



Press release

Sun, curves, kilometres: best prospects for a hot motorcycle summer

The star petrol stations are again offering the ideal start to the motorcycle season with free coffee for all bikers.

Elmshorn, 1 April 2015 – From April to October the star petrol stations see to the right operating temperature of motorcycle and driver in any weather with the Coffee Biker campaign: On the weekends bikers will receive a free steaming hot coffee at every petrol station stop plus a visor-cleaning wipe for the perfect view. Cooperation partner Louis is also making the offer complete again with additional vouchers.

Regardless whether the bright weather forecasts are correct or a typical German summer with a lot of rain is before us: Motorcycle fans can rely on the very special service from star once again in 2015. During the Coffee Biker campaign the participating star petrol stations will again become a centre of attraction for all fans of two-wheelers. At star every motorcyclist will receive a coffee and a visor-cleaning wipe for free – as long as stocks last – on the weekends and holidays during the campaign period from 1 April to 31 October 2015 each time they stop.

With this special campaign the company intends not only to win over the hearts of its customers but also make an active contribution to safety, as Wieslaw Milkiewicz, member of the board and press spokesperson for star petrol stations, explains: “From year to year our Coffee Biker campaign just keeps getting more and more popular. More and more motorcyclists take a break with us, enjoy the free coffee, clean their visor and then travel on reinvigorated, more focussed and safer. This is encouragement for us to continue this successful and important campaign in 2015, too.”



Motorcyclists are among the most important customers of star petrol stations, there is always an extra portion of service for them when they enter the shop “topless”, meaning with their helmet under their arm.

Vouchers from Louis

star was again able to win over Detlev Louis Motorrad-Vertriebs GmbH this year as a cooperation partner for the Coffee Biker campaign. Louis is Europe's biggest dealer for motorcycle clothing and accessories. That is why every motorcyclist will receive a 10-euro discount voucher during the campaign period for their next purchase at Louis as another free give-away. “We find the dedication of star petrol stations fantastic – and apparently the motorcyclists do too, because last year the vouchers were quickly out of print. That's why this year we've dramatically increased the number of discount vouchers and wish all bikers a curve-filled season 2015”, Nico Frey, CEO of Louis, explained.

star – the perfect partner for hobby bikers and racing pros

The love of motorised two-wheelers crosses all classes at star: That is the reason why the company will be supporting the Yamaha Motor Germany team as a sponsor in the superbike class of the International German Motorcycle Championship (IDM) in the 2015 season.

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 2013.

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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