

PRESS RELEASE No. 4

New main partner on board Barum Czech Rally Zlín

The organizers of the international event BARUM CZECH RALLY ZLÍN have brought another major player in their sponsorship base. ORLEN Unipetrol, a.s. becomes one of the main partners of the rally. The popular motorsport event in the surroundings of the regional capital Zlín is one of the main events and highlights of the FIA European Rally Championship (ERC) series every year. This year, the fifty-fourth edition will be held in the Zlín region from August 15 to 17, 2025.

ORLEN Unipetrol is engaged in oil processing and the production, distribution and sale of fuels and petrochemical products. **"We are very pleased that the portfolio of our main partners is expanding with a very strong company. It will help us stabilize the event budget, which is getting bigger and bigger every year, as the prices of energy, all services, rentals, etc. are rising significantly. The predecessor of ORLEN, the Benzina brand, has already been closely linked to Barum rally in recent years, and now the established cooperation is being continued. ORLEN's color is red, which symbolizes fire, energy, activity and life. Red is the color of speed, which also characterizes the Zlín rally in many ways. We are convinced that the partnership will be beneficial to both parties,"** said Ing. Jan Regner, director of Barum Czech Rally Zlín.

"The Barum Czech Rally is one of the Czech Republic's most prestigious motorsport events and we are delighted to be involved. The ORLEN brand operates in seven European markets and has a long history of supporting motorsport, which is a natural part of our DNA. Innovations, performance and pushing the boundaries are values we share with this important race. We believe that our support will contribute to the development and popularisation of motorsport and inspire future generations of racers," said Agnieszka Bobrukiewicz, member of the Board of Directors of the ORLEN Unipetrol Group, responsible for retail in Czechia, Hungary and Slovakia and for the ORLEN Group Convenience Business.

The Zlín organizers introduced a new visual for this year's event, which is again dominated by the Czech car manufacturer's most modern weapon, the Škoda Fabia RS Rally2 racing special. **"Due to the partnership, we used the Škoda rally car of the successful driver Martin Prokop, who has been closely associated with the ORLEN brand for many years, as the main motive. At the same time, we can already reveal that we can look forward to Martin and his attractive driving at least on the city super special stage,"** revealed Jan Regner. The new rally visual will be featured on all promotional and press materials for the 54th edition.

For more information, visit www.czechrally.com and don't forget to follow Barum Czech Rally Zlín on social networks, official Facebook, Instagram, Twitter profiles and in other press releases.

In Zlín 14th of May 2025

Roman ORDELT
Press Relations Officer
Barum Czech Rally Zlín





15. - 17. 8. 2025

BARUM CZECH RALLY ZLÍN

ORLEN – international fuel, energy and refreshment network

The ORLEN gas station network is part of the ORLEN Unipetrol group, owned by the international ORLEN group, which operates more than 3,500 gas stations in Central Europe in seven countries - Poland, the Czech Republic, Germany, Lithuania, Hungary, Austria and Slovakia. The ORLEN network in the Czech Republic includes a total of 439 gas stations with a market share of 28.5% in the volume of fuel sold. The ORLEN network is the leader in the Czech market in terms of both the number of gas stations and the volume of fuel sold. The popularity of the ORLEN brand among Czech consumers is confirmed by the fact that the ORLEN gas station network has already won the title of the Most Trusted Brand in the Czech Republic six times and the Retailer of the Year award three times.

At its gas stations, ORLEN offers first-class Efecta fuels with proven cleaning effects and premium Verva fuels, which, in addition to taking care of the engine system, have maximally improved performance parameters. The offer also includes alternative fuels liquefied petroleum gas (LPG), compressed natural gas (CNG), synthetic fuel HVO100 and battery and hydrogen electromobility. ORLEN provides electricity at 294 charging points, and operates hydrogen stations in Prague-Barrandov and Litvínov-Záluží.

ORLEN also offers a wide range of additional sales, services and refreshments under the Stop Cafe brand. It also issues its own EASY and BUSINESS fuel cards and operates two mobile apps - the ORLEN loyalty application and the Mycí digi linka car care app.

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