

SOUTHWEST AIRLINES CO

Form 8-K

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#### SOUTHWEST AIRLINES REPORTS JULY TRAFFIC

DALLAS, TEXAS – August 7, 2013 – Southwest Airlines Co. (NYSE: LUV) announced today that the Company flew 10.0 billion revenue passenger miles (RPMs) in July 2013, a 0.7 percent decrease from the RPMs flown in July 2012. Available seat miles (ASMs) in July 2013 increased 0.6 percent to 11.9 billion, compared to July 2012. The July 2013 load factor was 83.5 percent, compared to 84.6 percent in July 2012. For July 2013, passenger revenue per ASM (PRASM) is estimated to have increased in the four to five percent range compared to July 2012.

For the first seven months of 2013, the Company flew 61.7 billion RPMs, compared to 60.9 billion RPMs flown for the same period in 2012, an increase of 1.2 percent. Year-to-date ASMs increased 1.6 percent to 77.0 billion from the 2012 level of 75.7 billion. The year-to-date load factor was 80.1 percent, compared to 80.5 percent for the same period in 2012.

This release, as well as past news releases about Southwest Airlines Co., is available online at [southwest.com](http://southwest.com).

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SOUTHWEST AIRLINES CO.  
PRELIMINARY COMPARATIVE TRAFFIC STATISTICS

|                               | JULY         |            | CHANGE  |     |
|-------------------------------|--------------|------------|---------|-----|
|                               | 2013         | 2012       |         |     |
| Revenue passengers carried    | 9,891,676    | 10,215,812 | (3.2)   | )%  |
| Enplaned passengers           | 12,211,777   | 12,648,746 | (3.5)   | )%  |
| Revenue passenger miles (000) | 9,977,171    | 10,043,520 | (0.7)   | )%  |
| Available seat miles (000)    | 11,948,656   | 11,877,774 | 0.6     | %   |
| Load factor                   | 83.5         | % 84.6     | % (1.1) | pts |
| Average length of haul        | 1,009        | 983        | 2.6     | %   |
| Trips flown                   | 117,402      | 123,184    | (4.7)   | %   |
|                               | YEAR-TO-DATE |            | CHANGE  |     |
|                               | 2013         | 2012       |         |     |
| Revenue passengers carried    | 64,055,977   | 64,635,982 | (0.9)   | %   |
| Enplaned passengers           | 78,455,181   | 79,013,319 | (0.7)   | %   |
| Revenue passenger miles (000) | 61,663,420   | 60,934,885 | 1.2     | %   |
| Available seat miles (000)    | 76,981,324   | 75,741,256 | 1.6     | %   |
| Load factor                   | 80.1         | % 80.5     | % (0.4) | pts |
| Average length of haul        | 963          | 943        | 2.1     | %   |
| Trips flown                   | 779,508      | 809,806    | (3.7)   | %   |

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