



Carrollton, Texas-based Motel 6 has more than 1,100 locations -- 600 company-opened and 500 franchised -- throughout the United States and Canada, with more than 106,000 rooms offered at the lowest price of any national chain. Price-conscious travelers can find services including free morning coffee, extended cable channel line-up, Wi-Fi web access and swimming pools, along with a pet-friendly environment – Motel 6 was, after all, the first national chain to allow pets.

## Six on 6

- 1 William Becker's month-long, 1960s cross-country road trip inspired Motel 6
- 2 The name Motel 6 is a take on the original \$6 nightly rate
- 3 Motel 6 launched its award-winning "We'll leave the light on for you<sup>®</sup>" campaign in 1986 featuring the voice of Tom Bodett
- 4 Motel 6 guests enjoy about 176,000 free cups of coffee each year
- 5 Original Motel 6 rooms were equipped with two each of cups, soap and matchbooks
- 6 Motel 6's first international property opened in Burlington, Ontario, Canada in 2000



### History

The lights at the first Motel 6 came on in 1962, in Santa Barbara, California. Built by successful homebuilders, Paul Greene and William Becker, the first hotel's \$6-a-night tab and clean-room combo were a hit. Today, Motel 6 has the highest occupancy of any chain and is operated by chief executive officer Jim Amorosia. The mission is still the same: To provide travelers with a clean, comfortable room and great service – still at the lowest price of any national hotel chain.

### Modern Mindset

In 2008, Motel 6 launched a renovation cycle, tapping the talents of British design firm Priestmangoode. The result: rooms with a vibrant color scheme, stylish seating areas, platform beds with crisp white sheets and updated coverlets, sleek new sinks, granite countertops and 32-inch flat-screen TVs, all earning a nod with Travel + Leisure magazine's 2010 Best Large Hotel Design Award. In 2012, nearly 100 locations – or 8,000 to 9,000 rooms – will be modernized.

### Green Thinking

New Motel 6's won't just be hip – they will also be smart. Matching the "Phoenix" prototype, earth-friendly features will include 80-percent recycled material flooring, low-flow toilets, high-efficiency laundry equipment and energy-efficient lighting – even in the parking lot. It's the greenest Motel 6 room design to-date, conserving up to 30 percent more resources than the average Motel 6 property. The earth-friendly initiative doesn't just decrease the company's footprint – it also will keep room rates low for years to come.

### Growth Oriented

Parent company Accor acquired Motel 6 in 1990, and Motel 6 introduced franchising in 1996. In 2009 and 2010, Motel 6 and Studio 6 opened a record-breaking 64 hotels. The company opened 49 Motel 6 locations and six Studio 6 franchise-owned properties in 2011. For 2012, Motel 6 will add at least 50 locations, including further expansion into Canada, and Studio 6 will add at least 10. Bottom line: Motel 6 is set to grow.

For over 25 years, Motel 6 has used the tagline, "We'll leave the light on for you<sup>®</sup>," earning the chain the highest brand recognition in the economy lodging segment. Accor is the largest hotel operator in the world with 4,400 hotels, or 530,000 rooms in 90 countries. Accor's broad portfolio of hotel brands includes Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons/ibis Styles, Etap Hotel/Formule 1/ibis budget, hotelF1, Studio 6 and Motel 6. For more information, [visit www.accor.com](http://www.accor.com)

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