



Positive brand awareness of ORLEN in Germany

Elmshorn, 28 November 2023 – The ORLEN brand leaves a lasting impression in the minds of Germans: nearly four out of ten are familiar with the ORLEN brand, and almost a third are aware of the connection to the Polish multi-energy group ORLEN S.A.

As part of the ORLEN multi-energy Group, ORLEN Deutschland GmbH currently operates 606 petrol stations under the ORLEN and star brands. The company ranks sixth among the largest German petrol station operators, covering six percent of the market. A comprehensive rebranding is currently in progress with the goal of operating around 100 petrol stations in Germany under the ORLEN brand by early 2024. Similarly, an ambitious brand strategy is currently being pursued with the slogan “Moving More Together” with the goal of co-branding ORLEN and star in the medium to long term. The strength of the ORLEN brand in the German market was confirmed by a survey conducted in Germany with 1,100 participants. According to the survey, 41 percent of respondents were familiar with the ORLEN brand.

The petrol stations run by the ORLEN Group are characterised by the integration of innovative services and environmentally conscious mobility solutions. In addition to quality fuels, the company also offers a wide range of non-fuel products: from fleet cards to additional services, such as resource-saving car washes, and the company’s in-house smartphone app “tankstar”, which can be used for contactless, digital and convenient payments at over 600 ORLEN and star petrol stations.

The inviting atmosphere of the two bistro formats – stop.café and star café – encourage customers to relax while enjoying a variety of coffee specialities and a wide range of food options. The diverse customer experience is particularly appreciated in this country: nearly two out of three respondents felt a positive association with the ORLEN brand.

Focusing on the current and future needs of customers is an important part of the corporate strategy, which takes into account changing trends and consumer preferences in the mobility sector.

Germany is among the selected markets in which the infrastructure for electric vehicles will be significantly expanded by the parent company. By the end of 2022, ORLEN Germany had embarked on an ambitious path to accelerate e-mobility and the shift to cleaner fuel alternatives, especially in Germany. The first phase of the project involves an investment of around 100 million euros. The goal is to set up more than 100 HPC (High Power Charging) e-charging points in Germany by the end of 2024.



The survey was conducted from 3-4 November 2023 using the computerised standardised telephone survey (CATI), and included a nationwide sample of 1,100 people.



Image: ORLEN fuel station have a positive brand awareness in Germany.

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star and ORLEN – the petrol stations of ORLEN Deutschland GmbH

ORLEN Deutschland GmbH was founded in March 2003. It is a wholly-owned subsidiary of the Polish multi-energy group ORLEN S.A. and part of the international ORLEN Group. The company currently operates over 600 *star* and ORLEN petrol stations in 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.

In keeping with the motto "More than affordable refuelling", *star* and ORLEN petrol stations offer high-quality fuels as well as their own shop products at an attractive price-performance ratio. Customers benefit from the B2B fleet card and receive additional services such as car washing and package services at many stations. Petrol stations with 'star café' and 'stop. cafe' invite you to take a break in a feel-good atmosphere and offer coffee specialties throughout the day, a wide selection of tasty food, as well as hot and cold snacks.

For more information, please visit our websites www.orlden-deutschland.de and www.star.de

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