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March 31, 2026

Robert E Jordan
President, CEO, & Vice Chairman of the Board

Tony Roach
Executive Vice President Chief Customer & Brand Officer

Southwest Airlines
P.O. Box 36647-1CR
Dallas, Texas 75235

Dear Mr. Jordan & Mr. Roach,

I am contacting you today on behalf of the more than 95,000 members of the Obesity Action Coalition (OAC) and the 100 million people with obesity across the United States, to follow-up on our previous communication regarding changes to your services and to express my concern with the manner in which the updated Customer of Size policy is being implemented.

The OAC is the leading national non-profit dedicated to serving people living with obesity through awareness, support, education and advocacy. Our vision is to create a society where all individuals are treated with respect and without discrimination or bias regardless of their size or weight.

In October 2024, **OAC wrote to Southwest** regarding the announced enhancements to your services, including updating the seating and boarding model. We applauded Southwest for having the most accommodating policy for passengers who need additional space when flying and expressed hope that the implementation of the changes would include the continuation of your Customer of Size (COS) policy.

While we appreciate that Southwest has maintained a version of the COS policy that may allow for a refund of an additional seat, something other airlines do not offer, the reports of customers' experiences of the policy enforcement in the news is troubling and do not reflect Southwest's own Safety and Operational Philosophy.

Most concerning is that there does not appear to be uniform standards for policy enforcement, and the decision is left up to the discretion of employees. In one recent news story, a Southwest spokesperson said Southwest's agents have the "latitude" to determine whether a passenger needs to buy an extra seat. "The policy says that airline staff have the latitude to require the customer to purchase an additional seat if they determine the customer meets the criteria. With the advent of assigned seating, we are working to ensure the comfort and safety of all our customers." **Learn more here.**

“The policy says that airline staff have the latitude to require the customer to purchase an additional seat if they determine the customer meets the criteria.”

I would like to schedule a time to meet with you to offer OAC expertise to help Southwest improve the implementation of the updated COS policy to ensure the comfort and safety of all your customers is delivered in a respectful and dignified manner.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Nadglowski". The signature is stylized and cursive.

Joe Nadglowski,
President and Chief Executive Officer