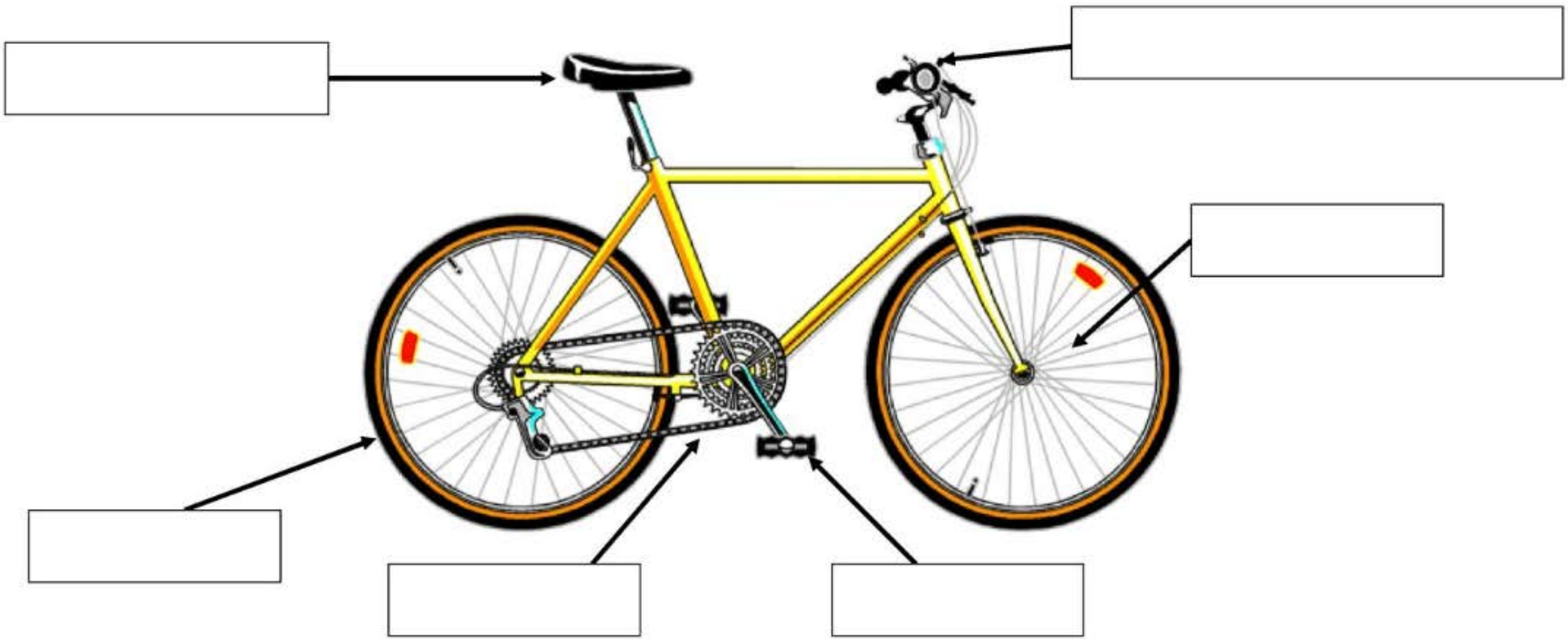Label the bike