

SOUTHWEST AIRLINES CO

Form 4

February 23, 2017

**FORM 4**
**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN 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

## OMB APPROVAL

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**KELLY GARY C**

(Last) (First) (Middle)

**SOUTHWEST AIRLINES  
CO., 2702 LOVE FIELD DRIVE**

(Street)

DALLAS, TX 75235-1908

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
**SOUTHWEST AIRLINES CO  
[LUV]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**02/21/2017**

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)  
Chairman of the Board & CEO

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☒ Form filed by One Reporting Person  
☐ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D)	Price	
Common Stock	02/22/2017		S		500	D \$ 57.43	641,740 D
Common Stock	02/22/2017		S		600	D \$ 57.44	641,140 D
Common Stock	02/22/2017		S		200	D \$ 57.441	640,940 D
Common Stock	02/22/2017		S		800	D \$ 57.45	640,140 D
Common Stock	02/22/2017		S		100	D \$ 57.46	640,040 D

Edgar Filing: SOUTHWEST AIRLINES CO - Form 4

Common Stock	02/22/2017	S	1,302	D	\$ 57.47	638,738	D
Common Stock	02/22/2017	S	400	D	\$ 57.471	638,338	D
Common Stock	02/22/2017	S	5,700	D	\$ 57.48	632,638	D
Common Stock	02/22/2017	S	100	D	\$ 57.481	632,538	D
Common Stock	02/22/2017	S	700	D	\$ 57.49	631,838	D
Common Stock	02/22/2017	S	1,000	D	\$ 57.5	630,838	D
Common Stock	02/22/2017	S	2,790	D	\$ 57.51	628,048	D
Common Stock	02/22/2017	S	500	D	\$ 57.52	627,548	D
Common Stock	02/22/2017	S	100	D	\$ 57.521	627,448	D
Common Stock	02/22/2017	S	800	D	\$ 57.53	626,648	D
Common Stock	02/22/2017	S	2,100	D	\$ 57.54	624,548	D
Common Stock	02/22/2017	S	100	D	\$ 57.541	624,448	D
Common Stock	02/22/2017	S	100	D	\$ 57.545	624,348	D
Common Stock	02/22/2017	S	2,200	D	\$ 57.55	622,148	D
Common Stock	02/22/2017	S	100	D	\$ 57.551	622,048	D
Common Stock	02/22/2017	S	100	D	\$ 57.555	621,948	D
Common Stock	02/22/2017	S	1,602	D	\$ 57.56	620,346	D
Common Stock	02/22/2017	S	200	D	\$ 57.561	620,146	D
Common Stock	02/22/2017	S	100	D	\$ 57.565	620,046	D
Common Stock	02/22/2017	S	1,300	D	\$ 57.57	618,746	D
	02/22/2017	S	100	D		618,646	D

Edgar Filing: SOUTHWEST AIRLINES CO - Form 4

Common Stock					\$ 57.573		
Common Stock	02/22/2017	S	900	D	\$ 57.58	617,746	D
Common Stock	02/22/2017	S	826	D	\$ 57.59	616,920	D
Common Stock	02/22/2017	S	100	D	\$ 57.591	616,820	D
Common Stock	02/22/2017	S	400	D	\$ 57.595	616,420	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
KELLY GARY C SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE DALLAS, TX 75235-1908	X Chairman of the Board & CEO

## Signatures

/s/ Tim Whisler, on behalf of and as attorney-in-fact for Gary C.  
Kelly

02/23/2017

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(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).

### Remarks:

Form 3 of 5

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

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.