



Intended Audience: Rockwell Automation Customers

This communication is intended for customers, Rockwell Automation Sales, and Authorized Distributor partners

Subject: Annual Pricing Adjustment for Rockwell Automation products, including recent tariff and materials cost activity

Date: March 05, 2026 – and beyond

Valued Customers,

Thank you for your continued partnership with Rockwell Automation.

As we navigate a rapidly evolving global market, we are implementing necessary pricing adjustments due to global and economic conditions. This letter is intended to provide additional clarity on those pricing adjustments Rockwell Automation will activate in April 2026.

Rockwell Automation Annual Price Adjustment for 2026

Earlier this year, we announced standard pricing updates scheduled to take effect over the weekend of April 5, 2026. Many distributors and customers have already incorporated this information into their systems. We are now requesting an additional update to reflect market pricing impacts.

- **Tariff Updates Impacting Pricing**
Changes to U.S. trade measures have led to updates in applicable tariffs across multiple countries, with some tariffs being removed and other new tariffs being added. As a result, certain costs within the Rockwell Automation portfolio have been impacted, and these changes will be reflected in the April 5, 2026, pricing update.
- **Key Materials Cost Surge - AI Data Centers**
The rapid expansion and construction of AI data centers have driven increases in demand for key materials, including memory, semiconductor components, and critical metals. The resulting supply constraints and cost increases have had a significant impact on our cost structure and are incorporated into the upcoming pricing adjustment.

Rockwell Automation continues to closely monitor developments within the evolving U.S. tariff environment, including the Supreme Court decision and recent announcements from the administration. Our philosophy and approach remain the same – mitigate new tariff changes through continued adjustments in our operations, manufacturing, pricing, and supply-chain actions.

We remain committed to delivering high-quality products, services, and value. If you have questions, please contact your authorized Rockwell Automation distributor or sales representative.

Thank you for your continued trust and partnership.

Your Rockwell Automation Leadership Team

expanding human possibility®