

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)

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)

SOUTHWEST AIRLINES CO.,Â 2702 LOVE FIELD DRIVE

(Street)

DALLAS,Â TXÂ 75235

(City) (State) (Zip)

(Check all applicable)

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

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 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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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 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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