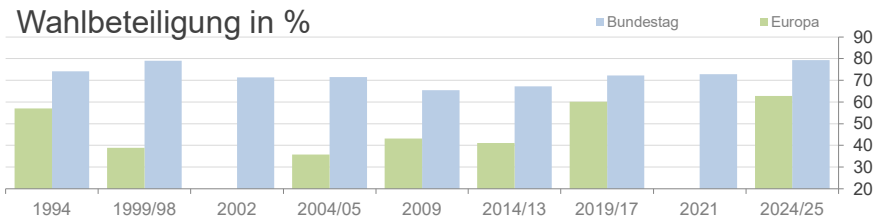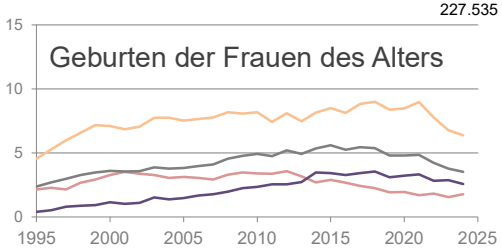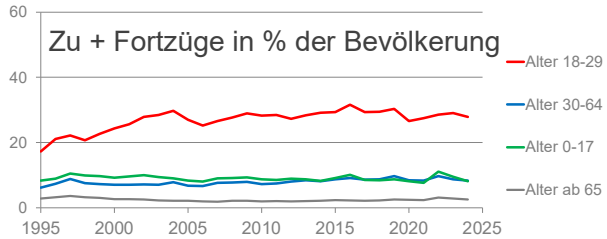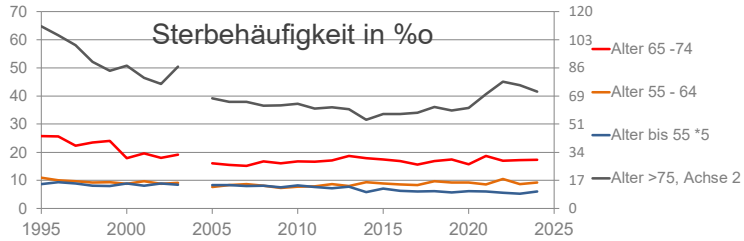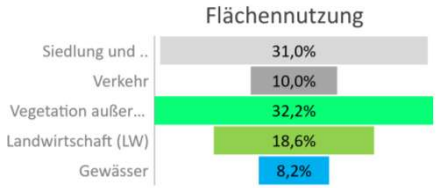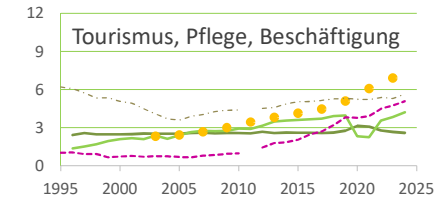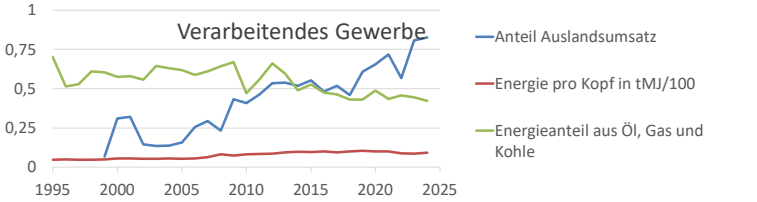Kreisfreie Stadt Rostock, Hansestadt