



# **ORLEN Deutschland is switching its car wash business to an agency model**

**Since 1<sup>st</sup> of July 2021, the car wash facilities of the company-owned star petrol stations are operating in an agency model**

**Elmshorn, 12<sup>th</sup> of July 2021 – Customers can now expect an environmentally and vehicle-friendly offering as well as attractive prices at all star petrol stations, no matter where they wash their cars. ORLEN Deutschland has responded to these customer needs by switching its operator model. This transition within the company's car wash business came into effect following an eight-month-long preparation and implementation phase.**

At the beginning of July, ORLEN Deutschland started managing the car wash business at its 400 company-owned stations with washing facilities from its headquarters in Elmshorn. The main advantage for customers: They receive a comparable service at all locations and benefit from standardised offers and prices throughout the country. "Our modified operator model allows us to control our range of products and price management centrally and thereby respond optimally to our customers' needs," says Nadja Smyrek, Team Lead Category Management Car Wash & Car Products at ORLEN Deutschland.

The introduction of the agency model has created a foundation that enables ORLEN Deutschland to make faster and more flexible adjustments to its car wash service in line with the ever-changing needs of its customers. This includes the product range as well as pricing, for which ORLEN Deutschland is now responsible. The conversion promises lucrative perspectives for petrol station partners: From now on, they will earn commission on all product groups in the car wash business. Implementing the project quickly was in the interest of both ORLEN Deutschland and its petrol station partners, who are independent contractors and therefore responsible for staff as well as the operation of their locations. "The approval rate of nearly 100% for the new operator model endorse our smooth collaboration with our partners. Together, we will be able to make the most out of every

business opportunity, reduce costs and sustainably optimise the car wash business," says Smyrek.

The modern car wash facilities run by star offer brilliant cleaning and are continually being developed. Aside from efficient wash programmes, the facilities focus on vehicle- and resource-friendly technology. Of course, customers always have access to vacuum cleaners, tyre inflation devices and grate mats at star petrol stations with car washing facilities. The star car washes are also suitable for convertibles.

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

star is the petrol station brand of ORLEN Deutschland GmbH, which has been on the German market since 2003 and is operating more than 580 petrol stations. The company, which is based in Elmshorn near Hamburg, is part of the Polish oil and energy group PKN ORLEN S.A., which is the largest enterprise in Central Eastern Europe (CEE), with an annual turnover of EUR 19 billion in 2020.

PKN ORLEN is a leading player on the fuel and energy market and is listed in prestigious global rankings such as Fortune Global 500, Platts TOP250 and Thompson Reuters TOP100.

The Group owns state-of-the-art integrated infrastructure, capable of producing more than 35 million tonnes of various crude oil types per annum and of marketing its products through the CEE-region's largest network of more than 2,800 modern petrol stations. PKN ORLEN's offering includes over 50 top-quality petrochemical and refining products sold in more than 90 countries around the world on 6 continents. 55 percent of the company's revenues are generated outside the country.

For the last few years, ORLEN has been established as the most valuable brand in Poland. PKN ORLEN is also the only company in the region that has been awarded the prestigious title of 'The Most Ethical Company' for the sixth time in a row by the American Ethisphere Institute.

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