



Motel 6 Becomes Nation's First LEED® Certified Economy Lodging Property

“Phoenix” Prototype in Northlake, Texas, Gains Respected Green Certification

DALLAS, Texas - Motel 6, known for providing guests with a clean, comfortable room for the lowest price of any national chain, has proven that green lodging does not have to be expensive lodging. The brand's newest property in Northlake, Texas, is the first economy hotel in the nation to attain LEED® (Leadership in Energy and Environmental Design) certification from the U.S. Green Building Council (USGBC) and the first hotel for parent company Accor to gain the distinction.

“With the brand's ‘Phoenix’ prototype, we are setting the pace for the future of Motel 6, which, in line with our values, must be as energy-efficient as possible,” said Olivier Poirot, CEO of Accor North America, Motel 6 and Studio 6. “LEED's® high environmental standards lend a great deal of credence to our efforts, and we look forward to continuing on the path to greater sustainable practices in the future.”

According to the USGBC, LEED® certification provides “third-party verification that a building or community was designed and built using strategies aimed at improving performance across all the metrics that matter most: energy savings, water efficiency, CO₂ emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts.”

Opened in October 2009, Motel 6 Northlake-Speedway adheres to Accor North America's ongoing sustainable initiatives like the use of technologically-advanced heating and cooling systems, Fluorescent Light Bulb and Battery Recycling Program and water conservation measures, and also includes advanced energy efficiency features that further reduce its energy consumption compared to existing Motel 6 properties. Some of these advanced environmentally-friendly measures include:

- Energy Efficiency – Thermal solar water heating; reflective cool roof; low e-glass tinted windows; low-energy lighting (compact fluorescent and LED); high-efficiency PTAC units with wireless occupancy-sensing thermostats; high-efficiency laundry equipment with computer-controlled dryers; environmentally sensitive laundry and cleaning products; property designed to get minimal western sun exposure to keep the building cooler in hotter months
- Water Conservation – Native landscaping with water-efficient and drought-resistant plants; high-tech irrigation control; guestroom low-flow 1.1-gallon pressurized toilets; 0.5-gallon aerators in all sinks; and 1.75GPM shower heads
- Building Materials & Recycling – Wood-effect flooring made of 80% pre-consumer recycled material which is longer-lasting and requires no vacuuming or steam-cleaning; use of certified sustainable lumber for construction; low-emitting construction material; waste recycling during construction

Since its introduction in March 2008, the award-winning Motel 6 “Phoenix” room design has been incorporated into more than 70 of Motel 6's existing corporate-owned and franchised locations in more than 20 U.S. markets. Guestroom features include a modern, Euro-chic design by Priestmangoode of London, 32” flat-screen TVs, wood-effect flooring, granite bathroom countertops, and a comfortable settee area conducive for eating, working, or watching TV. The design won *Travel + Leisure* magazine's 2010 Design Award for “Best Large Hotel.”

Motel 6 Northlake-Speedway features the building design by BOKA Powell of Dallas and a 24-hour food and beverage marketplace. Motel 6 Northlake-Speedway is located at 13601 Raceway Drive in Northlake, Texas, diagonally across from Texas Motor Speedway and just a short distance from Alliance Airport. To view or download images of the property's interior, click [here](#).

About Motel 6

Motel 6 offers the lowest price of any national chain at more than 1,000 company-owned and franchised locations throughout the United States and Canada. For 24 years, Motel 6 has used the tagline, "We'll leave the light on for you®," earning the chain the highest brand recognition in the economy lodging segment. Motel 6 was the first national pet friendly chain, welcoming pets since 1962. Standard amenities include free local phone calls, no long distance access charges, free morning coffee, data ports, Wi-Fi Internet access and cable channel line-up with premium channels including HBO, ESPN/ESPN2, and CNN. Most locations offer swimming pools and guest laundry facilities. For more information, visit www.motel6.com.

About Accor North America

Headquartered in Dallas (Carrollton), Texas, Accor North America operates more than 1,000 upscale and economy properties including nationwide economy leaders Motel 6, Studio 6, Ibis, Sofitel Luxury Hotels and upscale Novotel locations in the U.S., Canada and Mexico. For more information, visit accor-na.com.

About Accor Worldwide

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 500,000 rooms.

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1, Studio 6 and Motel 6**, and its related activities, **Thalassa sea & spa, Lenôtre and CWL** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

CONTACTS

Laura Rojo-Eddy
Motel 6
972-360-5970
lrojo@accor-na.com