

Southwest[®]
Business



We're committed to modernizing your Customer Experience in the years to come

Southwest® has launched a two-billion dollar plan to transform the Customer Experience. Visit Southwest.com/experience for more information



Enhanced WiFi

Upgraded WiFi hardware on our entire fleet for a major boost in bandwidth, delivering speeds up to 10X faster than before.



Larger overhead bins

All new 737 MAX 8 aircraft being delivered to Southwest feature larger overhead bins.



In-seat power

In-seat power ports on all new -8 aircraft delivered to Southwest, with plans to add them to our existing -8 and 737-800 planes.



Digital platform

Continued improvements to our digital platform to improve and simplify self-service options.



New seats

A refreshed look to our cabins and new seats designed to maximize your comfort will be in our planes starting as early as 2025.



Airport wayfinding

We have launched new airport signage to make it easier to navigate airport lobbies, and are continuing this rollout in 2024.



Digital bag tracking

Pre-check your bags and track your checked bags in the mobile app or at **Southwest.com®**.

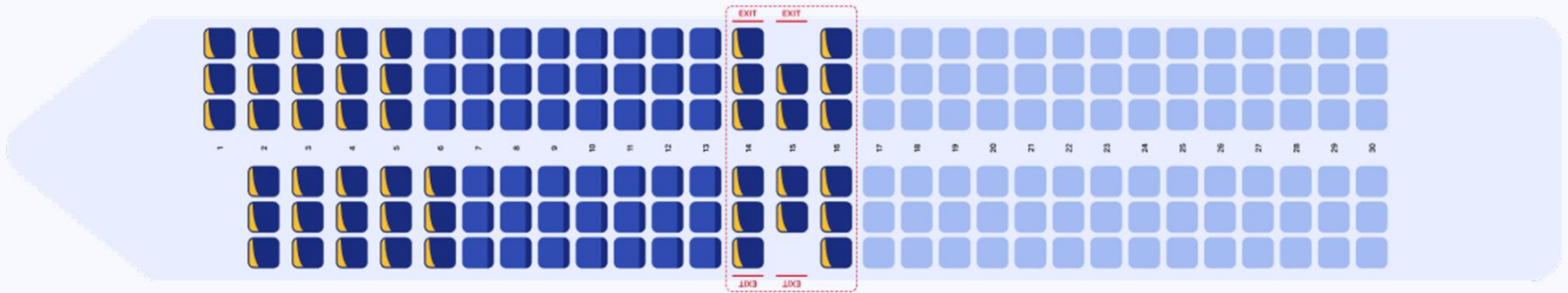


NEW! Assigned & Premium Seating

Starting in 2025, we will begin to assign seats and offer premium seating options. More details coming in late September!

One cabin, **more** options.

As part of our enhanced experience, our cabin will feature new seat choices.



*For illustrative purposes 737-800



Extra Legroom seat

A roomier experience with more legroom to stretch out, at the front of the cabin as well as near the exit rows, with up to five additional inches* of extra legroom compared to Standard seats.



Preferred seat

Standard legroom seats near the front of the cabin and exit rows.



Standard seat

Standard legroom seats located in the back of the cabin.

*Five extra inches of seat pitch is available on the 737-700 aircraft. Seat pitch will vary by aircraft type.

Introducing our new fares

	Choice Extra	Choice Preferred	Choice	Basic ¹
Seat selection	Extra Legroom seat (or any seat)	Preferred seat (or any standard seat)	Standard seat in back (select at booking)	Standard seat in back (assigned at check-in)
Boarding	Early	Early General	General	Last
New beginning May 28, 2025				
Checked bag ²	Two free checked bags	\$	\$	\$
Rapid Rewards® points ³	14X Fare	10X Fare	6X Fare	2X Fare
No cancel fees ⁴	✓	✓	✓	✓
Refundability ⁵	Refundable	Refundable	Transferable Flight Credit™ ⁶	Non-transferable Flight Credit
Flight credit expiration ⁷	12 mos	12 mos	12 mos	6 mos
Changes ⁸	Fare difference	Fare difference	Fare difference	✗
Same-day change/standby ⁹	✓	✓	✓	✗
Free inflight entertainment ¹⁰	✓	✓	✓	✓
Priority/Express Lane ¹¹	✓	✓	✗	✗
Premium drink ¹²	✓	\$	\$	\$
Inflight internet ¹³	✓	\$	\$	\$

See disclaimers on the following slide.

Introducing our tier benefits

	A-List Preferred	A-List
Extra Legroom seat	Available at booking	Space available (48 hours prior to departure)
Preferred seat (available at booking)	✓	✓
Checked bag ¹	First and second bags free ¹	First bag free ¹ Second bag \$
Earning bonus ²	100%	25%
Boarding benefit ³	✓	✓
Same-day standby ⁴	✓	✓
Priority lane and Express lane ⁵	✓	✓
Dedicated phone line	✓	✓
Free inflight internet ⁶	✓	✗
Up to two premium drinks ⁷	✓	✗

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