



PKN Orlen opens first drive through gas station

East European retailer PKN Orlen continues to expand its convenience services with new drive through system.

PKN has opened its first 'drive through' fuel station to cover the demand for fast and efficient services. Drivers can fuel-up, order convenience products and pay without leaving the comfort of their car.

"As a leader in the demanding and competitive retail market, we listen to the customers' voices and introduce modern solutions. Gradually increasing the volume of fuel sales, we must also remember about extending the non-fuel offer," said Daniel Obajtek, President of Board at PKN ORLEN.

The implementation of the ORLEN Drive service was preceded by Kantar TNS research, which showed great potential for the development of drive through formats in Poland. Research shows that this type of service identifies with 100% of drivers, according to a press release.

As part of the ORLEN Drive solution at the site in Michałowice, two 'drive lines' will enable the purchase of food and beverages. While one of them will also offer refuelling services, the other will be dedicated only for catering services.

PKN ORLEN has a network of approximately 2,800 petrol stations in Central and Eastern Europe. The company will pursue the growth of its quick service restaurants and services such as drive through across its network.