

Romo Tammy  
Form 3  
September 28, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|  |         |                                      |  |  |
|--|---------|--------------------------------------|--|--|
| 1. Name and Address of Reporting Person *      |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol |  |
| Â Romo Tammy                                   |         | (Month/Day/Year)                     | SOUTHWEST AIRLINES CO [LUV]                        |  |
| (Last)   | (First) | (Middle)                             | 4. Relationship of Reporting Person(s) to Issuer   | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| SOUTHWEST AIRLINES CO.,Â 2702 LOVE FIELD DRIVE |         | 09/20/2012                           | (Check all applicable)                             |  |
| (Street)                                       |         |                                      | <input type="checkbox"/> Director                  | <input type="checkbox"/> 10% Owner                                     |
| DALLAS,Â TXÂ 75235                             |         |                                      | <input checked="" type="checkbox"/> Officer        | <input type="checkbox"/> Other   |
| (City)   | (State) | (Zip)                                | (give title below)                                 | (specify below)  |
|  |         |                                      | SR VP Finance & CFO                                | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
|  |         |                                      |  | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|  |         |                                      |  | <input type="checkbox"/> Form filed by More than One Reporting Person  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
| Common Stock                       | 63,777 <sup>(1)</sup>                                    | D   | Â  |
| Common Stock                       | 3,310 <sup>(2)</sup>                                     | I   | By ProfitSharing Plan                                    |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security | 4. Conversion or Exercise | 5. Ownership Form of | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|---------------------------|----------------------|--|
|---|---|--|---------------------------|----------------------|--|

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|                                      | Date Exercisable | Expiration Date | (Instr. 4)<br>Title | Amount or Number of Shares | Price of Derivative Security | Derivative Security: Direct (D) or Indirect (I) (Instr. 5) |   |
|--------------------------------------|------------------|-----------------|---------------------|----------------------------|------------------------------|--|---|
| Employee Stock Option (Right to Buy) | Â (3)            | 10/08/2012      | Common Stock        | 1,300                      | \$ 12.12                     | D  | Â |
| Employee Stock Option (Right to Buy) | Â (3)            | 01/02/2013      | Common Stock        | 543                        | \$ 14.03                     | D  | Â |
| Employee Stock Option (Right to Buy) | Â (3)            | 01/23/2013      | Common Stock        | 1,913                      | \$ 13.19                     | D  | Â |
| Employee Stock Option (Right to Buy) | Â (3)            | 01/05/2014      | Common Stock        | 574                        | \$ 15.91                     | D  | Â |
| Employee Stock Option (Right to Buy) | Â (3)            | 01/23/2014      | Common Stock        | 1,913                      | \$ 15.51                     | D  | Â |
| Employee Stock Option (Right to Buy) | Â (4)            | 09/01/2014      | Common Stock        | 26,000                     | \$ 14.75                     | D  | Â |
| Employee Stock Option (Right to Buy) | Â (3)            | 01/20/2015      | Common Stock        | 3,574                      | \$ 14.25                     | D  | Â |
| Employee Stock Option (Right to Buy) | Â (3)            | 12/31/2015      | Common Stock        | 11,037                     | \$ 16.43                     | D  | Â |
| Employee Stock Option (Right to Buy) | Â (3)            | 03/17/2016      | Common Stock        | 10,000                     | \$ 17.53                     | D  | Â |
| Employee Stock Option (Right to Buy) | Â (3)            | 01/31/2018      | Common Stock        | 25,000                     | \$ 12.18                     | D  | Â |
| Employee Stock Option (Right to Buy) | Â (3)            | 02/01/2019      | Common Stock        | 33,000                     | \$ 6.75                      | D  | Â |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                             |       |
|---|---------------|-----------|-----------------------------|-------|
|   | Director      | 10% Owner | Officer                     | Other |
| Romo Tammy<br>SOUTHWEST AIRLINES CO.<br>2702 LOVE FIELD DRIVE<br>DALLAS, TX 75235 | Â             | Â         | Â SR VP<br>Finance &<br>CFO | Â     |

## Signatures

Marilyn R. Post, on behalf of and as attorney-in-fact for Tammy Romo 09/28/2012

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- Holdings include 50,310 restricted stock units previously granted pursuant to the Southwest Airlines Co. Amended and Restated 2007 Equity Incentive Plan, which will entitle the reporting person to one share of common stock for each restricted stock unit that vests. The restricted stock units will vest as follows: 12,993 on May 16, 2013; 4,000 on May 18, 2013; 3,333 on May 19, 2013; 12,992 on May 16, 2014; 4,000 on May 18, 2014; and 12,992 on May 16, 2015.
- (1) Holdings reflect exempt transactions under the Issuer's ProfitSharing Plan.
  - (2) The option is currently fully exercisable.
  - (3) The option is currently exercisable with respect to 21,600 shares and will become exercisable with respect to the remaining 4,400 shares on September 1, 2013.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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