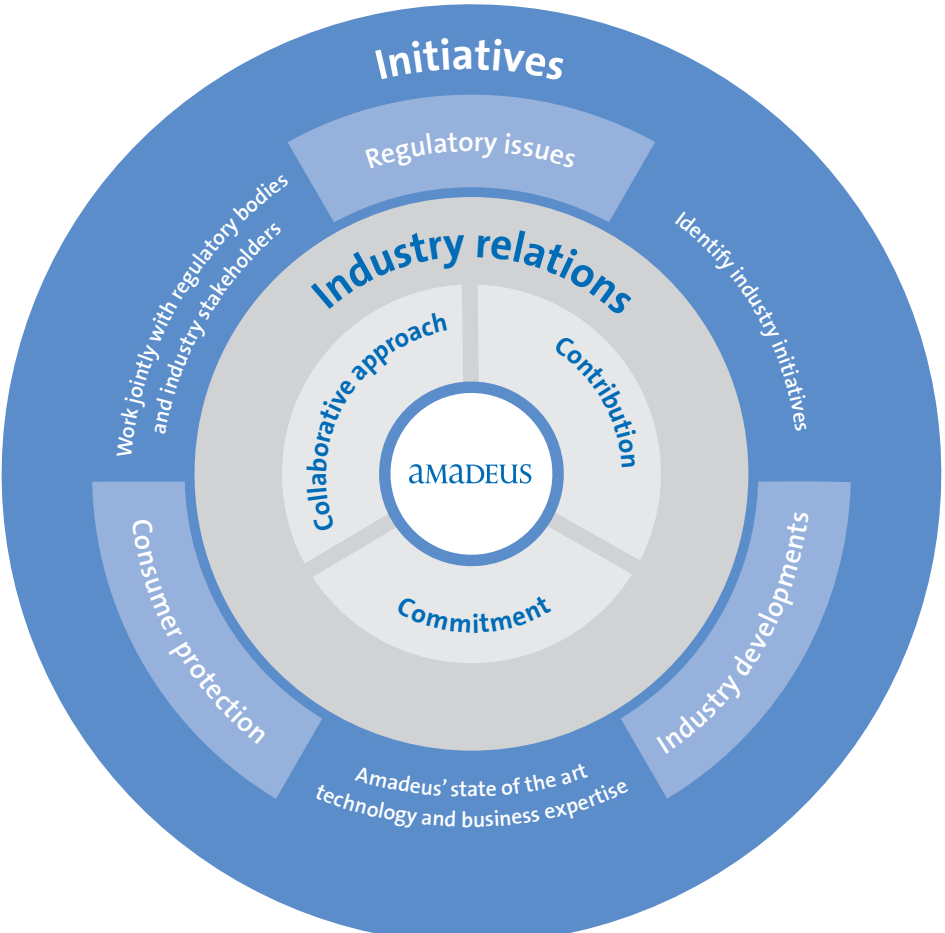Our role in shaping the future of travel - efficiency and sustainability