



Press Release

The Service Station of the Future

star presents its new service station concept

Elmshorn, 26 April 2017 – Modern design, transparency and efficiency are the key words for the star service station on Prenzlauer Promenade in Berlin. Elements of star's new service station concept are being debuted here for the first time. A consistent focus on customers' needs can clearly be seen.

The most innovative element of the concept is the innovative digital signage system, which is being introduced to the market in this form for the first time. Its main feature is an LED entrance portal. Depending on the time of day and circumstances, it can be updated with different content, making its usage more flexible and efficient than any other advertising medium. This makes for a unique, completely new opportunity for customer communication. It is controlled by ORLEN Germany from a central location and will, for the first time, enable real-time category management. Other digital signage elements are LED screens that have been integrated into the shelves inside the star Shop, to be used for star's and other companies' marketing.

The star café is being widened both in terms of space and the food on offer. More space, new furniture and meals, including warm snacks and a small lunch menu, invite guests to sit back and relax. A dedicated kitchen area improves hygiene, thanks to the separation of the service and food preparation areas, yet still guarantees fast service. Speciality coffee will in future also be served to the customer's seat, with self-service continuing to remain an option.

star emphasises the proximity to and connection with the local region using strong visual elements. Thus the star café captivates with a deceptively realistic window through which Berlin's attractions appear almost within reach. Even the WC offers customers a view of the capital and provides a surprise effect.



The star Shop has also gained a new look. A clear interior dominated by wooden tones makes for a relaxed, calm atmosphere. Modules developed specially for star improve the presentation of the company's own brands. Focus is directed towards a concentrated, core range presented in an attention-grabbing manner.

The car wash area has also been revamped, recognising and incorporating the request from many customers for more flexibility. Now the car wash can be started immediately, with customers paying either while it is happening or afterwards instead of paying beforehand. This results in customers saving valuable time. In addition to a display with the remaining time, a camera connection to inside the star café is planned so that waiting time can be taken advantage of.

“This new service station concept is currently our most important project. It is exciting for all of us to see the first part made reality”, says CEO Michal Brylinski.. “You can clearly see that we have paid a lot of attention to customer needs throughout the project's development. This is a significant step for us on our journey to becoming the most popular service station brand”, adds Wieslaw Milkiewicz, managing director and press officer for the service station brand.

Other elements for the concept are currently in development, including, for example, a sustainable terrace concept. The outside area around the petrol pumps is also fully incorporated into the planning.

star – a Strong Brand from ORLEN Deutschland GmbH

star is the petrol station brand of ORLEN Deutschland GmbH, which has been running over 570 filling stations in northern Germany since 2003. The company, which is based in Elmshorn near Hamburg, is part of the Polish oil and petrochemicals group PKN ORLEN SA, which is the largest enterprise in Central Eastern Europe, with an annual turnover of EUR 21 billion in 2015.

PKN ORLEN SA is listed in Warsaw and London and is represented on the petrol station market in Eastern and Central Europe with a total of 2,700 service stations in Poland, Czech Republic, Germany and Lithuania. In recent years, major 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 and Press Officer

Telephone: +49 (0)4121 / 4750 - 1609, wieslaw.milkiewicz@orlen-deutschland.de

Isabel Scherer / Team Leader Marketing & Corporate Communications

Telephone: +49 (0)4121 / 4750 – 1610, isabel.scherer@orlen-deutschland.de