

October 9, 2017



# **Southwest Unveils "Coco"-Themed Boeing 737-700 Aircraft, Celebrating Disney•Pixar's All-New Adventure In High-Flying Style**

**Joint Effort Includes Opportunity for Family of Four to Win a Trip to the Hollywood Premiere of "Coco"--In Theaters this Thanksgiving**

DALLAS, Oct. 9, 2017 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) celebrates Disney•Pixar's all-new, big-screen adventure "Coco" in high-flying style this fall with a comprehensive program that includes a Boeing 737-700 aircraft emblazoned with the vibrant "Coco" logo and artwork inspired by the film. The aircraft will fly among the carrier's nearly 100 destinations throughout the United States, Mexico, Central America, and Caribbean through the end of 2017. As the largest domestic carrier in the U.S. serving more than 115 million passengers yearly\*, Southwest Airlines connects People every day to what is important in their lives. With Disney•Pixar's "Coco," Southwest connects its Customers to an all-new story that's both exciting and inspiring. The film opens in U.S. theaters on Nov. 22, 2017.

\*Based on latest U.S. Dept of Transportation data of O&D passengers.

"Southwest specializes in bringing unique and meaningful moments to our Customers," said Southwest Airlines Vice President Controller and California Executive [Leah Koontz](#) at the aircraft unveiling event in Oakland. "Disney•Pixar's 'Coco' centers on the universal themes of Heart and family, core values we celebrate every day with our Employees and Customers."

"'Coco' is about a boy with big dreams and a strong connection to his family," says Director Lee Unkrich. "These themes really lend themselves to teaming up with a company like Southwest. And after working for nearly six years to bring this story to life, we were all so excited to see 'Coco' on the side of an airplane."

Customers are encouraged to spot the "Coco" plane and share their photos using #CocoAndSouthwest. Southwest is also giving families the opportunity to enter for a chance to send their family on an adventure of a lifetime by entering the Southwest Family Flyaway sweepstakes between October 1-25, 2017, to win roundtrip air travel for four to Los Angeles; four tickets to the Disney•Pixar "Coco" U.S. premiere and party on November 8, 2017; a two-night stay at the Hollywood Roosevelt Hotel in Hollywood; and a \$1,000 VISA® gift card for travel expenses. To view the full rules and to enter, visit [familyflyaway.com](#).

Additionally, Southwest is sharing the adventures of "Coco" with Customers onboard flights beginning Nov. 1, with the launch of the Disney•Pixar "Coco" OnDemand Channel, featuring complimentary movie clips and trailers to get everyone excited about "Coco" in 3D this Thanksgiving. Be sure to tune-in ahead of the film's Nov. 22 theatrical debut.

Later this fall, the music of "Coco" will come to life onboard the "Coco" aircraft with a Live at 35<sup>th</sup> inflight concert performance by Anthony Gonzalez, who voices Miguel in the movie. Customers will experience the sounds and culture up-close and in-the-moment as Anthony sings a song from the upcoming film accompanied by a guitarist.

For images and video of the Southwest Airlines "Coco"-themed 737-700 aircraft, visit [swamedia.com](http://swamedia.com).

### **SWEEPSTAKES RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE CHANCES OF WINNING.** Void where prohibited. Open to legal residents of 48 contiguous United States and the District of Columbia age 19 or older at time of entry. Limit one entry per person. All fields must be completed. Approximate retail value of prize: \$3,788.00. For complete details and Official Rules, visit [familyflyaway.com](http://familyflyaway.com). By entering, information collected will be used in accordance with Sponsor's Privacy Policy at [Southwest.com/privacy](http://Southwest.com/privacy). Sponsor: Southwest Airlines Co., 2702 Love Field Drive, Dallas, TX 75235. Enter by October 25, 2017 at 11:59p.m. CDT.

### **ABOUT SOUTHWEST AIRLINES CO.**

In its 47th year of service, Dallas-based [Southwest Airlines](http://Southwest Airlines) (NYSE: LUV) differentiates itself above all other air carriers with exemplary Customer Service delivered by more than 55,000 Employees to more than 115 million Customers annually. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers boarded. Southwest operates more than 4,000 departures a day during peak travel periods among a network of 99 destinations in the United States and nine additional countries. Service to Turks and Caicos is scheduled to begin Nov. 5, 2017.

Southwest coined [Transfarency](http://Transfarency)<sup>®</sup> to describe its purposed philosophy of treating Customers honestly and fairly, empowering them to expect a reliably low and uniquely flexible fare from purchase through journey. Southwest is the only major U.S. airline to offer bags fly free<sup>®</sup> to everyone (first and second checked pieces of luggage, size and weight limits apply; some carriers offer free checked bags on select routes or in qualified circumstances), and Southwest never charges change fees, though fare differences might apply.

As launch customer of the Boeing 737 MAX 8, the Company operates the largest fleet in the world of Boeing aircraft, all of which are now equipped with satellite-based WiFi. That connectivity enables Customers to use personal devices to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV. In 2014, 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 44 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 2016 Southwest Airlines One Report™ can be found at [SouthwestOneReport.com](http://SouthwestOneReport.com).

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

### **ABOUT DISNEY•PIXAR'S "COCO"**

Despite his family's baffling generations-old ban on music, Miguel (voice of newcomer Anthony Gonzalez) dreams of becoming an accomplished musician like his idol, Ernesto de la Cruz (voice of Benjamin Bratt). Desperate to prove his talent, Miguel finds himself in the stunning and colorful Land of the Dead following a mysterious chain of events. Along the way, he meets charming trickster Héctor (voice of Gael García Bernal), and together, they set off on an extraordinary journey to unlock the real story behind Miguel's family history. Directed by Lee Unkrich ("Toy Story 3"), co-directed by Adrian Molina (story artist "Monsters University") and produced by Darla K. Anderson ("Toy Story 3"), Disney•Pixar's "Coco" opens in U.S. theaters on Nov. 22, 2017. For more information, check out <http://movies.disney.com/coco>, Hashtag: #PixarCoco, [Pixar Coco Facebook](#), [Pixar Coco Twitter](#) and [Pixar Coco Instagram](#).

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