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# Southwest Airlines Offers Mobile App Enhancement For Day-Of-Travel With Lyft

**Customers can book travel to/from the airport with Lyft through the Southwest mobile app**

DALLAS, June 28, 2018 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) is partnering with rideshare company Lyft, the fastest growing rideshare company in the U.S., to let Customers catch a Lyft on the way to the airport! The enhancement will offer Southwest Customers added convenience for transportation to the airport through the Southwest Airlines mobile app for both iOS and Android. Information for requesting a ride with Lyft generally will appear in the mobile app within four hours of Customer travel. The message encourages Customers to consider Lyft rideshare service to travel to or from the airport—showing Southwest Customers the time to airport and estimated cost of the ride. Customers will begin seeing Lyft banners in the mobile app on June 28 when Southwest releases the update.

"At Southwest, we're always looking for innovative ways to enhance our Customer Experience from the moment someone considers travel to the moment they land at their destination," said Ryan Green, Vice President and Chief Marketing Officer. "Our new integration with Lyft aims to make this particular part of the travel experience seamless by starting and ending a Customer's journey with just a tap of a button."

In order to have the fully customized mobile app experience, including awareness of rideshare opportunities with Lyft, Southwest Customers must be logged into the mobile app with location services turned on.

## **ABOUT SOUTHWEST AIRLINES CO.**

In its 48th 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 57,000 Employees to a Customer base topping 120 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 99 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](#)<sup>®</sup> 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<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 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 45 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 2017 Southwest Airlines One Report can be found at [SouthwestOneReport.com](http://SouthwestOneReport.com).

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

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