August 6, 2026

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

On July 24, the U.S. Government's tariffs under Section 122 of the 1974 Trade Act expired. As the expiration occurred, the U.S. Government activated new tariffs under Section 301 with 60 countries at rates of 10% and 12.5%. As these new tariffs create significant tariff cost increases in countries that now have the 12.5% rate applied (versus the 10% rate of Section 122), Rockwell Automation will be activating a list price adjustment on the specific portfolio areas that are affected by these increased rates.

In addition to the tariff-based changes, there have also been continued extraordinary cost surges in memory, semiconductive electronic components, and printed circuit boards across the market primarily driven by the supply pressures generated by global AI Data Center demand. Rockwell Automation, along with the rest of the market, has had material cost impact from these changes and will be activating varied price adjustments to specific portfolio areas.

Effective September 06, 2026, there will be a List Price adjustment on a subset of the Rockwell Automation portfolio. An overview of these changes was communicated in a Distributor Operations Special Action Call held earlier this week, and a recording and reference materials are available.

Should the U.S. Government further remove, expand, or modify these tariffs, Rockwell Automation will adjust List Prices for the affected PGCs accordingly. As governments may enact and retract these tariffs over time, this list price adjustment is non-negotiable to minimize the increase and allow for ease of removal when needed.

Relative to system updates, these list price changes are staged and data for distributor download is available in the APA/MMA App. For those who currently use IDEA for data loading, it may take IDEA an additional 1 to 2 weeks to update the IDEA system. As a result, it is suggested distributors use the APA/MMA App for data loading, as it will be the most current and most rapid source of data for system updates. For questions, please access the APA/MMA App or contact Dustin Baker of the GRM Global List Price Management Group 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
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Rockwell Automation