



Press Release

SIXT, one of the world’s leading international mobility providers, and Accor, a world leading hospitality group, announce multi-year strategic partnership – Providing great benefits for customers

- **SIXT and Accor have agreed a multi-year strategic partnership**
- **When booking a rental car from SIXT, customers will now earn points for the ALL – Accor Live Limitless loyalty program**
- **Regine Sixt, Senior Executive President International Marketing, Sixt SE: “I am delighted to be working with Accor. This strategic partnership is the alliance of two strong brands that will further increase each other’s significance: Two premium brands in the tourism sector are combining their strengths in order to achieve synergies and continue to grow. In the future, SIXT will be the preferred and reliable mobility partner for ALL members.”**

Pullach, 1 February 2022 – SIXT, one of the world’s leading international mobility providers, and Accor, a world leading hospitality group, announce a forward-oriented strategic partnership. This alliance of two leading European companies within the tourism industry will provide additional attractive benefits for guests and employees of Accor – worldwide and free of charge. This will also increase the global brand visibility for SIXT among business and leisure customers. As a comprehensive, fully integrated ecosystem, Accor and its wide range of brands offers unique experiences in over 5,200 hotels, 10,000 restaurants and bars in 110 countries, from the economy to the luxury segment. The group’s portfolio includes widely-known names such as Raffles, Fairmont, Sofitel, Mövenpick, Pullman, Novotel, Mercure and the ibis family.

Accor with ALL – Accor Live Limitless, its lifestyle loyalty program, has set new standards in the hospitality industry. As part of Accor’s “Augmented Hospitality” strategy, the program offers members once-in-a-lifetime but also day-to-day experiences which go beyond the classic hotel blueprint. Members have access to

unique experiences across a variety of areas: from travel, wellbeing and sports to dining, shopping and entertainment.

Points packages for ALL members when they book with SIXT

As part of the long-term collaboration, ALL members can collect points for the ALL loyalty program when they book a rental car with SIXT. The ALL members benefit from packages (200 to 500 Reward points for the ALL loyalty program) when they book a car rental with SIXT; this will be added to their existing number of points, meaning more opportunities to enjoy the many benefits of the ALL ecosystem.

Regine Sixt, Senior Executive President International Marketing, Sixt SE:

“I am delighted to be working with Accor. This strategic partnership is an alliance of two strong brands that will further increase each other’s significance: Two premium brands in the tourism sector are combining their strengths in order to achieve synergies and continue to grow. In the future, SIXT will be the preferred and reliable mobility partner for ALL members.”

Mehdi Hemici, SVP Business Development & Partnerships, Accor:

“We are very pleased to be collaborating with SIXT. This partnership brings together two key players in tourism who are both continuously striving to elevate their loyalty programs and create synergies, with high added value for members. Our relationship with SIXT, an industry leader, will strengthen our lifestyle loyalty program ALL - Accor Live Limitless and further bring to life our “Augmented Hospitality” strategy, providing members globally with more unique benefits and enhancing the guest experience beyond our hotels. Mobility is increasingly becoming a key driver of the ALL strategy and this partnership will allow us to further develop and accelerate it.”

About Accor

[Accor](#) is a world leading hospitality group consisting of more than 5,200 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing more than 40 luxury, premium, midscale and economy hotel brands, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor's unmatched position in lifestyle hospitality – one of the fastest growing categories in the industry – is led by Ennismore, a creative hospitality company with a global portfolio of entrepreneurial and founder-built brands with purpose at their heart. Accor boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. 68 million members benefit from the company's comprehensive loyalty program – [ALL - Accor Live Limitless](#) – a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the Group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information [visit group.accor.com](https://www.accor.com), or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

About ALL – Accor Live Limitless

ALL - Accor Live Limitless is a daily Lifestyle companion. ALL harness and enhance the brands, services and partnerships offered by the Accor's ecosystem. ALL delivers meaningful experiences and rewards to its most engaged customers while enabling them to work live, and play, far beyond their stay, at home and around the world. Thanks to this rich value proposition, Accor is bringing its Augmented Hospitality strategy to life with new digital platforms, iconic partnerships (Credit Cards, Mobility, Airlines, Entertainment with AEG, IMG, Paris Saint-Germain) and global roll-out plan for all its guests and 68 million of loyalty members.

About SIXT

Sixt SE with its registered office in Pullach near Munich, is a leading international provider of high-quality mobility services. With its products [SIXT rent](#), [SIXT share](#), [SIXT ride](#) and [SIXT+](#) the company offers a uniquely integrated premium mobility service across the fields of vehicle and commercial vehicle rental, car sharing, ride hailing and car subscriptions. The products can be booked through one single app, which also integrates the services of its renowned mobility partners. SIXT has a presence in around 110 countries around the globe. The company is characterized by consistent customer orientation and excellent customer experience, a living culture of innovation with strong technological expertise, the high share of premium vehicles in its fleet and an attractive price-performance ratio. Sixt SE has more than doubled its revenue in the Mobility business segment since 2009 and generated revenue of EUR 2.49 billion in this segment in 2019 (total group EUR 3.31 billion) and is ranked as one of the most profitable mobility companies in the world. In 2020, SIXT generated consolidated revenues of EUR 1.53 billion despite travel and outbound restrictions due to the COVID 19 pandemic and reported a positive consolidated net income of EUR 2 million after cost savings of approximately EUR 600 million among others. In 2021, SIXT is already heading for another record annual result and posted in the third quarter its best quarterly operating result in the company's history. Sixt SE is the parent company of the Group and has been listed on the Frankfurt stock exchange since 1986 (ISIN ordinary share: DE0007231326, ISIN preference share: DE0007231334). <https://about.sixt.com>

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