

Transforming the Customer Experience

At Southwest Airlines, we're on a journey to enhance our Customer Experience to better connect People to what's important in their lives through friendly, reliable, and low-cost air travel. As part of this commitment, I'm excited to announce we're investing -in improvements to modernize and simplify the Customer Experience.

Onboard Experience

First, we're upgrading our onboard WiFi to deliver a more reliable, faster internet connection for our Customers in the air. We recently signed an agreement with Viasat to provide next generation WiFi capability for our new aircraft deliveries beginning this fall. We're also in the process of upgrading the WiFi equipment on our existing fleet in partnership with our longstanding connectivity provider, Anuvu. We have already upgraded 50 aircraft, with a plan to have 350 aircraft updated by the end of October.

Power Ports

Next, we know it's important for Customers to be able to charge their devices onboard. That's why we're planning to install the latest generation onboard USB A and USB C power ports at every seat in our MAX aircraft, with a space-saving technology that will not compromise legroom. We plan to bring this new convenience and capability onboard 737 MAX aircraft beginning in early 2023.



Larger Overhead Bins

Another onboard upgrade coming soon is larger overhead bins in the cabin. While we already have the most Customer-friendly baggage policies in the industry, we want to ensure there is enough space for Customers' luggage and personal items onboard. Expect to see these bins installed in late 2022 into early next year.

More Free Movies

To round out our inflight enhancements, we're going to more than double the number of free movies currently offered and on-demand television episodes Customers can watch, and make further improvements to our onboard food and beverage offerings over the next several months.

More Flexibility

We're also deeply committed to simplifying other elements of the Customer Experience, which is why we're investing in several digital enhancements that will allow self-service options for Customers online or via mobile.

For example, we've already added several features online that make it easier for Customers to change a flight, which we know is important to our Customers given our flexible no change fee policy.

Additionally, our [previously announced](#) new fare product, Wanna Get Away Plus™, brings additional flexibility and value to the travel experience. Expected to become available this month, Wanna Get Away Plus offers a new ability to transfer travel funds* and to confirm a same-day change** to an available seat on a different flight, without a change in fare.

I'm thrilled that these enhancements will allow us to continue serving with even more warmth, Hospitality, and Heart. We're ready to welcome our Customers onboard.

Visit [Southwest.com/experience](https://southwest.com/experience) for more information.

Enhancing the Customer Experience



Enhanced
WiFi
connectivity



Latest-technology
onboard power ports
at every seat



New fare category
with added flexibility
and value



Added entertainment
options and a
selection of
refreshments*

*Future enhancements, initially available on some aircraft
Full beverage service available on flights greater than 176 miles**

*Transferable Flight Credit:

Transferable flight credit allows you to transfer your flight credit to someone else. Both must be Rapid Rewards® Members and only one transfer is permitted. The expiration date is 12 months from the date the ticket was booked. For bookings made through a Southwest® Business channel, there is a limitation to transfer only between employees within the organization.

**Same-Day Change/Same-Day Standby

If there's an open seat on a different flight that departs on the same calendar day as your original flight and it's between the same cities, you can get a seat on the new flight free of airline charges. If there isn't an open seat on this different flight, you can ask a Southwest Gate Agent to add you to the same-day standby list for a flight between the same city pairs that departs on the same calendar day prior to your originally scheduled flight, and you will receive a message if you are cleared on the flight. For both the same-day change and same-day standby benefits, you must change your flight or request to be added to the same-day standby list at least 10 minutes prior to

the scheduled departure of your original flight or the no-show policy will apply. Based on the flight status contact preference selected during booking, the message regarding your standby status will be an email or text message with a link to access the boarding pass via the Southwest app, mobile web, or you can visit a Southwest Gate Agent to print off the boarding pass. If there are any government taxes and fees associated with these itinerary changes, you will be required to pay those. Your original boarding position is not guaranteed.