



**FOTON**

# *Dealer Merchandise & Promotional Solutions*

*Corporate Apparel • Promotional Gifts • Driver Essentials • Roadside Readiness*



***Prepared by***

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## A complete dealer-ready merchandise solution.

This presentation converts the supplied FOTON catalogue assets into a practical dealer merchandising program. It brings together staff apparel, showroom gifts, branded vehicle accessories and roadside essentials so each customer touchpoint feels consistent, useful and aligned with the FOTON brand.

### 1 Brand consistency

Aligned apparel and promotional items reinforce the same visual identity across sales, admin, delivery and customer-facing teams.

### 2 Customer experience

Useful accessories and driver support items extend the FOTON experience beyond the showroom and into everyday vehicle use.

### 3 Dealer readiness

Curated bundles make it simpler for dealers to order the right mix of apparel, gifts and handover items.

### 4 Scalable selection

Budget, mid-range and premium product tiers allow merchandising to match dealer needs, events and campaigns.

### Commercial note

Final pricing, lead times and pack quantities are to be confirmed once quantities, sizes, branding methods and dealer order volumes are approved.



### PREPARED BY

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## Proposal intent

Create an easy-to-order FOTON merchandise program that supports showroom presence, staff uniforms, customer gifts and driver-ready vehicle essentials.

**BRANDED**

**PRACTICAL**

## Four core pillars for a consistent dealer programme.

Our merchandise programme is built around four essential pillars. Together, they combine corporate apparel, promotional gifts, vehicle accessories and roadside essentials into a unified, dealer-ready solution that elevates your brand and supports customers on and off the road.



### Corporate Apparel

- Professional uniforms and workwear
- Branded jackets, polos, shirts and caps
- Consistent, premium look across your team



### Promotional Gifts

- Practical, high-quality promotional items
- Everyday use builds brand visibility
- Ideal for events, campaigns and customer engagement



### Vehicle Accessories

- Functional add-ons that enhance vehicles
- Phone mounts, organisers, mats and more
- Improve comfort, utility and satisfaction



### Roadside Essentials

- Emergency kits and warning equipment
- High-quality, reliable essentials
- Build confidence and driver safety



### Recommended approach

Select the right products from each pillar based on your audience, dealer environment and campaign goals to deliver maximum impact.



Audience



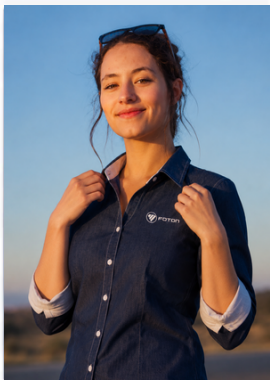
Dealer Environment



Campaign Goals

## Professional, dealership-ready apparel.

The apparel range provides multiple levels of finish and function—from everyday corporate shirts to outerwear and golf shirts. This allows a consistent FOTON look while matching roles, seasons and dealership environments.



### Onyx

Premium corporate shirts, sharp and polished.

**CUSTOMER-FACING**



### Saga

Refined corporate shirts with a timeless finish.

**REFINED CLASSIC**



### Poly Cotton

Durable everyday option with practical performance.

**EVERYDAY VALUE**



### Jackets

Stylish and performance outerwear for any environment.

**OUTERWEAR**



### Golf Shirts

Performance shirts for events, activations and on the road.

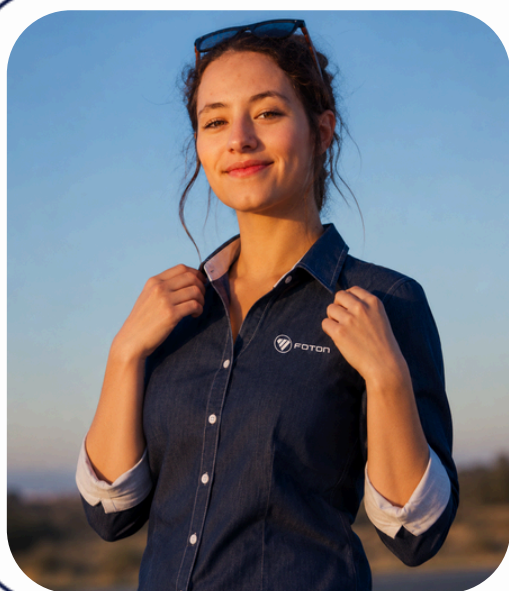
**EVENTS & ACTIVATIONS**



## Recommended apparel approach





- ✓ Blend Onyx or Saga shirts as your core, customer-facing foundation.
- ✓ Add Jackets for year-round versatility and a polished brand presence.
- ✓ Use Golf Shirts for events, activations and seasonal outreach.

## Three core shirt options for a professional dealer team.



### Onyx **Premium**





Smart. Professional. Dealership-ready.

-  Premium textured fabric
-  Easy care and durable
-  Modern fit for a sharp look
-  Perfect for customer-facing and leadership roles



### Saga **Classic**





Refined. Comfortable.  
Customer-facing.

-  Premium soft-touch fabric
-  Easy care and durable
-  Tailored for a polished fit
-  Great balance of style and all-day comfort



### Poly Cotton **Everyday**

Reliable. Comfortable.  
Everyday-ready.

-  Soft and comfortable poly cotton blend
-  Easy care and durable
-  Great value for everyday use
-  Ideal for general team and operations



#### Choose the right shirt for your team.

Select the range that best fits your front-of-house role, local climate and budget—so your team looks professional, feels comfortable and represents your brand with confidence.

# Onyx

**Smart. Professional. Dealership-ready.**

The Onyx range delivers premium textured corporate shirts designed for showroom, admin, sales and customer-facing teams. Crafted for all-day comfort with a sharp, professional finish that represents your brand with confidence.






## Onyx



### Onyx Mens Short Sleeve

Cool and comfortable for everyday performance.

-  Premium textured finish
-  Easy care and durable
-  Modern fit for a sharp look

## Onyx



### Onyx Ladies $\frac{3}{4}$ Sleeve

Tailored style with all-day comfort and confidence.



-  Premium textured finish
-  Moisture wicking for comfort
-  Contoured fit for a flattering shape

## Onyx



### Onyx Mens Long Sleeve

Professional coverage for any setting.

-  Premium textured finish
-  Easy care and durable
-  Reliable branded appearance

# Saga

**Refined. Comfortable. Customer-facing.**

The Saga range offers refined, modern corporate styling for front desk, admin and customer-facing teams. Designed to balance comfort, softness and a polished appearance—so your team looks and feels their best, every day.



## Saga



### Saga Mens Short Sleeve

Refined corporate look with a soft, comfortable feel.

-  Premium soft-touch fabric
-  Easy care and durable
-  Tailored for a polished fit

## Saga



### Saga Ladies ¾ Sleeve

Elegant professional styling with all-day comfort.

-  Premium soft-touch fabric
-  Moisture wicking for comfort
-  Contoured fit for a flattering shape

## Saga



### Saga Mens Long Sleeve

Smart, branded look for daily operational use.

-  Premium soft-touch fabric
-  Easy care and durable
-  Reliable branded appearance

# Poly Cotton

**Reliable. Comfortable. Everyday-ready.**

The Poly Cotton range is dependable everyday operational wear for admin, service, sales support and general team use. Offering excellent value, comfort and an easy-care finish that keeps teams looking professional all day.



Basic Poly Cotton



## Poly Cotton Mens Short Sleeve

Classic everyday wear for your team with easy care and reliable performance.




-  Soft and comfortable poly cotton blend
-  Easy care and durable
-  Great value for everyday use

Basic Poly Cotton



## Poly Cotton Ladies Long Sleeve

Neat and practical fit for everyday comfort on the job.

-  Styled for a neat practical fit
-  Soft feel for all-day comfort
-  Easy care and durable

Basic Poly Cotton



## Poly Cotton Mens Long Sleeve

Smart daily coverage for professional performance and reliable presentation.

-  Full sleeve coverage for any setting
-  Easy care and durable
-  Reliable branded presentation



Performance Golf Collection

# Golf Shirts

Smart branded golfer options designed for comfort, movement and a polished dealership look.



Moisture Wicking



Breathable Fabric



Easy Care



Professional Fit

## 4 Way Stretch

4-Way Stretch Golfer Ladies



4-Way Stretch Golfer Mens



## Port Golfer

Port Golfer Ladies



Port Golfer Mens



## Seamless Pro

Seamless Pro Golfer Ladies



Seamless Pro Golfer Mens





OUTERWEAR COLLECTION

# Jackets

Branded outerwear options for cooler conditions, outdoor activations and everyday mobility. Designed to keep staff warm, comfortable and consistently on-brand.



*Built for comfort. Branded for presence.*



## Evoke

Clean softshell styling

- Lightweight softshell
- Water resistant
- Wind resistant
- Zipped pockets



## Huxley

Structured modern fit

- Bonded fleece jacket
- Warm and comfortable
- Zipped pockets
- Adjustable cuffs



## Pegasus

Practical everyday performance

- Performance jacket
- Breathable fabric
- Zippered pockets
- Outdoor ready

## Layered, event-ready apparel options.

From protective outerwear to performance polos, our collection helps your team look professional, stay comfortable and represent your brand with confidence—on and off the road.



**Durable & Dependable**  
Built for everyday wear and demanding conditions.



**Professional Brand Presence**  
Consistent look that builds trust and credibility.

### JACKETS

 <p><b>Evolve</b> Cleansoftshell styling</p> <ul style="list-style-type: none"> <li>• Lightweight softshell</li> <li>• Water resistant</li> <li>• Wind resistant</li> <li>• Zipped pockets</li> </ul>	 <p><b>Huxley</b> Structured fleece jacket</p> <ul style="list-style-type: none"> <li>• Brushed fleece</li> <li>• Warm and comfortable</li> <li>• Zipped pockets</li> <li>• Adjustable cuffs</li> </ul>	 <p><b>Pegasus</b> Practical everyday performance</p> <ul style="list-style-type: none"> <li>• Performance jacket</li> <li>• Breathable fabric</li> <li>• Zipped pockets</li> <li>• Outdoor ready</li> </ul>
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### GOLF SHIRTS

 <p><b>4 Way Stretch Golfer Ladies</b></p> <ul style="list-style-type: none"> <li>• 4 Way Stretch</li> <li>• Moisture wicking</li> <li>• UPF 30+</li> <li>• Tailored feminine fit</li> </ul>	 <p><b>Port Golfer Men</b></p> <ul style="list-style-type: none"> <li>• Classic fit</li> <li>• Moisture wicking</li> <li>• Easy care</li> <li>• Soft, breathable fabric</li> </ul>	 <p><b>Seamless Pro Golfer Men</b></p> <ul style="list-style-type: none"> <li>• Seamless design</li> <li>• 4 Way Stretch</li> <li>• Moisture wicking</li> <li>• Performance fit</li> </ul>
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#### Smart choices for every season.

Use our outerwear to stay warm and protected during colder months. Choose our golfers for activations, events and everyday casual wear that reflects your brand with pride.



Perfect for activations and events



Ideal for casual dealership uniforms




## Everyday headwear with strong brand visibility.

Our branded caps are designed for comfort, durability and everyday wear. Perfect for dealerships, events and on-the-road teams, they offer consistent brand exposure wherever your team goes.



### 6 Panel Brushed Cotton Cap




Classic 6-panel cap crafted from soft brushed cotton for all-day comfort and durability. Adjustable closure for a secure, custom fit.

-  Material: 100% Brushed Cotton
-  Closure: Heavy brushed cotton strap with metal buckle
-  Fit: One size fits most



### 6 Panel Corner Insert Cap




Low profile structured 6-panel cap featuring contrast corner inserts for a subtle, sporty look. Hook-and-loop closure for easy adjustment.

-  Material: 100% Polyester
-  Closure: Hook-and-loop strap
-  Fit: One size fits most



### 6 Panel Sandwich Peak Cap

6-panel cap with a sandwich peak design that adds a sharp contrast detail. Durable, breathable and built for everyday performance.

-  Material: Heavy brushed cotton
-  Closure: Hook-and-loop strap
-  Fit: One size fits most



#### Built for your everyday.

Ideal for daily dealer wear, staff uniforms, customer events and outdoor activations—designed to keep your brand visible, professional and consistent.

## Useful in-vehicle tech for customer gifting and dealer visibility.

Practical, high-quality accessories that enhance every drive. Each item is branded, reliable and designed to keep your customers connected, charged and hands-free on the road-while reinforcing your brand every time they use it.



### Vehicle Chargers



#### Fast Charger

Boost your brand presence with this compact and reliable fast charger.



- Afsafe Circuit Protection
- USB Output
- Fast Charging
- 12-24V Input



#### Dual USB Car Charger

Charge two devices simultaneously with this reliable in-vehicle charger.



- Dual USB Output
- Input: 12-24V
- Output: 5V/2.1A Total
- Built-in Safety Protection



#### Swiss Cougar LED Fast Charge Car Charger

Premium fast charge performance with LED ring illumination.



- Material: PC & Steel
- Dual USB Output
- LED Ring Indicator
- Fast Charge Support
- 12-24V Input



### Phone Mounts



#### Altitude Cub Car Phone Mount

Keep your phone secure and visible with this magnetic air vent mount.



- Strong Magnetic Hold
- Air Vent Clip
- Includes Magnetic Plate
- Secure & Reliable



#### Vulcano Hold Series Magnetic Extendable Phone Holder

Extendable magnetic holder for flexible positioning and strong hold.



- 6 x N48 Magnets
- Extendable Arm
- Strong Suction Base
- Universal Compatibility



#### IND Car Vent Mount Charger

Secure vent mount with wireless charging for convenient, clutter-free driving.



- Wireless Charging
- Air Vent Mount
- Secure Grip
- Safe & Reliable



#### Practical. Branded. Everyday use.

These tech accessories deliver everyday value while showcasing your brand on the road. Ideal for customer gifting, service promotions and driving long-term brand recall.

# Gifts & Accessories

Useful branded items designed to extend the FOTON experience beyond the showroom.

## Budget



## Fast Charger

Boost your brand presence with the Altitude Circuit USB Car Charger from Printex. Customise your order to suit your needs.



Fast Charging



USB Output



Overcharge Protection



12-24V Input

## Mid-Range



## Dual USB Car Charger

Always keep a charger handy with our dual USB Car Charger.

- ABS : 6.2 ( h ) x 3.2 ( dia )
- Input: 12-24V
- Output: 5V/2.1A/1A
- FCC certification
- Bulk packed

## Premium



## Swiss Cougar Leads Fast Charge Car Charger

- Material: PC & Steel
- Size: 2.6cm (l) x 2.6cm (w) x 5.8cm (h)
- Branding Options: Pad Print
- Price Includes: 1 Colour, 1 Position Pad Print (Setup Fees Apply)

# Gifts & Accessories

Useful branded items designed to extend the FOTON experience beyond the showroom.

**BUDGET**



## Altitude Obi Car Phone Mount

Keep your phone secure and visible while driving with the Altitude Obi car phone mount. It clips onto car air vents and uses a magnetic plate for easy attachment. This mount is a practical promotional item for any business, offering a useful everyday accessory.

- Strong Magnetic Hold
- Air Vent Clip
- Includes Magnetic Plate
- Secure & Reliable

**MID-RANGE**



## Volkano Hold Series Magnetic Extendable Phone Holder

Keep your smartphone secure and visible while driving with the Volkano Hold Series Magnetic Extendable Phone Holder. It attaches easily to your car dash or windscreen. Six N45 magnets provide a firm hold for your device, making it a reliable Volkano accessory.

- 6 x N45 Magnets
- Extendable Arm
- Strong Suction Base
- Universal Compatibility

**PREMIUM**



## IND Car Vent Mount Charger

This IND Car Vent Mount Charger offers convenience by securely holding and charging mobile phones in your vehicle. It attaches to most car air vents and comes in black. This useful accessory provides power and visibility for your device while driving.

- Wireless Charging
- Air Vent Mount
- Secure Grip
- Safe & Reliable

## Small branded items that stay visible every day.

From licence disk holders to travel essentials, these practical accessories keep your brand in view—on the road, in the car, and wherever the journey goes.



### 1. Dealer Visibility



#### Square License Disk Holder

- Durable plastic
- Available in many colours
- Great corporate gift
- Fits most licence disks



#### Round License Disk Holder

- Durable plastic
- 9cm diameter
- Branded centre disk
- Denied sticker branding optional



#### Magnetic Dome Disc

- Metal & magnet
- 9.5cm diameter
- Full colour print
- Strong magnetic hold



### 2. Everyday Carry & Travel



#### Altitude Happy-Travels Car Vent Air Freshener

- Clip-on vent air freshener
- Long-lasting pleasant scent
- Discreet branding
- Individually packed



#### Altitude Tracker Key Tag

- Bluetooth 4.0, item finder
- Locate keys, phones & more
- Long battery life
- Compact & lightweight



#### Hanging Car Seat Organizer

- Multiple storage pockets
- Easy to install
- Keeps back seat tidy
- Ideal corporate gift



#### Car Organizer that fits on back/front of front seat (42x60cm)

- Multiple pockets
- Easy strap-on installation
- Keeps essentials organized
- Fits most vehicles



#### Boot Organizer

- Collapsible design
- Multiple compartments
- Soft-sided with reinforced base

- Easy to store
- Ideal for tools, shopping & travel

Available in  
Black / Black  
Black / Red  
Black / Navy



### Practical. Visible. Valued.

Combine high-visibility branding with everyday practicality. These accessories reinforce your brand in the moments that matter—from daily commutes to weekend getaways.

# Gifts & Accessories

Useful branded items designed to extend the FOTON experience beyond the showroom.

## BUDGET

### Square License Disk Holder

The Square license disk holder – Available in many colours makes for a wonderful corporate gift. It forms part of our range from our License Disc Holders category.






-  Available in many colours
-  Great corporate gift
-  Part of our License Disc Holders range

## MID-RANGE

### Round License Disc Holder

- **Material:** Plastic
- **Size:** 9cm (dia)
- **Branding Options:** Domed Sticker



-  Durable Plastic
-  9cm Diameter
-  Domed Sticker Branding

## PREMIUM

### Magnetic License Disc

- **Material:** Metal & Magnet
- **Size:** 9.5cm (dia)
- **Branding Options:** Full Colour Print



-  Strong Magnet
-  9.5cm Diameter
-  Full Colour Print



# Gifts & Accessories



## Altitude Happy-Travels Car Vent Air Freshener

Show off your logo in the car with our useful car vent freshener. Great promo giveaway for the automobile industry. Available in a rose scent. Works in any car, making promotional opportunities unlimited. Great full colour doming branding area  
ABS - 3.9 ( h ) x 5.2 ( dia )  
bulk packed



## Altitude Tracker Key Tag

### Description:

Wireless, Bluetooth 4.0, alarm tracker, key finder, GPS locator, automatically rings if device are outside of a 25m radius, prevents items from getting lost, can be used as a selfie stick remote.

### Features include:

- parking site searching
- voice recording
- anti-lost
- remote shutter
- battery includes

instruction Manual: It is recommended to read the user manual carefully and keep it for future reference  
packaged in a gift box

### Specifications:

- bluetooth: 4.0 low energy consumption
- compatible device: iOs 7.0 and up-grade version and Android 4.3 version and up-grade version
- working distance: 25m ( outdoor environment )
- battery: CR 2032 lithium coin battery ( included )



# Gifts & Accessories

Useful branded items designed to extend the FOTON experience beyond the showroom.

## BUDGET



### Hanging Car Seat Organiser

The Hanging Car Seat Organiser makes for a wonderful corporate gift.

## MID-RANGE



### Car Organiser that fits on back/front of front seat (42\*60cm)

Makes for a wonderful corporate gift. It forms part of our Christmas Corporate Gifts range from our Car Organisation category

## PREMIUM



### Boot Organizer – Avail in: Black / Black, Black / Red, Black / Navy

Perfect storage solution to keeping all your items safely organized in the boot of your car. This dual purpose boot organizer can be used for storage in your vehicle, or used as a carrier bag for picnics or camping. Features include a 600D fabric, twin compartments with reinforced base, carry handles on each side with reinforce cross stitch, folds flat and has a velcro tab, expands to 54cm.

Product Dimension: 25cm (h) x 36cm (w) x 54cm (l)

# Prepared for the road, ready for rollout.

A practical range of roadside essentials designed to keep drivers safe, vehicles compliant and your brand front of mind.

**Budget**

**Waterproof & Magnetic Roadside Warning Light**



- Waterproof design
- Magnetic base
- Foldable hook
- 5 LED light modes

**Compact. Reliable. Essential.**

**Mid-Range**

**Portable Vehicle Emergency Kit**



- Complete roadside safety kit
- Compact & easy to store
- Ideal for everyday emergencies
- Quality you can rely on

**Smart. Versatile. Reliable.**

**Premium**

**Vehicle Emergency Kit**



- Complete premium kit
- Durable & high quality
- Built for serious situations
- Peace of mind on every journey

**Premium protection. Total confidence.**

## Recommended Dealer Bundles

Curated bundle options to suit different customer needs and dealer strategies.

Bundle	Best suited for	Recommended contents	Commercial note
<b>Starter Awareness Pack</b>	High-volume dealer visibility and everyday roadside touchpoints.	Waterproof & Magnetic Warning Light	Great for launches, campaigns and customer giveaways.
<b>Core Dealer Operations Pack</b>	Balanced package for staff and vehicles, customer gifts and service value.	Warning Light + Portable Emergency Kit	Recommended default bundle for consistent dealer readiness.
<b>Premium Handover Pack</b>	High-impact handovers, fleet clients and premium customer care.	Warning Light + Portable Emergency Kit + Vehicle Emergency Kit	Suitable for VIP, fleet and new vehicle handovers.

## Rollout in 4 simple steps



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## Let's get you road-ready.

Confirm your bundle direction and quantities today. We'll take care of the rest.





# Roadside Essentials

Practical vehicle support items designed to keep FOTON drivers prepared for every journey.

Budget

## Waterproof & Magnetic Roadside Warning Light With Foldable Hook & 5 LED Light Modes

The Magnetic Roadside Warning Light is an essential safety accessory for any roadside emergency. This warning light is designed to be highly visible, helping to prevent accidents should your vehicle break down on the road or at the roadside. It features a magnetic base for easy attachment to your vehicle, and a foldable hook that allows you to hang it under the hood while inspecting your engine.



-  Magnetic Base
-  Waterproof Design
-  Foldable Hook
-  5 LED Light Modes

Mid-Range

## Portable Vehicle Emergency Kit – Complete & Essential Roadside Safety

**Product Details:**  
**Contents:** 200A Jumper Cables, Foldable Reflective Triangle, Tow Rope, Emergency Window Hammer with Seatbelt Cutter  
**Branding Included:** 1 Colour Silkscreen Print  
**Branding Methods:** Silkscreening (default), Direct to Film (DTF)  
**Colour:** Red-Grey  
**Material:** 600D Polyester  
**Size (closed):** 32 (w) x 18 (h) x 10 (d) cm  
**Packaging:** Cellophane Packet  
**Carton Weight:** 21.9 kg  
**Carton Dimensions:** 55 x 35 x 40 cm  
**Quantity Per Carton:** 18 units



Premium

## Vehicle Emergency Kit

**EVA hard shell case:**  
 24 (l) x 14.5 (w) x 7.5 (h)  
 This extremely handy Drivetime Vehicle Emergency Kit contains a booster cable (50A CCA), a tyre pressure gauge, a pair of safety gloves, a headlamp (batteries not included) and a rain poncho, all in a red hard shell case.

- EVA**
- 1 x 50A CCA booster cable: 200 (l)
  - 1 x tyre pressure gauge
  - 1 x pair of safety gloves
  - 1 x headlamp: 3 x AAA batteries ( not included)
  - 1 x rain poncho (not shown)



## What this program should achieve

The attached catalogue provides the product foundation. The proposal below organizes those items into customer journeys, dealer use cases and buying bundles so decision-makers can approve a clear direction quickly.

**1**

### **Dealer teams**

Consistent branded apparel for sales, admin, technical support and event teams.

**2**

### **Showroom visitors**

Memorable gifts and useful branded items that create a professional handover experience.

**3**

### **Vehicle owners**

Practical chargers, phone mounts, organizers and roadside essentials for day-to-day driving.

**4**

### **Dealer network**

A repeatable ordering framework with curated product options and scalable replenishment.

## **Recommended approval criteria**

A defined product mix by dealer use case

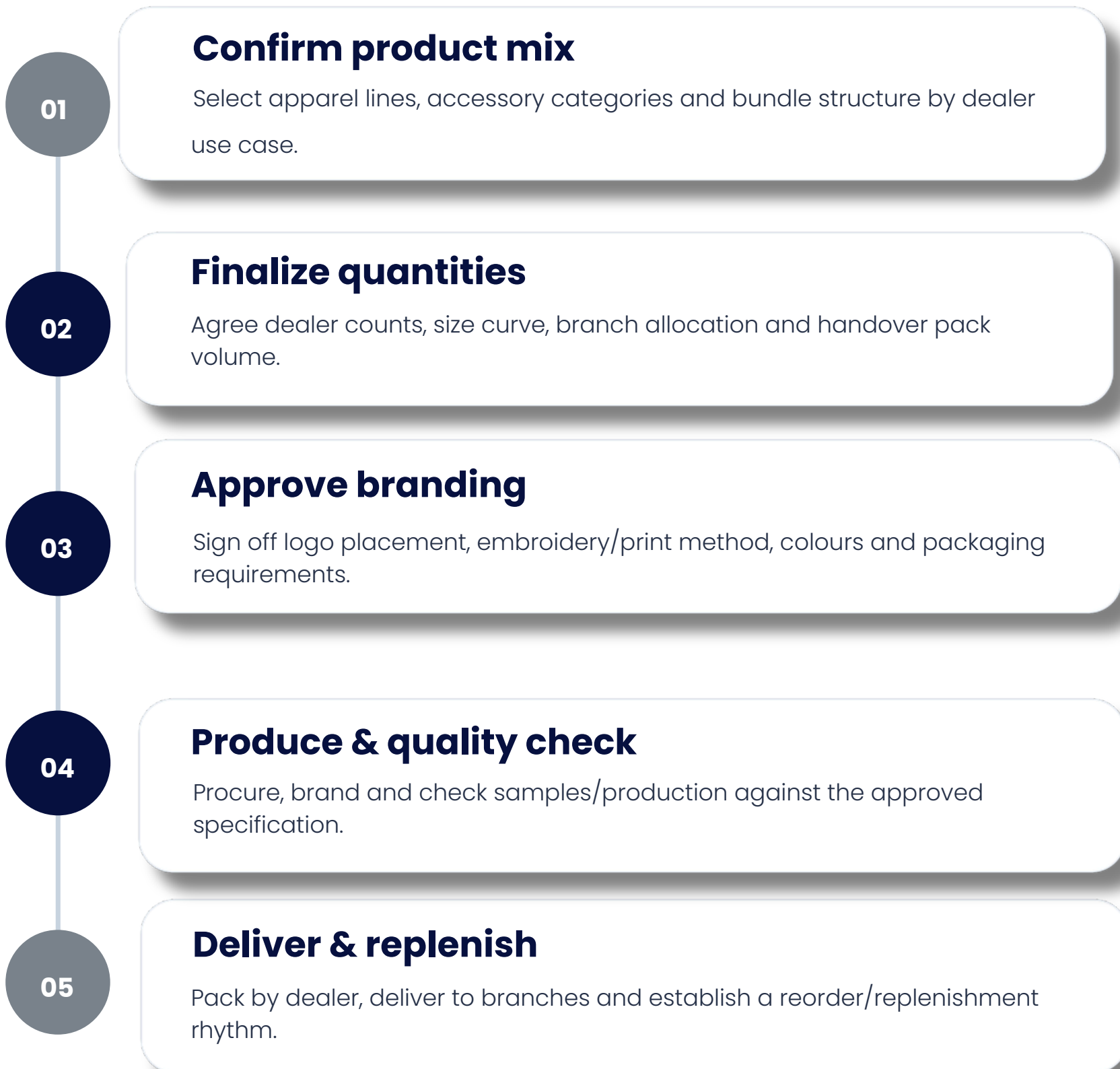
Approved FOTON branding placement and artwork

Confirmed size curve, quantities and replenishment approach

Signed-off launch bundle for showroom, staff and handover use

## From concept to dealer delivery

The merchandise program should be simple to approve, repeatable to order and controlled for consistent branding. The following workflow can be used once the final product mix and quantities are approved.



Quality control principle: sample approval should happen before bulk production wherever possible, especially for embroidered apparel, dome stickers, printed accessories and premium handover items.

## Ready for final scoping

The visual range is ready to be converted into a formal quotation once the buying team confirms the final product selection, quantities, size curve and branding requirements.

### Commercial assumptions

- Prices are not included in the supplied source material.
- Final costs depend on quantities, branding method, packaging, delivery points and sample requirements. Lead times should be confirmed once artwork and stock availability are checked. Dealer-specific packs can be prepared once branch allocation is approved.

### Recommended next decisions

- Choose Starter, Core or Premium bundle direction.
- Confirm apparel range and size split.
- Confirm preferred promotional gift tiers.
- Approve the first dealer order quantity.
- Request final quotation and artwork proof.

### NEXT STEP

## Approve the preferred bundle direction and request a final quotation.

Once the final quantity and product mix are confirmed, Norsafe Polokwane can prepare a detailed quotation, artwork confirmation and production-ready specification.

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