

AMIC Energy has completed its gas stations rebranding in Poland.

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In recent months, Polish gas station network AMIC Polska sp. z o.o. (<https://amicenergy.pl/en>) has carried out a full rebranding to the AMIC Energy brand and the network has been thoroughly modernized according to state-of-the-art solutions and has introduced innovative Premium fuels.

AMIC Energy is a modern brand that uses new technologies in all areas of its activities. AMIC Energy is a network of modern gas stations located throughout Poland. It develops private label products extensively, thus it meets customers' needs for a high quality products at favorable pricing.

The brand creates places where customers feel safe. It provides comfortable environment to rest and have a meal - Food Points and also at selected stations - Subway restaurants. It offers high quality fuels at very stable and competitive pricing on the market.

AMIC Pro, their innovative fuels, were introduced in July. It is a new product in the premium fee category in Poland. The campaign is accompanied by a slogan - Pure engine power! The fuels are available in the 95-octane version for gasoline engines and diesel for vehicles with Diesel engines. The new fuel uses many of sublations that protect fuel injectors from a sediment accumulation. High quality components ensure protection and smooth operation of the injectors, thus allowing to increase the engine power and its efficiency.

Noble additives used in AMIC Pro in an increased amount reduce combustion. The fuel has been developed according to a special formula that allows to reduce the amount of particulate matter emitted to the air.

AMIC Pro is the only premium fuel on the Polish market adapted to gasoline engines with direct fuel injection - perfect for GDI engines.

Customers have reacted positively to AMIC Pro fuels. They are interested in the composition of fuel and direct benefits for the operation of vehicles. They have begun to test them in their cars.

The implementation of AMIC Pro fuels is accompanied by an advertising campaign called Clean engine power! (Digital, radio, tv) produced in July / August. The campaign's face is the rally driver Łukasz Byśkiniewicz.

<https://www.youtube.com/watch?v=O3AiJLzWHAA>

<https://www.youtube.com/watch?v=roUMHxJK7so>



Background information:

AMIC Energy Management GmbH

AMIC Energy is an Austrian independent investment firm focused on the European energy sector.

AMIC Energy owns a network of 457 fuel petrol stations and in 4 countries via its group companies and focusses on becoming the most dynamic and profitable independent fuel station and forecourt operator in Eastern Europe.

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