

February 3rd, 2025

Note: This communication is being sent to Distributor Owners and Principals and Automation Leadership. Please cascade this information as appropriate within your organization.

To: Rockwell Automation Global Distributors

Effective February 1st, 2025, the U.S. Government released new tariffs on materials and goods imported into the United States from the countries of China, Mexico, and Canada. These tariffs included rates of 10% on China imports, 25% on Mexico imports, and 25% on Canada imports. The China tariffs were immediate, while Mexico and Canada were put into a temporary hold for 30 days. Such tariffs, similar to other multinational manufacturers, has immediate and highly material impact on Rockwell Automation's product portfolio at either a subcomponent, finished good, and/or supply chain level.

Rockwell Automation has been working diligently to mitigate, minimize, and absorb the impact of such tariffs and the efforts will continue throughout 2025. Unfortunately, given the immediacy, scope, and magnitude of these new tariffs, combined with the uncertain duration and potential expansion, we must now take immediate action to address this instant change in the business environment.

Effective February 1st, 2025 Rockwell Automation will take two actions. First, a 1.5% List Price adjustment to a subset of the Rockwell Automation portfolio (list of affected Price Group Codes attached) will be implemented. If the U.S. Government eliminates, expands, or adjusts tariffs, this specific list price adjustment per Price Group Code will adjust accordingly. Unfortunately, this list price adjustment is non-negotiable. Second, the quarterly standard price adjustments for March 2025, June 2025, and September 2025 (collectively also known as "APA") will be consolidated and incorporated into this February 1st action. This action's purpose is to eliminate any standard price changes in the coming quarters to allow future price actions, per tariffs of any country, to be clean, clear, and isolated. This allows for ease of managing future tariff removals or additions. Although this value will vary significantly by product, lifecycle, inflationary impact, and other market factors, the overall amount will be approximately a 3% additional increase. Again, both noted actions are effective immediately.

Relative to system updates, these list price changes have been staged and data for distributor download in the APA/MMA App will occur over the coming business days. For those who currently use IDW for data loading, it may take IDW some time to load their systems. As a result, it is suggested distributors use the APA/MMA App for data loading, as it will be the most current with system updates. For questions, please contact Dustin Baker at dustin.baker@rockwellautomation.com.

Rockwell Automation will continue to monitor tariff and trade actions by all governments, assuring our compliance with government policies as well as vigilance in minimizing impact to our customers.

For continued news and information on tariffs: US Trade Representative website: <https://ustr.gov>.

Best Regards,



David Bassett
Vice President, Global Revenue Management
Rockwell Automation

PGCs adjusted Globally in All Countries relative to February 1st 2025 Actions:

Tariff Based Portion of Feb 1 2025 Special Price Action	
Price Group Code (PGC)	All Countries List Price Adjustment
017 - PF755: 250-400kW, 400V, Frame 8	1.5%
018 - PF755: 350-650HP, 480V, Frame 8	1.5%
019 - PF755: 350-650HP, 600V, Frame 8	1.5%
020 - PF755: 250-400kW, 690V, Frame 8	1.5%
021 - PF755: 500-850kW, 400V, Frame 9	1.5%
022 - PF755: 700-1250HP, 480V, Frame 9	1.5%
023 - PF755: 700-1250HP, 600V, Frame 9	1.5%
024 - PF755: 500-850kW, 690V, Frame 9	1.5%
025 - PF755: 1000-1250kW, 400V, Frame 10	1.5%
026 - PF755: 1500-1800HP, 480V, Frame 10	1.5%
027 - PF755: 1500-1800HP, 600V, Frame 10	1.5%
028 - PF755: 1000-1250kW, 690V, Frame 10	1.5%
254 - 100/104-C: Contactors, 30-37A, AC	1.5%
255 - 100/104-C: Contactors, 43A, AC	1.5%
256 - 100/104-C: Contactors, 60-85A	1.5%
277 - 194R: Switches, Enclosed	1.5%
278 - 194R: UL Disc. Switches	1.5%
318 - NEMA Safety Switches	1.5%
320 - NEMA Combination Starters	1.5%
322 - NEMA Pump Panels	1.5%
336 - NEMA Accessories	1.5%
367 - 7-Class Options and Accessories	1.5%
402 - PF753: 7.5-22KW, 400V, Frames 2,3	1.5%
403 - PF753: 30-55KW, 400V, Frames 4,5	1.5%
404 - PF753: 75-132KW, 400V, Frame 6	1.5%
412 - PF753: 160-250KW, 400V, Frame 7	1.5%
421 - PF753: 10-30HP, 480V, Frames 2,3	1.5%
424 - PF753: 40-75HP, 480V, Frames 4,5	1.5%
446 - Spare Parts - PF Architecture Class	1.5%
456 - PF753: 100-200HP, 480V, Frame 6	1.5%
457 - PF753: 250-350HP, 480V, Frame 7	1.5%
465 - Custom or Proprietary 7-Class Drives	1.5%
469 - Pkg. Liquiflow for Carrier	1.5%
470 - Pkg. Liquiflow for Trane	1.5%
542 - 1734: Point I/O	1.5%
631 - 440T: Trapped Key Interlocks	1.5%
718 - PF755: 7.5-22KW, 400V, Frames 2,3	1.5%
719 - PF755: 30-55KW, 400V, Frames 4,5	1.5%
720 - PF755: 75-132KW, 400V, Frame 6	1.5%
755 - PF755: 160-250KW, 400V, Frame 7	1.5%
771 - PF755: 10-30HP, 480V, Frames 2,3	1.5%
772 - PF755: 40-75HP, 480V, Frames 4,5	1.5%
773 - PF755: 100-200HP, 480V, Frame 6	1.5%
774 - PF755: 250-350HP, 480V, Frame 7	1.5%
798 - 100/104-C: Contactors, 23A, AC	1.5%
808 - Liquid Cooled Heat Exchanger and Access.	1.5%
837 - 100/104-C: Contactors, 23A, DC	1.5%
839 - 100/104-C: Contactors, 30-37A, DC	1.5%
840 - 100/104-C: Contactors, 43A, DC	1.5%
852 - 100/104-C: Contactors, 60-85A, DC	1.5%
917 - Managed Switch SFP Products	1.5%
919 - 100/104-C/R: Contactors, 16A, AC	1.5%
920 - 100/104-C/R: Contactors, 9A, AC	1.5%
932 - 700-CF/R: Control Relays AC	1.5%
933 - 700-CF/R: Control Relays DC	1.5%
941 - 100/104-C/R: Contactors, 12A, AC	1.5%
942 - 100/104-C/R: Contactors, 9A, DC	1.5%
943 - 100/104-C/R: Contactors, 16A, DC	1.5%
944 - 100/104-C/R: Contactors, 12A, DC	1.5%
945 - 194R: Handles	1.5%
963 - Modified Industrial Control Products	1.5%
974 - Stratix 4000 Connectivity Products	1.5%
01B - PF755: 25 HP - 50 HP, 600V, Frames 4,5	1.5%
02B - PF755: 60 HP - 150 HP, 600V, Frame 6	1.5%
03B - PF755: 200 HP - 300 HP, 600V, Frame 7	1.5%
04B - PF755: 7.5 kW - 15 kW, 690V, Frame 6	1.5%
05B - PF755: 18.5 kW - 45 kW, 690V, Frame 6	1.5%
05G - PF755: 0.5-5HP, 240V, Frame 1	1.5%
06B - PF755: 55 kW - 132 kW, 690V, Frame 6	1.5%
06G - PF755: 0.5-15HP, 240V, Frame 2,3	1.5%
07B - PF755: 160 kW - 250 kW, 690V, Frame 7	1.5%
07F - 140G: MCCB Operators	1.5%

Tariff Based Portion of Feb 1 2025 Special Price Action	
Price Group Code (PGC)	All Countries List Price Adjustment
07G - PF755: 20-30HP, 240V, Frame 4,5	1.5%
08G - PF755: 40-100HP, 240V, Frame 6	1.5%
09G - PF755: 125-200HP, 240V, Frame 7	1.5%
09H - ITRAK 5730	1.5%
10K - PowerFlex 755TS XT FR1-3	1.5%
11K - PowerFlex 755TS XT FR4-6	1.5%
12K - PowerFlex 755TS XT FR7	1.5%
13J - NEMA Relays, Safety Relays and Timers	1.5%
14H - NEMA Pressure & Temperature Switches	1.5%
15J - NEMA Lighting Vacuum Contactors & Strts	1.5%
16H - 1494-400AMP Disconnect & Variable Disc.	1.5%
17J - Class I Div 2 and Specialty Push Buttons	1.5%
17K - 6181X: Hvy Ind Computer	1.5%
18J - Modular and Pre-assembled Tower Lights	1.5%
20G - Anorad Legacy and ETO	1.5%
22J - LDCIron Core Linear Servo Motors	1.5%
23H - SMC-FLEX, Enclosed	1.5%
23J - LDL Ironless Linear Servo Motors	1.5%
26H - NEMA Enclosed Starters & Accessories	1.5%
40J - 1715: Redundant I/O	1.5%
41F - Stratix 5400 Managed Ethernet Switches	1.5%
42J - Stratix 5800 Modular Managed Switches	1.5%
47H - NEMA Contactors & Starters	1.5%
48H - IEC Enclosed Starters & Accs.	1.5%
51E - Stratix 2000 Unmanaged Switches	1.5%
55J - Interface Modules, Wiring Systems	1.5%
56F - 30-100 AMP Universal Disconnect Switch	1.5%
59G - 600 AMP Universal Disconnect Switch	1.5%
61E - Trusted Products	1.5%
61F - Legacy Drives	1.5%
63H - Kinetix 5700 Servo Drives	1.5%
65D - PF750: MD IGBT Power Str, 400-480V, IP00	1.5%
68H - PF755T Frame 5	1.5%
69H - PF755T Frame 6	1.5%
70H - PF755T Frame 7	1.5%
71A - Stratix 5200/5700 Managed Switches	1.5%
71E - AAdvanced Processors & I/O	1.5%
71H - PF755T Frames 8 - 10	1.5%
72H - PF755T Frames 11-15	1.5%
73E - AAdvance Software	1.5%
76E - PanelView Plus 7 Performance 7" - 12"	1.5%
77E - PanelView Plus 7 Performance 15" - 19"	1.5%
78D - PowerFlex 750 MultiDr Drive Spare Parts	1.5%
79G - PowerFlex 755TS FR1-3	1.5%
80G - PowerFlex 755TS FR4-6	1.5%
81G - PowerFlex 755TS FR7	1.5%
82G - PowerFlex 755TS FR7A	1.5%
87A - PF753: 0.75 kW - 7.5 kW, 400V, Frame 1	1.5%
88A - PF753: 1 HP - 10 HP, 480V, Frame 1	1.5%
88J - MagneMover Lite	1.5%
89A - PF755: 0.75 kW - 7.5 kW, 400V, Frame 1	1.5%
89J - QuickStick	1.5%
90A - PF755: 1 HP - 10 HP, 480V, Frame 1	1.5%
91A - PF753: 1 HP - 20 HP, 600V, Frame 3	1.5%
92A - PF753: 25 HP - 50 HP, 600V, Frames 4,5	1.5%
93A - PF753: 60 HP - 150 HP, 600V, Frame 6	1.5%
93E - Kinetix 5700 Accessories	1.5%
93H - Stratix 2500 Lightly Managed Switches	1.5%
94A - PF753: 200 HP - 300 HP, 600V, Frame 7	1.5%
94E - NEMA Comb Starters Haz Loc	1.5%
95A - PF753: 7.5kW - 15 kW, 690V, Frame 6	1.5%
95F - PF753: 0.5-5HP, 240V, Frame 1	1.5%
96A - PF753: 18.5 kW - 45 kW, 690V, Frame 6	1.5%
96E - NEMA Cont & Starters Haz Loc	1.5%
96F - PF753: 0.5-15HP, 240V, Frame 2,3	1.5%
97A - PF753: 55 kW - 132 kW, 690V, Frame 6	1.5%
97F - PF753: 20-30HP, 240V, Frame 4,5	1.5%
97J - ITRAK 5750	1.5%
98A - PF753: 160 kW - 250 kW, 690V, Frame 7	1.5%
98F - PF753: 40-100HP, 240V, Frame 6	1.5%
99A - PF755: 1 HP - 20 HP, 600V, Frame 3	1.5%
99F - PF753: 125-200HP, 240V, Frame 7	1.5%

PGCs adjusted in USA, Mexico, and Canada only relative to February 1st 2025 Actions:

Tariff Based Portion of Feb 1 2025 Special Price Action	
Price Group Code (PGC)	USA, Mexico, & Canada Only List Price Adjustment
212 - DIN Rail Receptacles	1.5%
224 - Cables, Wiring Systems	1.5%
229 - 800FM: Illum PBs/Mush, Non-Illum Mush	1.5%
231 - 800F: Miscellaneous	1.5%
232 - 800FM: Illuminated Selector Switches	1.5%
323 - 800H: NEMA Push Buttons, Type 7&9	1.5%
330 - NEMA Push Buttons, 800T Type 4/13	1.5%
331 - NEMA Push Buttons, 800H Type 4/4X/13	1.5%
408 - 4-Class Options and Accessories	1.5%
645 - 879/888/889/898: Std Connection Systems	1.5%
820 - 800FP: Incandescent Models/Selector Jog	1.5%
821 - 800F: LED Modules/Replacement Bulbs	1.5%
822 - 800FP: Legnd Frame/Plate, Rplmt Lens/Key	1.5%
823 - 800FP: POTS/III-Mushr/Contact Blocks	1.5%
824 - 800FP: Illum PBs/Mush, Non-Illum Mush	1.5%
825 - 800FP: Key SS/Non-III Mult/PBs/Reset	1.5%
826 - 800FP: Non-III SS/Pilot Lights/Rods	1.5%
827 - 800FP: Illum Selector Sw/E-Stop Legends	1.5%
828 - 800F: Accessories	1.5%
829 - 800F: Key SS/Non-III Mult/PBs/Reset/Togl	1.5%
830 - 800FM: Non-III Selctr Swtch/Pilot Lights	1.5%
14J - 1492 NEMA Terminal Blocks & Accessories	1.5%
18G - NEMA Space Saving Contactors Size 4 to 8	1.5%
65H - 1485: DeviceNet Media	1.5%