Press Release

**Germany loves star**

**Elmshorn, 23 August 2017 – the likeable star petrol stations have the most satisfied customers and are therefore the most popular brand in the industry in Germany. This is shown by the results of this year’s “Fanfocus” benchmark study conducted by the market research and consulting company forum! GmbH in Mainz in cooperation with the news magazine FOCUS. It signals the attainment of a key corporate objective.**

“We are proud of this award, as it means we have achieved our long-term corporate and brand objective of becoming the most popular petrol station brand in Germany”, explains Michal Brylinski, Chairman of the Board of Management of star petrol stations. Following the top 3 placements in the ranking “Berlins Lieblinge” and “YouGov BrandIndex” last year the “Fanfocus” accolade confirms the success of the company’s strategy. “This fantastic placement reinforces our commitment to press ahead with our goal in the future and create even more star devotees”, adds Brylinski.

With a fan base of 16%, star is the most popular petrol station in Germany and leaves all the premium brands behind. The good value for money is a particular pleaser for star customers, which ensures their long-term loyalty to the brand. In accordance with the motto “more than just low-cost fuel”, star now offers an extensive own-brand range in the shop as well as quality fuels. Own engine oils, a car care range and food products as well as the popular energy drink or the star mineral water offer customers good-value alternatives while on the road.

The award is regularly presented to the most popular companies in the country by the news magazine FOCUS in cooperation with the market research and consulting company forum! GmbH in Mainz. A maximum of ten of the largest companies are analysed in each sector. In 100 interviews per company, the satisfaction and emotional connection of customers is then studied. Based on the results, the market researchers separate the customers into Fans, Sympathisers, Mercenary, Prisoners and Enemies.

“Our thanks for the award go primarily to our committed partners and staff at more than 570 petrol stations”, stresses Managing Director (CTO) and Press Officer Wieslaw Milkiewicz. “The personal contact and friendly, consistently helpful local service create a positive brand experience and are ultimately crucial for the satisfaction and retention of our customers.”

**star – a Strong Brand from ORLEN Deutschland GmbH**

star is the petrol station brand of ORLEN Deutschland GmbH, which has been operating more than 570 petrol stations in the northern half of Germany since 2003. The company, which is based in Elmshorn near Hamburg, is part of the Polish oil and petrochemicals group PKN ORLEN SA, which is the largest enterprise in Central Eastern Europe, with an annual turnover of EUR 18 billion in 2016.

PKN ORLEN SA is listed in Warsaw and London and is represented on the petrol station market in Eastern and Central Europe with a total of 2,700 service stations in Poland, Czech Republic, Germany and Lithuania. In recent years, major investments have been made in Lithuania and the Czech Republic to bring the group a step closer to its goal of becoming the leading oil company in Central Europe.

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