



Press Release

## **Get on board and on the road with star**

**This dynamic star gas station brand will be appearing at the UNITI expo. As one of the most popular low-cost brands in the mineral oil industry, star is poised for growth, building on its success in the German market at a brisk pace. The network of gas stations is being constantly expanded, the network quality improved, innovations put into place and new own brands successfully introduced. Today star represents much more than just filling up at a low price.**

Star, a gas station brand of ORLEN Deutschland GmbH, has been operating since 2003, now runs over 550 gas stations in Germany, and continues to increase its market share. Since it is no longer sufficient for a low-cost brand to differentiate itself solely on price, star has armed itself for future challenges. Today, star gas stations offer far more than low gas prices and customers perceive the brand as friendly, helpful and honest. The goal is clear: star would like to earn the title of the most popular gas station brand in Germany. The company is working consistently in all areas of its business to also ensure greater proximity to its gas station partners and to be able to better respond to local needs.

From June 3 to June 5 the brand will present an attractive stand with the look and feel of a modern star gas station at the UNITI expo in Stuttgart - the leading trade fair for the whole of the gas station and mineral oil industry. Interested parties will be able to learn from star about the many advantages and offers for star partners and about what makes this gas station brand so special.

### **Expansion of the gas station network and investments in the latest technology**

“Our objective is to continue to expand our gas station network together with intensified cooperation with our partners”, says Wieslaw Milkiewicz, director and press officer of ORLEN Deutschland GmbH. “We are focusing on the regions where we have little or no presence yet.”

In addition to growth, star places great value on the homogeneity and quality of its stations. It is investing heavily and on an ongoing basis to equip its gas station partners



with the latest technology and newest equipment and to optimize the product offerings. All star gas stations are thus provided with LED price boards that are conspicuous and clearly visible from far away. The car wash systems are being steadily modernized and prepared for the new and strong-selling high-gloss care. A modern wash plant improves not only the customer response but also the revenues of the gas station partner.

### **Increased sales with own-brand star products**

To offer its customers a competitively priced yet high-quality alternative, star is developing its own brands, with a focus on the food segment. All star's own-brand products introduced so far into its shops and bistros have taken off successfully; its own energy drink, for example, has exceeded all expectations since its introduction in 2012. This was followed last year by star's own-brand mineral water, which can also be offered at a very attractive price-to-performance ratio. The most recent example of this success story is star bockwurst sausage, which has appealed to customers in the star café and which is now available at many locations in the form of a module developed by the company for self-service.

### **Drivers of innovation in payment processes: Contactless payments and time savings**

To help customers get back on the road quickly with their low-cost fuel and purchases, star gas stations were the first in the industry to introduce contactless payments across the board in 2010. The new generation of terminals also allows smartphone payments and significantly shortens the time required for the payment process.

### **Effective ongoing training and qualifications for staff**

In addition to the broad spectrum of in-class training offered by the star Academy, partners and their station employees can take advantage of the constantly evolving mobile offerings such as e-learning modules and the star Trainingmobile. With its multimedia Trainingmobile, star offers its partners training in situ on their own gas station. This allows entire station teams to learn theoretical and practical aspects of training directly at the workplace and apply them immediately in practice. "This is effective and also saves time and resources," says Milkiewicz. Among the classroom-based training options available, the training program for new gas station partners is worth particular mention. With specialist knowledge from advisors in all relevant central departments and using practical exercise units, new partners are given the best possible preparation for the daily challenges of their work.



These are only some of the offerings provided by the gas station brand to star partners, and more information will be given about these at the UNITI expo. So if you are also interested in contributing to this success story, why not apply now to become a gas station partner?

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**star – a major brand of ORLEN Deutschland GmbH**

star, a gas station brand of ORLEN Deutschland GmbH, has been operating since 2003 and now runs over 550 gas stations in the northern half of Germany. Based in Elmshorn near Hamburg, the company belongs to the Polish mineral and petrochemicals group PKN ORLEN SA, which with an annual turnover of €27 billion in 2013 is the largest group in central eastern Europe.

PKN ORLEN SA is listed on the Warsaw and London stock exchanges and represented in the gas station market in eastern and central Europe with a total of 2,700 gas stations in Poland, the Czech Republic, Germany and Lithuania. In recent years major investments have been made in Lithuania and the Czech Republic in order to bring the goal of becoming the leading mineral oil company in central Europe a step closer.