

SOUTHWEST AIRLINES CARGO HONORED AS ONE OF THE INDUSTRY'S BEST

DALLAS—Oct. 3, 2016—For the 20th consecutive year, [Southwest Airlines Co.](#) (NYSE: LUV) is bringing home one of air cargo's top awards. *Logistics Management* awarded the airline with the Quest for Quality Award. The airline was first honored with the award in 1996 and has consistently brought home this award in the 20 years since.

"The People of Southwest Airlines display the ultimate model of consistency, having earned this award every year for the past two decades," said Matt Buckley, Southwest Vice President of Cargo and Charters. "It's abundantly clear that our Cargo, Ramp, and Operations Teams' commitment to Customer Service are withstanding the critical test of time."

Logistics Management's Quest for Quality Award is regarded as the standard to measure customer satisfaction and performance excellence. The award is chosen upon the following attributes: performance, value, information technology, equipment and operations, and customer service.

ABOUT SOUTHWEST AIRLINES CARGO

Southwest Airlines' relentlessly reliable Employees offer Cargo Customers award winning expedited air cargo service to destinations across the map, including complimentary Road Feeder Service and interline destinations. With our extensive domestic network and over 3,900 flights a day, we have the flights you need to meet your shipping requirements. Learn more about how Southwest Cargo can help you with your shipping needs by visiting [swacargo.com](#).

ABOUT SOUTHWEST AIRLINES CO.

In its 46th year of service, Dallas-based [Southwest Airlines](#) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 52,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,900 departures a day during peak travel season across a network of 98 destinations in the United States and seven additional countries with service to three airports in Cuba expected to begin later this year, subject to governmental approvals.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, the majority of which are equipped with satellite-based WiFi providing gate-to-gate connectivity. That connectivity enables Customers to use their personal devices to view video on-demand movies and television shows, as well as more than 20 channels of free, live TV compliments of our valued Partners. Southwest created [Transfarency™](#), a philosophy which treats Customers honestly and fairly, and in which low fares actually stay low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though fare differences might apply. The airline proudly unveiled a bold new look: *Heart*. A new logo, aircraft livery, interior design featuring a new seat and Flight Attendant galley, Employee-designed uniforms, and an updated airport experience all showcase the dedication of Southwest Employees who connect Customers with what's important in their lives.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic whenever the carrier enters new markets. With 43 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2015 Southwest Airlines One Report™ can be found at [SouthwestOneReport.com](#).

Book Southwest Airlines' low fares online at [Southwest.com](#) or by phone at 800-I-FLY-SWA.

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