

Intended Audience: Rockwell Automation Customers

This communication is intended for customers and Authorized Distributor partners

Subject: Rockwell Automation response to tariffs and global business conditions for 2025

Date: May 5, 2025 – and beyond

Valued Customers,

The broad-ranging global effects of tariffs have a significant impact on our industry. The U.S. tariffs on foreign goods and the tariffs other countries impose on U.S. goods has created a highly dynamic environment that, as we have seen, can vary with day-to-day or week-to-week changes.

As a U.S. headquartered leader in industrial automation, we have significant manufacturing capabilities globally, with plans to continue developing and adding even more manufacturing in America.

Please know our Rockwell Automation team and our distribution partners have the experience and expertise to support you and help keep your business running during times of challenge and uncertainty. Rockwell has successfully navigated varied market situations since the early 1900s. Now and for the future – together with our partners – we bring significant strength and capability to today's tariff situation.

Driving transparency in pricing, with an approximately 30-day notice for any tariff-related price action

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-related price changes. This consolidated price action integrated and eliminated the quarterly adjustments previously planned for March, June, and September 2025, and became effective early February 2025.

Since February, we have also applied specific, targeted tariff-related price changes in response to tariffs implemented by the U.S. and other governments. Considering the continuing dynamic situation, we are transitioning to an approximately 30-day notice on tariff-related price increases or decreases for standard products. We heard your feedback and want to best support you with clarity at measured increments through this dynamic time.

Rockwell Automation continues to work to reduce tariff-based price increases through proactive steps in our operations and manufacturing, including the following strategic supply chain actions.

Representative supply chain actions – as of April 28, 2025

- **Manufacturing and components:**
 - We are leveraging our redundant manufacturing capabilities (using a variety of production locations globally) and our diverse supplier network. Together, these give us the flexibility to produce our products in multiple locations, with the goal of reducing the impact of tariffs.
- **Trade Compliance:**
 - We are utilizing foreign trade zones (FTZs) as a pass-through for materials/products.

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- We are leveraging Free Trade Agreements globally, such as the United States-Mexico-Canada Agreement (USMCA), Mercosur in Latin America, and the European Union–Singapore Free Trade Agreement (EUSFTA).
- We are expanding products that qualify for Free Trade Agreements.
- We are adding compliance support resources.
- **Sourcing and materials:**
 - We are reviewing supplier footprints to align to long-term strategies.
 - We have strategically imported a variety of materials, which helped delay the need for price increases.
 - We are continuing to create design changes to advance our component resiliency.

Where to find the latest information about tariffs

We are focused on delivering the best customer experience and helping you plan your business effectively, and we are committed to remaining transparent during this dynamic situation. As there are new developments, please continue to work with your Rockwell account manager for the latest information. We remain confident that in working together, our global footprint positions us for mutual success. Thank you for trusting in us.

We appreciate your continued support and partnership.

Bob Buttermore

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