



Press Release

Germany's largest car washing machine at star petrol station

Post-festival wash helps to clean up after mud bath at Wacken Open Air

Elmshorn, 5th of August 2019 – This summer, the Wacken Open Air featured a new highlight: Travelling home between the 3rd and 5th of August, visitors and friends of the heavy metal festival were able to drive through Germany's largest car washing machine at a star petrol station in the local town Itzehoe. It was the first time ever, such a facility had been set up in Germany. But the heavy metal fans were also able to have their vehicles cleaned at a special offer price at any of around 35 car washes in northern Germany to top off their festival experience on the last day of the promotion period.

Whether they experienced heat and dust or a mud bath, the visitors to the Wacken Open Air were keen to get their vehicles cleaned up for a safe drive home after the festival. A very popular choice was Germany's largest car washing machine at the star petrol station in Itzehoe. It was set up right next to the Wacken festival grounds, right in front of the queuing cars.

For many drivers, the entrance became the gateway to a very special car wash experience. With an impressive width of 3.55 m, a height of 2.8 m and a depth of 1 m, it offered sufficient space to drive any car through into the car wash. After the sweltering days on the festival grounds, this was a symbolic act of cleaning for most of the drivers. Particularly for the mud-spattered festival visitors and their motorised quadrupeds, the huge machine was a popular photo motive.

Official sponsor of the Wacken Open Air for the first time – star hit the nail right on the head with its water and wash offerings

"The Wacken Open Air is the world's largest heavy metal festival and it is of very special significance for our home state of Schleswig-Holstein and the whole of Europe. Since this year, we are supporting it as an enthusiastic sponsor", explains Waldemar Bogusch, CEO of ORLEN Deutschland GmbH and its petrol station brand star. "With the star brand, our focus is directed very clearly on the festival visitors' needs. The important thing for us is that they have a lot of fun at the gigs as well as a safe and clean drive home."



Therefore, the star petrol stations have started a car wash promotion throughout the region for festival visitors. At around 35 star petrol stations in northern Germany, customers only paid 50% of the normal price for the top-grade car wash on the 5th of August. Not only did they receive top-class care for their vehicle, the saving they made allowed them to buy provisions for their journey. All customers wearing a festival bracelet also received a tin of Red Bull energy drink and the star salami for free on this day.

Special water spot in the star lounge on the festival grounds

For the first time, star was one of the sponsors of the Wacken Open Air this year. In the so-called Supporters' Area, the petrol station brand was able to set up its own 75 m² lounge for visitors: the ideal place to chill out for anybody taking a break or wanting a rest sitting on the practical seating made from pallets. People could also recharge their mobiles at the adjacent star charging column. A huge illuminated water wall with the impressive Wacken logo had been erected to attract the heavy metal fans to the star lounge. It also helped to fire people up during the official star photo shoot ahead of the event.



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 S.A., which is the largest enterprise in Central Eastern Europe (CEE), with an annual turnover of EUR 25 billion in 2018.

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 more than 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 sixth time in a row by the American Ethisphere Institute.

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