



## **ORLEN Deutschland becomes the name sponsor of the Oberstdorf Allgäu Ski Jumping Arena**

**Elmshorn, 22 November 2023 – Starting with the 2023/24 season, ORLEN Deutschland is the proud new name sponsor of the Oberstdorf Allgäu Ski Jumping Arena, and has secured the name rights for four years. In cooperation with Skiclub Oberstdorf Veranstaltungen GmbH, the operator of the arena and the venue for the internationally renowned Vierschanzentournee, ORLEN Deutschland has expanded its diverse sporting sponsorship portfolio, now taking its place for the first time in winter sports.**

As part of its partnership, ORLEN Deutschland will have extensive logo presence on prominent advertising spaces in and around the arena. ORLEN has also developed a new design specifically for the arena logo. In addition to the naming rights for the arena, ORLEN will also enter into a partnership as a sponsor of the Oberstdorf Ski Club's youth sport programme. Over 300 children are professionally trained and coached throughout the year for winter sport competitions in ski jumping/Nordic combination, cross-country skiing and downhill skiing.

Georg Geiger, 1st Chairman of the Oberstdorf Ski Club and initiator of the sponsorship package, is optimistic about the collaboration: "We have found a strong partner in ORLEN, a company that's not only committed to top-level sports, but that also finds it incredibly important to support young people from the region. With this support, we will be able to move into the future with the best equipment possible and create excellent conditions for the stars of tomorrow."

Piotr Guziół, Managing Director of ORLEN Deutschland GmbH, explains: "Our sponsorship of the world-famous Oberstdorf Ski Jumping Arena is of strategic importance to ORLEN Deutschland. The close relationship with one of the most important winter sports venues allows us to build a strong regional and international presence, and promote identification with our ORLEN brands."

Florian Stern, Managing Director of the arena, is delighted with the new partnership: "The arena is not only an important year-round training base and an iconic venue for high-profile sporting events, but also a popular destination for locals and tourists alike."

The partnership with the Oberstdorf Ski Jumping Arena also supports ORLEN's planned market entry in neighbouring Austria. This move is planned through the acquisition of 266 Turmöl petrol stations. The international reach of the Oberstdorf Ski Jumping Arena provides the company with a unique platform to generate awareness beyond national borders and to sustainably strengthen ORLEN's brand presence in key markets.

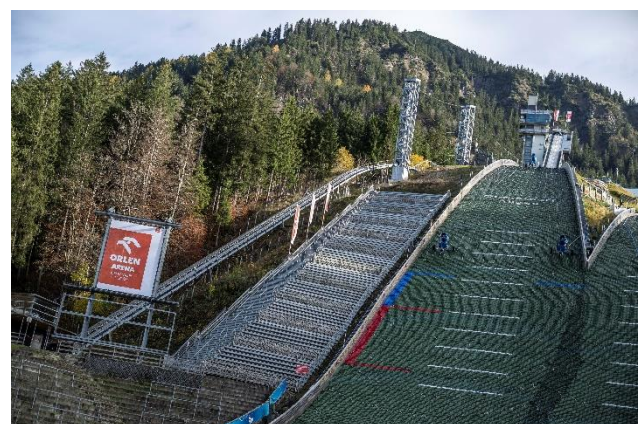
In addition, ORLEN Deutschland is the main and jersey sponsor of German handball record champion THW Kiel, and an advertising partner of the 2024 European Handball Championship, which will be held in Germany for the first time. In motorsport, ORLEN Deutschland was the team sponsor of the prestigious Dakar Rally from 2020 to 2023. The



company also carries out extensive marketing activities as part of the main sponsorship between ORLEN S.A. and the Alpha Tauri team. This follows a three-year title partnership with the Alfa Romeo Formula One team.



Image (f.l.t.r.): Dariusz Pawlik (Managing Director ORLEN Deutschland), Florian Stern (Geschäftsführer Skisprung-Arena Oberstdorf), Georg Geiger, (1. Chairman SC Oberstdorf), Piotr Guział (Managing Director ORLEN Deutschland) and Christian Rapp (Managing Director SC Oberstdorf) during the presentation of the new arena logo.







Images: The new logo can be seen on many in the Ski Jumping Arena Oberstdorf Allgäu.

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

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