



ORLEN Deutschland becomes Advertising Partner for Men's EHF EURO 2024 in Germany

Elmshorn, May 9th, 2023 – ORLEN Deutschland GmbH, a subsidiary of the Polish multi-energy corporation PKN ORLEN S.A. and part of the international ORLEN Group, has become an Advertising Partner of the upcoming Men's EHF EURO 2024, to be held in Germany from 10 to 28 January 2024.

As part of the agreement, which has been brokered by Infront Sports & Media, the European Handball Federation's exclusive media and marketing partner, ORLEN will receive a range of visible and non-visible rights at the EHF EURO 2024.

ORLEN Deutschland are no strangers to European handball, as they are main and jersey sponsor of Machineseecker EHF Champions League participants and multiple German Bundesliga champion THW Kiel since 2016. ORLEN operates nearly 600 *star* and ORLEN branded petrol stations in Germany.

However, it is the first time that ORLEN is present at EHF EURO, the European Handball Federation's flagship national team tournament, granting them the opportunity to even further strengthen the company's brand on the German and international market.

Martin Hausleitner, EHF Secretary General, said: "We are happy to welcome ORLEN to the partners' line-up for the upcoming Men's EHF EURO. The upcoming European Championship will be a great opportunity to develop successful cooperation, while ORLEN seizes the opportunity to be present on the biggest stage of European handball and strengthen their brand in the German market."

"The EHF EURO 2024, which is taking place in Germany for the first time, is a unique opportunity and ideal stage to increase awareness of our *star* and ORLEN brands in Germany, but also throughout Europe. As a long-standing partner of THW Kiel, we are also underlining our commitment to the sport of handball. In addition, it fits perfectly into the strategic direction of the internationalization of our parent company – the multi-energy group PKN ORLEN – the leading provider of a wide range of energy products on the Central European market", says Dariusz Pawlik, Chief Operating Officer ORLEN Deutschland GmbH.



MEN'S EHF EURO 2024 HANDBALL

GERMANY

Image: Official logo of the EHF EURO 2024

High-res and license-free pictures are available for download in the [Newsroom](#).

About ORLEN Deutschland GmbH

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 nearly 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

About Men's EHF EURO 2024

The Men's EHF EURO 2024 will be played in Germany from 10 to 28 January. It is the first time that Germany hosts the European Handball Federation's flagship national team event and the first time that a 24-team European Championship is played in a single country. Already the opening day is prone to set a world record, with the first matches being played at the 50,000-capacity MERKUR SPIEL ARENA in Dusseldorf, which is ready to witness the largest-ever crowd at a handball match.



Afterwards, Berlin, Mannheim and Munich will host the six preliminary round groups. Hamburg and Cologne will be the main round venues, with Cologne's LANXESS arena hosting the final weekend of the competition. More info on ehfeuro.eurohandball.com/men/2024 and heretoplay.com

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