



Ron Ricks
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April 7, 2014

The Honorable Bill Shuster
Chairman, Committee on Transportation
and Infrastructure
2165 Rayburn House Office Building
Washington, DC 20515

The Honorable Peter A. DeFazio
Member of Congress
2134 Rayburn House Office Building
Washington, DC 20515

Dear Chairman Shuster and Congressman DeFazio:

On behalf of Southwest Airlines, I write to express our strong support for H.R. 4156, the "Transparent Airfares Act of 2014," which you have introduced with Ranking Member Nick Rahall, Aviation Subcommittee Chairman Frank LoBiondo, Aviation Subcommittee Ranking Member Rick Larsen, and Congressman Tom Graves. We greatly appreciate your leadership and the bipartisan approach to this important issue.

Simply put, H.R. 4156 is pro-consumer and pro-jobs. Consumers will benefit from transparent pricing in which they can easily tell between (a) the amount charged by the airline and (b) the taxes levied by the government. Consumers are accustomed to having taxes stated separately from the advertised prices of the products and services they buy, and do not expect a different process with advertised airfares. In addition, by creating consistency and providing full information to consumers, H.R. 4156 should produce positive economic results because the current "full fare advertising" rule, as modified by the Department of Transportation in 2012, artificially raises airfares in advertisements and on Southwest.com. This artificial price inflation creates a disincentive to travel by air, especially for leisure travelers who generally expect the taxes to be added at the end of the purchase. When the price of any good or service is artificially inflated, consumers are less likely to buy that good or service. In the aviation industry, such a reduction in demand, no matter how slight, can make the difference in the success of aviation route or market, which in turn impacts the economy and jobs in the travel and tourism sector.

Thank you again for your leadership on this issue, and we look forward to working with you and your colleagues on a bipartisan basis to help secure passage of this important piece of legislation.

Sincerely,

A handwritten signature in blue ink that reads "Ron Ricks". The signature is written in a cursive, flowing style.

Ron Ricks

Copy to: Gary Kelly, Chairman of the Board, President & Chief Executive Officer