



Press Release

## **“Topless” at star petrol stations**

**Free coffee for all bikers – the biker coffee campaign at star petrol stations begins afresh right on cue for the start of the motorbike season**

**Elmshorn, 14 March 2012 – Due to its great success in recent years, the promotion is being extended: from 1 April bikers will get a free coffee throughout the season each time they stop for fuel – for the *entire weekend*.**

Motorbike riders really go for star's biker coffee campaign – that is the reason why it is being realised for the third time in 2012. Alongside the usual great star service and tasty snacks, coffee in abundance is available this year at all participating star petrol stations. 'By extending the star biker coffee campaign to the entire weekend, we want to further strengthen our commitment to bikers. Bikers can enjoy free coffee with us in the morning, afternoon and even in the evening from April,' says Wieslaw Milkiewicz, Managing Director of ORLEN Deutschland GmbH.

To accompany bikers on the most beautiful routes through Germany, star is giving them a practical small route planner with eight great suggestions for trips through the country. Clear vision is also available for free once again: bikers get a visor cleaning cloth at no cost.

The “Topless bikers welcome” sticker was newly developed for this year. It is designed to encourage motorbike riders to remove their helmet before entering petrol stations – in other words, to appear “topless”. 'Apart from the security aspects, the sticker is also intended to symbolise that bikers are always welcome at star petrol stations,' says Milkiewicz.



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

star is the petrol station brand of ORLEN Deutschland GmbH, which has operated more than 560 petrol stations in the northern half of Germany since 2003. The company, which has its headquarters in Elmshorn near Hamburg, belongs to the Polish oil and petrochemistry group PKN ORLEN SA, which is the largest Polish company with an annual turnover of 23 billion euros in 2010 and one of the largest Central European groups.

PKN ORLEN SA is listed on the stock exchanges in Warsaw and London and is represented on the petrol station market in Eastern and Central Europe with a total of 2,700 petrol stations in Germany, Lithuania, Poland and the Czech Republic. 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.

### **Contact:**

ORLEN Deutschland GmbH

Wieslaw Milkiewicz, Managing Director / Press Officer

Phone: 04121 / 4750 – 1609, [wieslaw.milkiewicz@orlen-deutschland.de](mailto:wieslaw.milkiewicz@orlen-deutschland.de)

Martin Ackermann / Manager Marketing & PR

Phone: 04121 / 4750 – 1616, [martin.ackermann@orlen-deutschland.de](mailto:martin.ackermann@orlen-deutschland.de)