

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 *

Â Romo Tammy
(Last) (First) (Middle)

SOUTHWEST AIRLINES
CO.,Â 2702 LOVE FIELD
DRIVE

(Street)

DALLAS,Â TXÂ 75235

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)
09/20/2012

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

4. Relationship of Reporting
Person(s) to Issuer

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

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer ____ Other
(give title below) (specify below)
SR VP Finance & CFO

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

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security
(Instr. 4)

2. Amount of Securities
Beneficially Owned
(Instr. 4)

3. Ownership
Form:
Direct (D)
or Indirect
(I)
(Instr. 5)

4. Nature of Indirect Beneficial
Ownership
(Instr. 5)

Common Stock

63,777 ⁽¹⁾

D Â

Common Stock

3,310 ⁽²⁾

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

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

1. Title of Derivative Security
(Instr. 4)

2. Date Exercisable and
Expiration Date
(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
(Instr. 5)

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	Date Exercisable	Expiration Date	(Instr. 4) 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 SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE DALLAS, TX 75235	Â	Â	Â SR VP Finance & 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
(1) 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.
(2) Holdings reflect exempt transactions under the Issuer's ProfitSharing Plan.
(3) The option is currently fully exercisable.
(4) 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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