

Jordan Robert E  
Form 4  
December 18, 2017

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Jordan Robert E

2. Issuer Name **and** Ticker or Trading  
Symbol  
SOUTHWEST AIRLINES CO  
[LUV]

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)

SOUTHWEST AIRLINES  
CO., 2702 LOVE FIELD DRIVE

(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
12/14/2017

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_X\_\_ Officer (give title \_\_\_\_ Other (specify  
below) below)  
EVP Corporate Services

DALLAS, TX 75235-1908

(City) (State) (Zip)

4. If Amendment, Date Original  
Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_X\_\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) |        |            | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|--------|------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount | (A) or (D) | Price                                                                                         |                                                          |                                                       |
| Common Stock                    | 12/14/2017                           |                                                    | S                              |                                                                   | 18,014 | D          | \$ 64.331                                                                                     | 76,993                                                   | D                                                     |
| Common Stock                    | 12/14/2017                           |                                                    | S                              |                                                                   | 485    | D          | \$ 64.34                                                                                      | 76,508                                                   | D                                                     |
| Common Stock                    | 12/14/2017                           |                                                    | S                              |                                                                   | 40     | D          | \$ 64.35                                                                                      | 76,468                                                   | D                                                     |
| Common Stock                    | 12/14/2017                           |                                                    | S                              |                                                                   | 300    | D          | \$ 64.36                                                                                      | 76,168                                                   | D                                                     |
| Common Stock                    | 12/14/2017                           |                                                    | S                              |                                                                   | 1,000  | D          | \$ 64.37                                                                                      | 75,168                                                   | D                                                     |

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|              |            |   |       |   |          |                       |   |
|--------------|------------|---|-------|---|----------|-----------------------|---|
| Common Stock | 12/14/2017 | S | 100   | D | \$ 64.38 | 75,068                | D |
| Common Stock | 12/14/2017 | S | 1,900 | D | \$ 64.39 | 73,168                | D |
| Common Stock | 12/14/2017 | S | 880   | D | \$ 64.4  | 72,288                | D |
| Common Stock | 12/14/2017 | S | 1,400 | D | \$ 64.41 | 70,888                | D |
| Common Stock | 12/14/2017 | S | 1,440 | D | \$ 64.42 | 69,448                | D |
| Common Stock | 12/14/2017 | S | 1,000 | D | \$ 64.43 | 68,448                | D |
| Common Stock | 12/14/2017 | S | 800   | D | \$ 64.44 | 67,648                | D |
| Common Stock | 12/14/2017 | S | 800   | D | \$ 64.45 | 66,848                | D |
| Common Stock | 12/14/2017 | S | 800   | D | \$ 64.46 | 66,048                | D |
| Common Stock | 12/14/2017 | S | 300   | D | \$ 64.47 | 65,748                | D |
| Common Stock | 12/14/2017 | S | 600   | D | \$ 64.48 | 65,148                | D |
| Common Stock | 12/14/2017 | S | 600   | D | \$ 64.49 | 64,548                | D |
| Common Stock | 12/14/2017 | S | 200   | D | \$ 64.5  | 64,348                | D |
| Common Stock | 12/14/2017 | S | 372   | D | \$ 64.51 | 63,976                | D |
| Common Stock | 12/14/2017 | S | 600   | D | \$ 64.52 | 63,376                | D |
| Common Stock | 12/14/2017 | S | 1,300 | D | \$ 64.53 | 62,076                | D |
| Common Stock |            |   |       |   |          | 10,423 <sup>(1)</sup> | I |

By  
ProfitSharing  
Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secur<br>Bene<br>Own<br>Follo<br>Repor<br>Trans<br>(Instr |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------|
|                                                     |                                                                    |                                         |                                                             | Code                                 | V (A) (D)                                                                                                          | Date<br>Exercisable                                            | Expiration<br>Date                                                        | Title                                               | Amount<br>or<br>Number<br>of<br>Shares                                      |

## Reporting Owners

| Reporting Owner Name / Address                                                              | Relationships |           |                              |       |
|---------------------------------------------------------------------------------------------|---------------|-----------|------------------------------|-------|
|                                                                                             | Director      | 10% Owner | Officer                      | Other |
| Jordan Robert E<br>SOUTHWEST AIRLINES CO.<br>2702 LOVE FIELD DRIVE<br>DALLAS, TX 75235-1908 |               |           | EVP<br>Corporate<br>Services |       |

## Signatures

/s/ Tim Whisler, on behalf of and as attorney-in-fact for Robert E.  
Jordan

12/18/2017

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Holdings reflect exempt transactions under the Issuer's ProfitSharing Plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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