



Press release

## **Make a good start with star and the fifth *Coffee Biker Campaign***

**Once again bikers will receive free coffee and visor-cleaning wipes at star on the weekends**

**Elmshorn, 1 April 2014 – For the fifth time already, the petrol station brand star is implementing its successful Coffee Biker Campaign at its stations. In this anniversary year, it was possible to win two top-class partners: Jacobs and Louis will support star with their commitment to motorcyclists.**

The petrol station brand is continuing its great success of recent years and showing its heart for bikers with the Coffee Biker Campaign. On the weekends\* motorcyclists are receiving a free fresh coffee and also a visor-cleaning wipe at all participating star petrol stations each time they stop to fill up. On top of that, there is also a 10-euro Louis discount voucher – everything of course only as long as stocks last. As in previous years, the campaign will run from 1 April to 31 October – so the entire biker season.

"Our Coffee Biker Campaign is well liked by the customers. star petrol stations are already a fixed meeting point for all bikers on the weekends – and we want to keep promoting that by continuously expanding our offering for this target group," says Wieslaw Milkiewicz, Managing Director and Press Spokesman of the star petrol station brand.

In addition, renowned partners have agreed to join in this year's campaign: With Jacobs, the leading coffee specialist is backing up star and with Louis, the European market leader for motorcycle equipment is doing the same. The 10-euro Louis discount voucher offers the motorcycle-riding customers of star a real added value when they purchase the right biker gear for the season. "We're very pleased to be part of this great campaign and wish all

\* on Saturdays, Sundays and holidays



bikers a sunny and curvy 2014 season with the Louis discount voucher," explains Thomas Dahlenburg, Head of Branch Management at Louis.

star shows its love for the motorised two-wheeler with professional bikers too – as a Yamaha sponsor in their sixth season at the Superbike IDM (International German Championship) star is all set to win with perfect cornering.

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

star is the petrol station brand of ORLEN Deutschland GmbH, which has operated more than 550 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 company in Eastern Europe and one of the largest in Central Europe with an annual turnover of 27 billion euros in 2012.

PKN ORLEN SA is listed on the Warsaw and London stock exchanges and is represented on the petrol station market in Eastern and Central Europe with a total of 2,700 petrol stations in Poland, the Czech Republic, Germany and Lithuania. In recent years, large 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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