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Southwest Airlines Recognized as J.D. Power 2012 Customer Service Champion

Southwest Airlines' Legendary Customer Service Ranks Among Top 50 U.S. Companies to Receive this Distinction

DALLAS, March 15, 2012 /PRNewswire/ -- Southwest Airlines (NYSE: LUV) was recognized at the J.D. Power and Associates Customer Service Roundtable in Orlando, Florida as one of the 2012 Customer Service Champion—one of only 50 companies earn the distinction this year.

To qualify for inclusion on this elite list, companies not only must excel within their own industry, but also must stand out among leading brands in 15 major industries evaluated by J.D. Power. Among the five factors measured, including People, Presentation, Process, Product, and Price, Southwest Airlines was noted for standing out in Customer Service among the group of the 50 companies that excelled in the Travel and Leisure category.

J.D. Power evaluated more than 800 brands to identify the 2012 Customer Service Champions. The 2012 Champions were identified based on customer feedback, opinions, and perceptions gathered primarily from J.D. Power's syndicated research between 2006 and 2011. This group of 50 represents the highest-performing U.S. companies that deliver service excellence—both within their respective industry and across all industries measured.

"We are honored to receive this distinction and be included in this elite group of U.S. companies," said Teresa Laraba, Southwest Airlines' Senior Vice President of Customer Services. "The mission of [Southwest Airlines](#) is to deliver the highest quality of Customer Service with a sense of warmth, friendliness, individual pride, and Company Spirit. This Legendary Culture that we have nurtured throughout the decades has set us apart not only in the industry but has set us apart from companies throughout the world."

About Southwest Airlines

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After achieving its 39th consecutive year of profitability, Southwest Airlines continues to differentiate itself from other low-fare carriers—offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded and has acquired AirTran Airways, now a wholly owned subsidiary of Southwest Airlines Co. Southwest serves 73 cities in 38 states and remains one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit southwest.com/citizenship to read the Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 37,000 Employees systemwide.

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