



Press release

star's petrol station concept of the future comes home to Elmshorn

Opening of the new *star connect* petrol station at the company's business location in Elmshorn

Elmshorn, 4 May 2018 – This year star petrol stations are celebrating their 15th anniversary – and it is precisely this long that the popular petrol station brand has been headquartered in Elmshorn. Only 1.5 kilometres away from the company's business location, star is now opening a new *star connect* petrol station, pursuing a strategy of consistently focusing on innovations and changing customer needs. With a new concept consisting of an enlarged bistro product line, a modern design and digital communication, the petrol station at Hamburger Strasse 141 is opening on 4 May following modernisation work.

Attractive opening offers

For the opening of the star petrol station there will be a special offer for one week from Monday, 7 May. As part of a car wash promotion, every customer can get a polish and a premium wash for half price, saving 50 per cent on each wash. The same offer will be available at Elmshorn's second star petrol station on the Köllner Chaussee.

On time for the company anniversary: Opening at the company headquarters and business location in Elmshorn

star will be celebrating the opening on 4 May with employees at its headquarters along with political and business leaders as guests. "As one of the biggest companies in Schleswig-Holstein, the opening in our home town is something quite special for us. We're thus very proud to be welcoming the mayor of Elmshorn, Mr Volker Hatje, to the celebration, and Mr Thomas Becken, manager of the town's economic development agency," said Wieslaw Milkiewicz, Managing Director and Press Spokesman for star petrol stations.



The renovations have been extensive: The entire star petrol station has been modernised and updated to present-day customer needs over a period of four weeks. Customers are already informed on the forecourt of current offers through digital advertising elements like the eye-catching LED entrance portal. Floor-length facades afford a good view of the interior of the shop and star café. Further LED elements are already being planned.

***star connect* – petrol stations of the future**

The innovative concept *star connect* started with the company's very first petrol station in Berlin, where it was called the "petrol station of the future" in the trade press. The new concept means that within the next three years, around 200 of the more than 570 existing petrol stations will be transformed from the classical station format with shop into a gastronomic meeting point with a "feel-good" atmosphere. *star connect* is a holistic concept that includes alternative mobility solutions and digital services.

Refuelling and recharging your batteries in the relaxed atmosphere of the star café

The star café is designed in warm wood tones to create a relaxed and casual atmosphere. Various seating options invite you to stay and rest up for a while. Located somewhat apart from the bistro area, the star shop offers inexpensive and high-quality private label products for refreshments on the move – and tasty hot snacks from a fast-cook oven are also available. The overall look and feel of the shop unites openness with order.

Always close by: a petrol station with close ties to Elmshorn

star communicates its association with the town through powerful visual elements. For example, the star café features a deceptively realistic-looking large-scale picture of Elmshorn harbour with the historical ships "Klostersande" and "Gloria", making the town's attractions seem within reach. A surprise awaits customers in the toilet area, where they again have a view of the familiar environment.

Newly designed petrol station with the same familiar team



Petrol station partner Patrick Kültür is enthusiastic about the renovation of the petrol station: "The newly designed station just one and a half kilometres away from the company headquarters is excellent advertising for the star brand. It's an enrichment for the town – and the team is excited about the new working environment as well." Hamburg native Patrick Kültür completed his training as a warehouse management specialist in Reinbek. He then worked as a branch and project manager for the railway station bookshop and convenience store operator Valora Retail. Patrick Kültür has been running the star petrol station in Hamburger Straße for five and a half years. He also manages the second Elmshorn star petrol station on the Köllner Chaussee. With this skilled and dedicated local partner customers can look forward to the competent and friendly service at the star petrol station that they have become accustomed to.

star – a powerful 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 energy group PKN ORLEN SA, which is the largest enterprise in Central Eastern Europe, with an annual turnover of EUR 23 billion in 2017.

PKN ORLEN is one of the leading players in the oil and energy market and the only Polish company included in the prestigious Fortune 500 list of the world's biggest companies.

PKN ORLEN operates a modern infrastructure capable of processing more than 30 million tons of different crude oils per year. With around 2700 petrol stations, the network is one of the largest in the entire region of Central and Eastern Europe.

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