Chase and Southwest Airlines® Introduce New Benefits on Southwest Rapid Rewards® Credit Cards

WILMINGTON, DE & DALLAS– July 24, 2025 – Today, Chase and Southwest Airlines Co. launch new and enhanced benefits on the Southwest Rapid Rewards® Credit Cards from Chase. The Cards' benefits and new earn categories now make everyday spending and flying with Southwest Airlines even more rewarding and reflect the airline's new Customer experience.

Providing cardmembers with more value, choice, flexibility and comfort, the new card benefits include first checked bag free, pre-flight seat selection and upgrades to Extra Legroom seats with any fare bundle, as well as earlier boarding. Cardmembers can also earn more points on new everyday spending categories including on qualifying gas station, grocery store and restaurant purchases.

To celebrate the launch, through September 17th, new Southwest Rapid Rewards Priority, Premier or Plus Consumer Credit Cardmembers can earn 100,000 bonus points after spending $4,000 in the first 5 months from account opening – the best points offer this year.

"Our Customers love the exceptional value they get from our award-winning Rapid Rewards program," said Tony Roach, Executive Vice President Customer & Brand at Southwest Airlines. "We're rewarding our credit Cardmembers with new benefits, making it easier to earn points and exclusive options to elevate their travel experience."

"The changes we are making to our Rapid Rewards Credit Card portfolio will meet the new needs of Southwest travelers and provide greater value to our Cardmembers," said Chris Cracchiolo, President of Co-Brand Credit Cards at Chase. "As Southwest continues on its transformational journey, we are proud to be their partner and together will ensure that being a Rapid Rewards Credit Cardmember remains one of the most rewarding ways to fly with Southwest."
Cardmembers continue to receive many benefits they love, including anniversary bonus points, accelerated earn on Southwest flights, an exclusive one-time boost of 10,000 Companion Pass® qualifying points per calendar year, a 25% discount on inflight purchases and access to exclusive

Rapid Rewards® Access Events. Certain Cards also continue to earn points towards Tier Status, with the Priority and Performance Cards now earning 2,500 Tier Qualifying Points (TQPs) towards A-List status for every $5,000 spent annually, previously 1,500 TQPs.
Existing earn categories across the Card portfolio, including the ability to earn 2X points on internet, cable and phone services, Rapid Rewards Hotels and Car Rental Partners and more, are available through the end of the year. Plus and Premier Consumer and Business Cardmembers continue to have access to their two EarlyBird Check-In®s, and Priority and Performance Cards continue to have access to their four Upgraded Boardings for flights operating in 2025.

The exciting updates take effect today for new and existing Southwest Rapid Rewards Credit Cardmembers.

New Benefits for Southwest Rapid Rewards Consumer Credit Cards

The Southwest Rapid Rewards Priority Card ($229 Annual Fee) features new benefits such as:

- Cardmembers and up to 8 additional passengers in the same reservation can check their first bag at no additional cost. For a group of 4 this would be a savings of up to $280 roundtrip ($35 per bag per trip).
- 4X points on Southwest Airlines eligible purchases, previously 3X points
- 2X points at gas stations and restaurants, with no annual cap
- Standard or Preferred seat selection at booking, when available for the Cardmember and up to eight passengers traveling on the same reservation (for flights operating in 2026)
- Unlimited upgrades to Extra Legroom seats within 48 hours prior to departure, when available and at no additional charge, for the Cardmember and up to eight additional passengers traveling on the same reservation
- Earlier boarding – the Cardmember, and up to eight additional passengers traveling on the same reservation, can board in Group 5
- 2,500 Tier Qualifying Points (TQPs) towards A-List status for every $5,000 spent annually, previously 1,500 TQPs
- Find additional benefits and details here

The Southwest Rapid Rewards Premier Card ($149 Annual Fee) offers new benefits including;

- Cardmembers and up to 8 additional passengers in the same reservation can check their first bag at no additional cost. For a group of 4 this would be a savings of up to $280 roundtrip ($35 per bag per trip).
- 2X points on first $8,000 in combined spend at grocery stores and restaurants each anniversary year
- Standard or Preferred seat selection within 48 hours prior to departure, when available, for the Cardmember and up to eight passengers traveling on the same reservation (for flights operating in 2026)
- Earlier boarding – the Cardmember, and up to eight additional passengers traveling on the same reservation, can board in Group 5
- One promotional code for a 15% flight discount each anniversary year (except Basic fare)
- Find full list of benefits and additional details here

The Southwest Rapid Rewards Plus Card ($99 Annual Fee) offers the following new benefits:

- Cardmembers and up to 8 additional passengers in the same reservation can check their first bag at no additional cost. For a group of 4 this would be a savings of up to $280 roundtrip ($35 per bag per trip).
- 2X points on first $5,000 in combined spend at gas stations and grocery stores each anniversary year
- Standard seat selection within 48 hours prior to departure, when available, for the Cardmember and up to eight passengers traveling on the same reservation (for flights operating in 2026)
- Earlier boarding – the Cardmember, and up to eight additional passengers traveling on the same reservation, can board in Group 5
- One promotional code for a 10% flight discount each anniversary year (except Basic fare)
- No foreign transaction fees
- Find full list of benefits and additional details here

New Benefits for Southwest Rapid Rewards Business Credit Cards

The Southwest Rapid Rewards Performance Business Card ($299 Annual Fee) provides rewards across every step of a business trip, including:

- Cardmembers and up to 8 additional passengers in the same reservation can check their first bag at no additional cost. For a group of 4 this would be a savings of up to $280 roundtrip ($35 per bag per trip).

- 2X points on spend at gas stations and restaurants, with no annual cap
- 2X points on all hotel purchases
- 2X points on local transit, rideshare and commuting
- Standard or Preferred Seat Selection at booking, when available, for the Cardmember and up to eight passengers traveling on the same reservation (for flights operating in 2026)
- Unlimited upgrades to Extra Legroom seats within 48 hours prior to departure, when available and at no additional charge, for the Cardmember and up to eight additional passengers traveling on the same reservation
- Earlier boarding – the Cardmember, and up to eight additional passengers traveling on the same reservation, can board in Group 5
- 2,500 Tier Qualifying Points (TQPs) towards A-List status for every $5,000 spent annually, previously 1,500 TQPs
- Find additional benefits and details here

The Southwest Rapid Rewards Premier Business Card ($149 Annual Fee) new benefits include:

- Cardmembers and up to 8 additional passengers in the same reservation can check their first bag at no additional cost. For a group of 4 this would be a savings of up to $280 roundtrip ($35 per bag per trip).
- 2X points on first $8,000 in combined spend at gas stations and restaurants each anniversary year
- Standard or Preferred Seat Selection within 48 hours prior to departure, when available, for the Cardmember and up to eight passengers traveling on the same reservation (for flights operating in 2026)
- Earlier boarding – the Cardmember, and up to eight additional passengers traveling on the same reservations, can board in Group 5
- 2,000 Tier Qualifying Points (TQPs) towards A-List status for every $5,000 spent annually, previously 1,500 TQPs
- Promotional code for a 15% flight discount each anniversary year (except Basic fare)
- Find additional benefits and details here

The Southwest Rapid Rewards Plus Business Card ($99 Annual Fee) offers the following new benefits:

- Cardmembers and up to 8 additional passengers in the same reservation can check their first bag at no additional cost. For a group of 4 this would be a savings of up to $280 roundtrip ($35 per bag per trip).

- 2X points on first $5,000 in combined spend at gas stations and restaurants each anniversary year
- Standard seat selection within 48 hours prior to departure, when available, for the Cardmember and up to eight passengers traveling on the same reservation (for flights operating in 2026)
- Earlier boarding – the Cardmember, and up to eight additional passengers traveling on the same reservation, can board in Group 5
- Promotional code for a 10% flight discount each anniversary year (except Basic fare)
- No foreign transaction fees
- Find additional benefits and details here

Existing Southwest Rapid Rewards Cardmembers' annual fees will be adjusted on their 2026 Anniversary date. Seating and boarding benefits will roll out when Southwest begins selling assigned seating on July 29, 2025, and operating with assigned seating on January 27, 2026. To learn more about Southwest's reimagined Customer experience, please visit Southwest.com.

To learn more about Southwest Rapid Rewards Credit Cards from Chase, please click here.

About Chase
Chase is the U.S. consumer and commercial banking business of JPMorgan Chase & Co. (NYSE: JPM), a leading financial services firm based in the United States of America with assets of $4.6 trillion and operations worldwide. Chase serves more than 85 million consumers and 7 million small businesses, with a broad range of financial services, including personal banking, credit cards, mortgages, auto financing, investment advice, small business loans and payment processing. Customers can choose how and where they want to bank: Nearly 5,000 branches in 48 states and the District of Columbia, nearly 15,000 ATMs, mobile, online and by phone. For more information, go to chase.com.

Media Contacts
Chase Card Services
Stephanie Scorzelli, Chase Communications
stephanie.scorzelli@chase.com

ABOUT SOUTHWEST AIRLINES CO.

Southwest Airlines Co. operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 120 airports across 12 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline(fn. 1). By empowering its more than 73,000(fn. 2) People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 134 million Customers carried in 2025. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting Southwest.com/citizenship.

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q4 2025
2. Fulltime-equivalent active Employees as of March 31, 2026

Media Contacts:
Visit the Southwest Newsroom atswamedia.comfor multimedia assets and other Company news.

###