

January 19, 2018



Southwest Airlines Again Among FORTUNE's Top 10 World's Most Admired Companies

DALLAS, Jan. 19, 2018 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) today was named to FORTUNE's 2018 list of World's Most Admired Companies. Southwest ranks #8, and is the only commercial airline among the top 10. Southwest has been on the list for nearly a quarter century, with 2018 marking the company's 24th consecutive year on the list.

"Our Employees are dedicated to the basics—Reliability, Hospitality, and low costs—but their dedication makes Southwest anything but basic. It's what sets us apart," said Gary Kelly, Chairman and Chief Executive Officer of Southwest Airlines. "It's an honor and a tribute to our Employees to be among the top 10 most admired companies in the world."

FORTUNE collaborated with partner Korn Ferry on this survey of corporate reputation, and asked executives, directors, and security analysts from around the world to rate which companies they admired most. Voters were able to select any company in any industry that ranked in the top 25 percent of last year's survey, along with those that finished in the top 20 percent of their industry.

ABOUT SOUTHWEST AIRLINES CO.

In its 47th year of service, Dallas-based [Southwest Airlines Co.](#) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 55,000 Employees to a Customer base topping 115 million passengers annually, in recent years. 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. During peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 100 destinations in the United States and 10 additional countries. Southwest has announced its intention to sell tickets in 2018 for service to Hawaii, subject to requisite governmental approvals.

Southwest coined [Transfarency](#)[®] to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying 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 carriers offer free checked bags on select routes or in qualified circumstances), and there are no change fees, though fare differences might apply.

As launch customer of the Boeing 737 MAX 8 in North America, the Company operates the largest fleet in the world of Boeing aircraft, all of which are equipped with satellite-based WiFi. Customers who connect to the WiFi network may use their personal devices to view on-demand movies and television shows, as well as nearly 20 channels of free, live TV.

With a bold new look first unveiled in 2014, Southwest is progressing through a multi-year refresh of its fleet to showcase the carrier's *Heart*: a new logo, aircraft livery, interior design featuring new seats, Employee-designed uniforms, and an updated airport experience, all of which showcase a dedication of Southwest Employees to 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 wherever the carrier serves. 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.

Book Southwest Airlines' low fares online at Southwest.com or by phone at 800-I-FLY-SWA.

View original content: <http://www.prnewswire.com/news-releases/southwest-airlines-again-among-fortunes-top-10-worlds-most-admired-companies-300585259.html>

SOURCE Southwest Airlines Co.