

**Intended Audience: Rockwell Automation Customers**

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

**Subject:** Rockwell Automation response to tariffs for 2025

**Date:** March 14, 2025 – and beyond

Valued Customers,

We appreciate your business and partnership. At Rockwell Automation, we are adapting to a fast-changing global market, particularly dealing with tariff-related cost challenges. In normal operating environments, we typically provide at least 30 days' notice for standard pricing adjustments. However, in the current environment of rapid change, these processes are required to adapt more rapidly. In this dynamic time, we are working to provide transparent pricing adjustments as tariffs are enacted or removed, with adjustments restricted and limited to only the goods and materials impacted by those tariffs.

**Rockwell Automation consolidates price action timing for 2025**

For many months, Rockwell Automation took proactive steps to mitigate the impact of the anticipated U.S. tariffs, including pre-purchasing raw materials and relocating manufacturing of products, however these were not enough to absorb the full expected impact. Now, as tariffs are activated, these create volatile market conditions.

- In February, we announced the consolidation of our regularly scheduled standard quarterly price adjustments into a singular price action for this year. The goal was to drive clarity and visibility to our standard pricing adjustment versus tariff activation or removal. This consolidated Rockwell Automation price action integrated and eliminated the quarterly adjustments for March, June, and September 2025 and became effective early February 2025.
- We do not expect additional standard pricing adjustments in 2025, but this may change if market conditions significantly shift.
- This singular consolidated action allows us to be clear and transparent to any tariff-related price adjustments because we expect volatility through the year. This means that if the U.S. – or any other governments – create, eliminate, or expand new tariffs, the list price adjustments for certain product categories or families will be adjusted accordingly, which includes both increases and decreases.
- We will continue to monitor tariff and trade actions by all countries to ensure compliance with government policy and will continue to take steps to mitigate the impact of tariffs on our customers.

Rockwell Automation continues to work to reduce the volume of tariff-based increases through proactive steps in our operations and manufacturing of products and relocating tariff-impacted products. We are committed to meeting our customer and distributor needs across the globe, minimizing impact where possible, as we balance our business requirements and avoid disruption to the global supply chain.

**Thank you for your valued business and partnership**

We understand that these steps are a departure from our usual practice. Our commitment remains to provide you with the highest quality products, services and experience, and these actions allow us to continue delivering the value you expect. If you have any questions or concerns, please contact your Rockwell Automation authorized distributor or direct Rockwell Automation sales team as needed.

We sincerely appreciate your business and thank you again for your support, understanding, and partnership as we work together to navigate this environment.

Your Rockwell Automation Leadership Team