



Press release

Fill up once, save twice – ADAC members fill up for less at star

Elmshorn, 09 July 2018 – from now on, customers will be able to double their savings at star petrol stations. As well as benefiting from the cheaper fuel prices, ADAC members will also receive a discount of one cent per litre. This advantage has been made possible due to a new cooperation with the market-leading German automobile club. star is thus the first petrol station brand in the low-cost segment to take part in the ADAC advantage programme.

As well as the special price advantage at star, ADAC members will benefit from a denser network of petrol stations across Germany taking part in the popular advantage programme, which previously involved only two petrol station brands. In 2017, the discount of one cent per litre of fuel was used around 40 million times and, since the introduction of the fuel discount as part of the ADAC advantage programme in 2005, club members have already saved around 200 million euros at German petrol stations.

In line with the motto of “more than just low-cost fuel”, star petrol stations are offering their customers fair prices with quality fuels as well as their own affordable own-brand products in the petrol station shops. To receive discount the more than 20 million ADAC members simply have to present their valid ADAC member card or ADAC credit card before paying. The discount will then be refunded for Super, Super E10, Super Plus, Diesel and Truck Diesel fuel types.

“We are entering a long-term discount cooperation with ADAC. This step with such a significant partner shows that star has meanwhile become an established major player on the German market,” explains Wieslaw Milkiewicz, Managing Director and Press Spokesman for the star petrol station brand. “The best time to start our cooperation is our joint anniversary year, as star is celebrating its 15-year anniversary in 2018 and ADAC, exactly 100 years older, is celebrating its 115th anniversary.”



star – a powerful brand from ORLEN Deutschland GmbH

star is the petrol station brand of ORLEN Deutschland GmbH, which has been operating more than 580 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 tonnes 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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