

SOUTHWEST AIRLINES CO  
 Form 4  
 August 19, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2015  
 Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**KELLY GARY C**

(Last) (First) (Middle)

**SOUTHWEST AIRLINES  
 CO., 2702 LOVE FIELD DRIVE**

(Street)

**DALLAS, TX 75235-1908**

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
 (Month/Day/Year)  
**08/17/2015**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**COB, Pres., & CEO**

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
|                                 |                                      |  |                                | Code  | V   | Amount   |                                   |
| Common Stock                    | 08/17/2015                           |  | S                              | 300   | D   | \$ 40.28   | 543,434 D                         |
| Common Stock                    | 08/17/2015                           |  | S                              | 9,000   | D   | \$ 40.285  | 534,434 D                         |
| Common Stock                    | 08/17/2015                           |  | S                              | 400   | D   | \$ 40.288  | 534,034 D                         |
| Common Stock                    | 08/17/2015                           |  | S                              | 3,402   | D   | \$ 40.29   | 530,632 D                         |
| Common Stock                    | 08/17/2015                           |  | S                              | 4,902   | D   | \$ 40.295  | 525,730 D                         |

Edgar Filing: SOUTHWEST AIRLINES CO - Form 4

|              |            |   |       |   |           |                       |   |                 |
|--------------|------------|---|-------|---|-----------|-----------------------|---|-----------------|
| Common Stock | 08/17/2015 | S | 600   | D | \$ 40.298 | 525,130               | D |                 |
| Common Stock | 08/17/2015 | S | 1,606 | D | \$ 40.3   | 523,524               | D |                 |
| Common Stock | 08/17/2015 | S | 800   | D | \$ 40.305 | 522,724               | D |                 |
| Common Stock | 08/17/2015 | S | 100   | D | \$ 40.308 | 522,624               | D |                 |
| Common Stock | 08/17/2015 | S | 5,100 | D | \$ 40.31  | 517,524               | D |                 |
| Common Stock | 08/17/2015 | S | 600   | D | \$ 40.315 | 516,924               | D |                 |
| Common Stock | 08/17/2015 | S | 896   | D | \$ 40.325 | 516,028               | D |                 |
| Common Stock | 08/17/2015 | S | 92    | D | \$ 40.33  | 515,936               | D |                 |
| Common Stock | 08/17/2015 | S | 1,300 | D | \$ 40.335 | 514,636               | D |                 |
| Common Stock | 08/17/2015 | S | 600   | D | \$ 40.34  | 514,036               | D |                 |
| Common Stock | 08/17/2015 | S | 7,201 | D | \$ 40.345 | 506,835               | D |                 |
| Common Stock | 08/17/2015 | S | 100   | D | \$ 40.348 | 506,735               | D |                 |
| Common Stock | 08/17/2015 | S | 501   | D | \$ 40.35  | 506,234               | D |                 |
| Common Stock |            |   |       |   |           | 55,834 <sup>(1)</sup> | I | By Family Trust |
| Common Stock |            |   |       |   |           | 55,834 <sup>(2)</sup> | I | By Family Trust |

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

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

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned |
|--|------------------------------------|--------------------------------------|--|--------------------------------|-------------------------|--|--|--|---|
|--|------------------------------------|--------------------------------------|--|--------------------------------|-------------------------|--|--|--|---|

|                     |   |                  |   |       |                            |
|---------------------|---|------------------|---|-------|----------------------------|
| Derivative Security | Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | (Instr. 3 and 4) | Own<br>Follo<br>Repo<br>Trans<br>(Instr |       |                            |
|                     | Code V (A) (D)  | Date Exercisable | Expiration Date                         | Title | Amount or Number of Shares |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                   |       |
|--|---------------|-----------|-------------------|-------|
|  | Director      | 10% Owner | Officer           | Other |
| KELLY GARY C<br>SOUTHWEST AIRLINES CO.<br>2702 LOVE FIELD DRIVE<br>DALLAS, TX 75235-1908 | X             |           | COB, Pres., & CEO |       |

## Signatures

/s/ Tim Whisler, on behalf of and as attorney-in-fact for Gary C. Kelly

08/19/2015

\*\*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) These shares are held in trust for the benefit of the reporting person's spouse and descendants. The reporting person's spouse is trustee of the trust.
  - (2) These shares are held in trust for the reporting person and his descendants. The reporting person is trustee of the trust.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.