



ORLEN still in the Formula 1 paddock. Will be sponsor of Scuderia AlphaTauri

Elmshorn/Warsaw, 27 January 2023 - PKN ORLEN is staying in the Formula 1 paddock in 2023, with the concern beginning its cooperation with the Italian Scuderia AlphaTauri, whose main goal is to prepare future world champions. The ORLEN brand logo, in a record-breaking season of 23 race weekends, will be displayed, among others, on the rear wing, the nose of the car and the halo rim. This is the fifth consecutive year of the largest Polish company in the paddock of pinnacle of motorsport'. In the colours of Scuderia AlphaTauri will be Japanese Yuki Tsunoda and Dutchman Nyck de Vries.

“ORLEN Group is Central Europe's largest multi-utility company, serving more than 100 million customers. Global brand recognition is essential to achieve our strategic objectives. Nearly half of the Group's revenues come from sales abroad. That is why we consistently focus on sports sponsorship, a pillar of which is our presence in the most prestigious racing series. Thanks to this exposure, we reach hundreds of millions of fans around the world and are building a coherent marketing strategy in Poland and abroad. This is a huge potential that we will continue to use effectively in cooperation with Scuderia AlphaTauri,” says Daniel Obajtek, President of the PKN ORLEN Management Board.

The popularity of Formula One has grown rapidly in recent years. Last season's Grand Prix races were followed on TV by 445 million viewers, and the number of people watching the world's best drivers compete from the stands during race weekends exceeded 5 million. In 2021, video views on Formula 1's official accounts - Facebook, Twitter, Instagram, YouTube, TikTok, Snapchat and Twitch - increased by 50% to reach a peak of 7 billion views, while fan engagement levels on social media reached 1.5 billion, translating into a year-on-year increase of up to 74%. Scuderia AlphaTauri is known for its digital activity and the implementation of interesting marketing formats. The cumulative number of followers on the team's social profiles exceeds 6.5 million.

Due to its potential, Formula 1 has become an effective tool for ORLEN Group to conduct marketing activities in all markets where the company's fuel stations are located. The image of the drivers of the sponsored team has been used in recent years in activities supporting the rebranding of stations in the Czech Republic and Germany, as well as in numerous activities promoting Stop Cafe products, VERVA fuels or the BIZNESTANK fleet programme. Joint communication activities, such as a promotional tour of the F1 car, increased recognition of the ORLEN brand abroad. In the Czech Republic, it already reaches 40 per cent.



“ORLEN Group's new sponsorship agreement with Scuderia AlphaTauri is an excellent marketing platform for the German market and a great opportunity to combine our sponsorship activities with our marketing efforts. Formula 1 is still one of the top 3 most popular sports in Germany, so the commitment will help us to further increase the awareness of the ORLEN Group in Germany. In addition, we will use the partnership as a sales-enhancing measure for our national promotions”, says Dariusz Pawlik, Chief Operating Officer ORLEN Deutschland GmbH.

During the 2023 season, the ORLEN logo will be displayed on the car's nose, rear wing, deflectors, halo rims, mirrors, overalls and drivers' and mechanics' clothes. In addition, it will be in the paddock and media walls, and the drivers will take part in advertising campaigns implemented by PKN ORLEN. The new agreement also provides for title sponsorship of the Scuderia AlphaTauri Esports team.

Scuderia AlphaTauri is a forge for young talent, where future champions have taken their first steps in Formula 1. The team is owned by Red Bull, which it helps to adapt its drivers to the world's most prestigious motorsport series. In the past, under the name Scuderia Toro Rosso, the team was represented by Sebastian Vettel and Max Verstappen, among others, who have a combined 88 Grand Prix wins and six championship titles to their name. This year, the Italian team will be represented by Japanese Yuki Tsunoda and Dutchman Nyck de Vries. The new season's AT04 livery will be opened on 11 February in New York City. The start of competition is scheduled for the first weekend in March in Bahrain.

The new agreement marks the end of the group's three-year partnership with Sauber Motorsport.

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star and ORLEN - the petrol stations of ORLEN Deutschland GmbH

ORLEN Deutschland GmbH was founded in March 2003. It is a 100% subsidiary of the Polish multi-energy corporation PKN ORLEN S.A. and part of the international ORLEN Group. The company currently operates almost 600 *star* and ORLEN petrol stations on the German market. ORLEN Deutschland GmbH, based in Elmshorn, is one of the ten largest petrol station operators in Germany and has been the main sponsor of German handball record champion THW Kiel since 2016.

star and ORLEN petrol stations offer quality fuels as well as their own brand products at an attractive price-performance ratio. Customers also benefit from the B2B-fleet-card and receive additional services such as car washing and parcel services at many stations. Filling stations with 'star café' and 'stop.café' invite you to take breaks in a feel-good atmosphere and offer coffee specialities, a large selection of tasty meals and hot and cold snacks all day long.

For more information, please visit our websites www.orlen-deutschland.de or www.star.de

Press contact:

ORLEN Deutschland GmbH

Birgit Schmidt

Head of Corporate Communications

Tel.: +49412147501771

birgit.schmidt@orlen-deutschland.de