



Press release

## **A review of a successful 2018 with many star moments**

**ORLEN Deutschland and the star petrol stations mark their anniversary year with ongoing innovation and expansion**

**Elmshorn, 23rd of January 2019 – ORLEN Deutschland, founded 15 years ago by its parent company PKN ORLEN, is now one of the strongest international companies in its price segment. The popular petrol station brand star has steadily been growing for twelve years. The past financial year of 2018 was characterised by innovative projects and large-scale modernisation. With a clear highlight: the anniversary year came to an end as the most successful year since its founding.**

### **A year packed with innovations and digitalisation**

The well-established petrol station brand star continues to expand on the German market. The ORLEN Deutschland network of star petrol stations currently comprises more than 580 sites. ORLEN and the star petrol stations are facing the future with a holistic concept consisting of gastronomy, mobile services, and alternative mobility solutions. “This innovative project arose in cooperation with our employees and external stakeholders, such as our business and petrol station partners, as well as our loyal star customers”, reports Waldemar Bogusch, CEO of ORLEN Deutschland. “It is an exciting project and, thanks to the great teamwork and agile project management, very successful”, adds Waldemar Bogusch. A total of 200 star stations will be transformed from the classic petrol station with a shop to a gastronomic meeting place in a relaxed atmosphere. The modular concept is suitable for both small and large petrol stations. Already in 2017, ORLEN Deutschland opened its first flagship location in Berlin and according to plan exactly one year later, also in the German capital, the opening of the 50<sup>th</sup> refitted star site with the new future-proof concept marked another milestone. By 2021, another 150 modernisations are scheduled.



At UNITI expo fair in Stuttgart, the new concept of innovation and accompanying focus on digitalisation were met with keen interest and overwhelming enthusiasm. star particularly impressed with its virtual reality show: visitors immersed themselves in the world of the new star petrol stations of the future. Digitalisation is also driving star forward in car washes: with the new digital services “Drive-In” and “Wash & Pay”, customers of star petrol stations can look forward to greater convenience, efficiency, and shorter waiting times. Last May was the best month for car washes in the company's short history: every nine seconds, a car is given a brilliant shine.

### **star continues to be the pioneer in alternative mobility solutions and private label products**

Alternative mobility solutions played an important role for the pioneer of the economy brand segment in 2018: ORLEN Deutschland initiated a test phase for H2 stations. In Wolfsburg, the Minister of Economic Affairs, Labour, Transport, and Digitalisation and the Deputy Prime Minister Dr. Bernd Althusmann inaugurated the first H2 station at a star petrol station in Lower Saxony. star is also one of the first to promote combined AdBlue tank facilities for trucks and, more recently, passenger cars.

True to the motto “more than just low-priced fuel”, the petrol station chain has continuously been expanding its private label portfolio in the food sector since 2012, strengthening its pioneering role here as well. Last year, two new products were added to the star range. star's apple spritzer is extremely popular among customers, as well as the high-quality star reusable coffee cup. This year, too, star will be expanding its private label portfolio with additional products.

### **Solid new partnership**

star successfully expanded ADAC's strong benefits programme in the area of refuelling last year: since July, all 20 million members of the automobile club can save one cent per litre at all star petrol stations. More and more ADAC members are taking advantage of this offer at star as the first fuel



discount partner in the low-price segment. Other exciting collaborations with well-known partners are planned for 2019.

### **Supporting sustainable projects**

Sustainability and local involvement played a major role for ORLEN Deutschland in 2018 as well. On a company-owned lawn at the headquarter in Elmshorn, the company unceremoniously provided a home to more than 150,000 honey bees. Through the active commitment of the employees, this project supports team building and makes a valuable contribution in combating bee mortality. Another sustainable project was launched in 2018 with the introduction of the reusable cup in a star design. star actively participated in the “European Sustainability Week” and campaigned for the prevention of plastic waste. star donated one euro to the German environmental organisation “One Earth – One Ocean e.V.” for every reusable cup sold. This year, ORLEN Deutschland once again has many sustainable and social campaigns planned for its employees and petrol station partners.

ORLEN Deutschland looks back at an energising and successful year 2018 with numerous fantastic and interesting projects and collaborations. Likewise, 2019 holds a lot of excitement.



## **star – a strong brand from ORLEN Deutschland GmbH**

star is the petrol station brand of ORLEN Deutschland GmbH, which has been on the German market since 2003 and is operating more than 580 petrol stations. 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 (CEE), with an annual turnover of EUR 23 billion in 2017.

PKN ORLEN is a leading player on the fuel and energy market and is listed in prestigious global rankings such as Fortune Global 500, Platts TOP250 and Thompson Reuters TOP100.

The Group owns state-of-the-art integrated infrastructure, capable of producing more than 35 million tonnes of various crude oil types per annum and of marketing its products through the CEE-region's largest network of nearly 2,800 modern petrol stations. PKN ORLEN's offering includes over 50 top-quality petrochemical and refining products sold in more than 90 countries around the world on 6 continents. 60 percent of the company's revenues are generated outside the country.

For the last few years, ORLEN has been established as the most valuable brand in Poland. PKN ORLEN is also the only company in the region that has been awarded the prestigious title of 'The Most Ethical Company' for the fifth time in a row by the American Ethisphere Institute.

### **Contact:**

ORLEN Deutschland GmbH  
Isabel Mai / Manager Corporate Communications

Press office:  
Telephone: +49 (0)40-2022888616  
[pressestelle.ornen@serviceplan.com](mailto:pressestelle.ornen@serviceplan.com)