



To our valued customers: Information regarding pricing updates and tariff-related developments

The global impact of tariffs continues to affect our industry significantly. U.S. tariffs on imported goods – and reciprocal tariffs from other countries – have created a dynamic and ever-changing situation that can shift from week to week.

As a U.S.-based company with strong global operations, Rockwell Automation has extensive manufacturing capabilities around the world – and we continue to expand our manufacturing footprint in the United States.

Together with our distribution partners, we are here to support you and help keep your business running – even in uncertain times. Rockwell Automation has successfully navigated shifting market conditions since the early 1900s, and today, with our trusted partners, we bring the strength and expertise to manage the current tariff challenges.

Increased transparency and advance notice of pricing changes

In February, we consolidated our previously scheduled quarterly price adjustments into a single price action for 2025. The goal was to provide greater clarity and distinguish between standard price adjustments and tariff-related changes. This consolidated adjustment replaced the planned pricing updates for March, June, and September and took effect in early February.

Since then, we have implemented targeted pricing changes in response to tariffs enacted by the U.S. and other governments. To better respond to ongoing developments – and based on your feedback – we are now moving to an approximate 30-day notice period for any future tariff-related price increases or decreases on standard products. Our aim is to support you with transparency and predictability during this dynamic time.

How we are actively working to reduce the impact of tariffs

Rockwell Automation is taking several strategic steps across our supply chain to minimize the need for price increases, including:

Manufacturing and components

We are leveraging our global manufacturing network and diverse supplier base to maintain production flexibility and reduce exposure to tariffs.

Trade compliance

We are utilizing Foreign Trade Zones (FTZs) to streamline the handling of materials and products.

We are making full use of global Free Trade Agreements, including the United States–Mexico–Canada Agreement (USMCA), Mercosur in Latin America, and the EU–Singapore Free Trade Agreement (EUSFTA).

We are expanding the range of products that qualify under these agreements.

We are strengthening our compliance support resources.

Sourcing and materials

We are reviewing supplier networks to align with long-term sourcing strategies.

We have strategically imported materials to help delay the need for price adjustments.

We continue to implement design changes that improve the resilience of our components.



Rockwell Automation letter to customers regarding price adjustments
Our response to tariffs and global business conditions in 2025

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