



Press release – star petrol station, 81241 Munich, Landsberger Str. 447

star opens its first petrol station in Munich

The station at Landsberger Straße 447 is a milestone: for the first time, star is represented in all the federal states of Germany

Munich, 13th of November 2019 – Arrival in the south: star has opened its first petrol station in Bavaria. The station at Landsberger Straße 447 is a milestone in the nation-wide expansion in Germany of the subsidiary of the Polish oil and energy group ORLEN. At the new location, star relies on its proven, future-orientated petrol station concept: refuelling at attractive prices, relaxing in the cosy star café and enjoying delicious snacks.

Now present in all the federal states of Germany

With Bavaria, star is now present in all the federal states of Germany. More petrol stations will follow in Bavaria in 2020, and more locations are being discussed in order to grow in this region as well. star's development in the neighbouring state of Baden-Wuerttemberg is following a similar course. So far, star has mainly been operating in northern and eastern Germany, but is gradually establishing itself in the mentioned region. "Our expansion, especially towards the south of Germany, is going according to plan, and we are planning to do much more. The first star petrol station in Munich and Bavaria is, of course, a true milestone project," highlights Waldemar Bogusch, CEO of ORLEN Deutschland GmbH, which operates the star petrol stations.

A first in co-branding for star and ORLEN

The star station on Landsberger Straße is not only the first in Bavaria. It is also the first nationwide with the new co-branding of star and the parent company ORLEN at the fuel tanks and the LED entrance portal. In this way, the leading energy and mineral oil company in Central and Eastern Europe is strengthening its brand awareness and putting on record that star is part



of a large, reliable chain with more than 2,800 petrol stations in five countries.

The most valuable brand in Poland

The opening of the Munich petrol station was also attended by the Consul General of the Republic of Poland, Andrzej Osiak. "ORLEN is the most valuable brand in Poland. It certainly makes me proud to see this brand at a petrol station in Munich," he said. "I am sure that star and ORLEN will win over many customers with their modernity and focus on customer service."

Ground-breaking success model

Representatives of star's quality brand partners attended the opening as well. Kay-Oliver Langendorff, Head of Partnerships, Cooperations & Sponsoring and Communication Motorsport & Classic at ADAC, said: "star is a pioneer of offering their customers a pleasant atmosphere for spending their breaks, recovering and strengthening themselves. In addition, ADAC members are now also saving one cent per liter when refueling at star in Bavaria." For Daniel Rizzotti, marketing director at Dallmayr, it's all about the star café: "The coffee cooperation between star and Dallmayr is a real success story with sales consistently on the rise. Therefore, we are particularly pleased that star is now also represented in Dallmayr's native Munich."

Refuel in a relaxed atmosphere in the star café

Something all star stations have in common is the feel-good concept, which now meets the needs of a mobile society in Munich not far from the popular shopping centre Pasing Arcaden: modern design and digital communication are combined in the inviting star café. It is designed in warm wood tones that create a relaxed and tranquil atmosphere. Various seating options invite you to linger and relax. Customers can enjoy a wide selection of cold and hot snacks throughout the day, including burgers, sausages, slices of meatloaf, quark balls, croissants and pretzels, as well as drinks and popular star coffees.



Slightly separate from the café, the star shop offers a wide selection of inexpensive and high-quality own-brand products for on-the-go meals and car accessories. The whole shop is spacious and bright.

Always close: a station within striking distance of Munich

The proximity to Munich is emphasised with strong visual elements: large-format, deceptively real-looking images in the star café make the Olympiapark and the English Garden seem close enough to touch.

More service and information through digital communication

Special digital advertising elements inform customers already about daily offers or promotions in the shop and café while they are still on the nearby road as well as throughout the entire shop. This encourages them to visit the station.

Trusted star service, now also in the south of Germany

The petrol station was completely rebuilt in just five weeks on the site of a former Agip station and is equipped with the latest tank technology. It is managed by tenant Mario Dennhardt. The native of Weimar, who has been living in Munich for a long time, has 25 years of experience in the petrol station field. He is enthusiastic about the conversion: "It is clear that star has unequivocally orientated itself to the needs of the customers. The team is pleased as well with the new work environment." The knowledgeable and dedicated Dennhardt and his staff ensure that the competent and friendly star service leaves a lasting impression on customers in Munich.



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 25 billion in 2018.

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. 60 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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