



# ORLEN Deutschland to Rock at Wacken Open Air 2023

**Elmshorn, 20 June 2023 – ORLEN Deutschland is the official partner of Wacken Open Air 2023. The Elmshorn-based company will be visible at the world's biggest heavy metal festival with branding on the festival grounds and capitalise on the partnership with a mobile on-site promotion. ORLEN Deutschland operates over 600 ORLEN and *star* petrol stations nationwide.**

When the heavy metal community descends on the otherwise tranquil village of Wacken from 2nd to 5th August, ORLEN Deutschland will also be ready to rock. In addition to a diverse presence on the festival grounds, such as fence banners and the branding of the FOH of the 'Louder Stage', customers at the petrol stations will also benefit from the partnership. This will be capitalised on the social media channels as well as on the websites of ORLEN Deutschland and the festival operator.

"Wacken Open Air is the highlight of any festival summer for heavy metal fans, and at the same time an iconic pilgrimage site. We want to use this stage to showcase our brands in an emotionally strong environment and to further increase awareness. In addition, our head office in nearby Elmshorn provides a regional connection to Wacken," says Dariusz Pawlik, Chief Operating Officer at ORLEN Deutschland. This is the second time since 2019 that ORLEN Deutschland has been a partner of Wacken Open Air.

Anyone who purchases the official Wacken Krombacher beer or Bembel-With-Care Wacken cider (4-pack) around the time of the festival at one of the participating *star* petrol stations will receive a free Wacken magnet. The *star* petrol station at Hauptstraße 52 in Wacken will also take part. It is an integral part of the festival period in Wacken, has a cult character and is a popular meeting and supply point for many festival visitors.

For the first time in its 32-year history, the festival will span four days. Over 85,000 spectators are expected from more than 80 countries. This year's confirmed top acts include Iron Maiden and Megadeth.

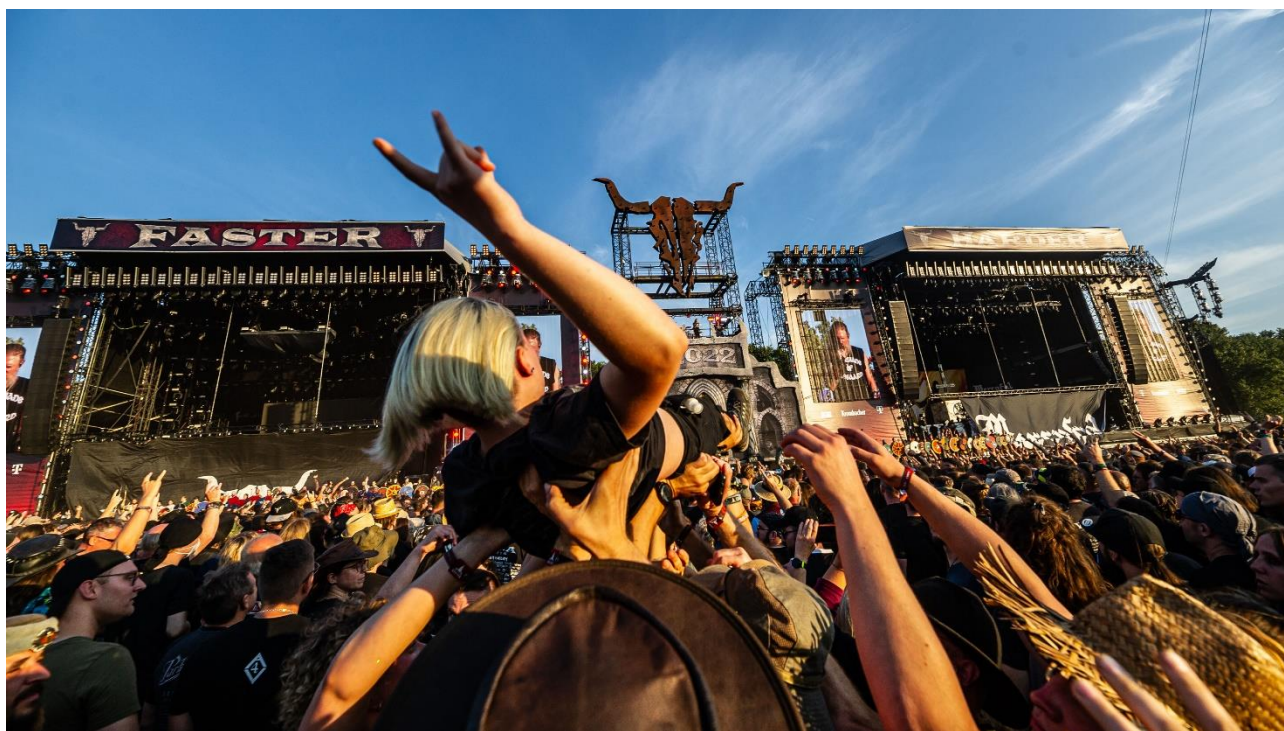


Image: Fans at Wacken Open Air 2022.



Logo: ORLEN Deutschland is the official partner of Wacken Open Air in 2023.

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

#### **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 over 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](http://www.orlen-deutschland.de) and [www.star.de](http://www.star.de)

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