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Newsweek®

**"Manufacturers Looking for a
Competitive Edge Are Discovering
That Two Words Can Open Up
a World of Possibilities:**

Rockwell Automation."

Jodie K. Hore

PRÉSIDENT AND CHIEF OPERATING OFFICER
ROCKWELL AUTOMATION





“Creating the world’s most successful customers is no small feat — but it’s one we’re more than prepared to accomplish.”



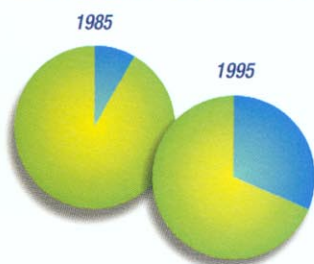
In a global economy, size is extremely important. To be successful, a business must achieve a certain critical mass in order to provide the infrastructure necessary to support its customers. Through selective acquisitions, this mass can be obtained and organized in a way that accelerates growth, and at the same time, provides stability in today’s turbulent business environment.

A decade ago, in a strategic move to diversify its business base, Rockwell acquired Allen-Bradley. A simple act, yet it would prove to be the beginning of Rockwell’s aggressive and successful entry into the world of industrial automation.

Adept at leveraging individual strengths to create powerful synergies, Rockwell continues to add to its automation team. In fact, over the past 10 years, Rockwell has invested nearly US\$2 billion in acquisitions and mergers. Bringing on board well-known brands such as Reliance Electric, ICOM and Dodge. Leading brands that maintain their individual identities, core beliefs and values, but that now join Allen-Bradley under the Rockwell Automation banner.

Today, Rockwell Automation — a US\$4 billion organization — is a world leader in its field. It’s an organization that offers a greater breadth and depth of products and global support services. And one that provides customers with an enhanced global network of flexible systems solutions. Creating a total customer-responsive environment.

Automation as a % of Rockwell Sales



A decade after its Allen-Bradley acquisition, automation is one of Rockwell’s fastest growing businesses.

One of Rockwell’s fastest growing businesses, Rockwell Automation is committed to building the world’s most successful customers. And while that’s certainly no small feat, it’s one we’re more than prepared to accomplish. I invite you to read on, to learn more about Rockwell Automation and what we’re currently doing to help you sharpen your competitive edge.

PRESIDENT AND CHIEF OPERATING OFFICER
ROCKWELL AUTOMATION



We've Assembled a Portfolio of Leading Brands Whose Synergies Provide Greater Customer Value.



As today's business world becomes more competitive and customer needs more complex, manufacturers are looking for ways to enhance their existing capabilities. Through a series of strategic business moves, Rockwell has been able to do just that.

Since its acquisition of Allen-Bradley in 1985, Rockwell has made substantial investments in order to add other leading brands to the fold. Brands that now work under the banner of Rockwell Automation. Today, this US\$4 billion organization is a leader in its field.

A Flexible Systems Solutions Delivery Network

Despite our growing strengths, we realize that no one company has all the answers. That to create a total customer-responsive environment, we must add to our own internal capabilities.

Toward that end, we've gathered together a team of professionals from outside our organization, creating one of the most flexible, comprehensive systems solutions

A Family of Leading Brands

 Allen-Bradley A global leader in industrial controls and systems with more than 350,000 product variations.	 RELIANCE ELECTRIC Offers an additional 150,000 motor- and control-based automation solutions.	 DODGE Leading supplier of mechanical power transmission equipment.	 sprecher+schuh A key European supplier of low-voltage control.
 Electro-Craft Servo motors, drives and controls for precise motion control.	 DataMyte The leader in data collection and quality analysis solutions.	 KATO Wide range of industrial alternators and generators.	 ROCKWELL SOFTWARE Offers a comprehensive line of programming, MMI and communications software solutions.

delivery networks available. Global in scope, our network includes more than 600 authorized system integrators, provides global OEM support, licenses technology to 150-plus manufacturers and offers a host of strategic alliances with such leading-edge companies as Microsoft, Hewlett-Packard, IBM, Foxboro and Honeywell.

A Keen Focus on the Future

The future of automation is alive and well. And because of our connection with Rockwell, we have the resources needed to explore the world's most advanced technologies.

From financial backing to direct access to the world-renowned

Rockwell Science Center, we're well-positioned to provide you with innovative automation solutions. Solutions that capitalize on current trends, resulting in a portfolio of leading-edge, easily integrable solutions. Solutions designed to carry you into the 21st Century and beyond.

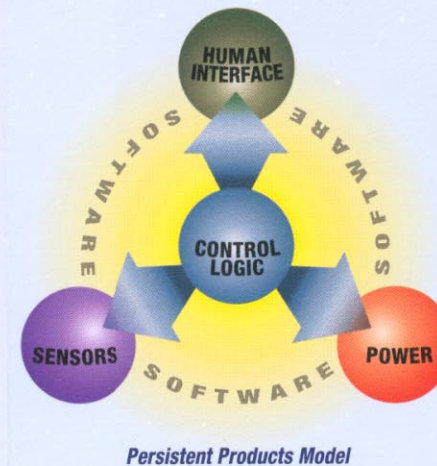
In addition to researching and developing new technologies, we're also investigating new ways to leverage existing technology. Looking into areas such as neural networks, highly distributed control, motor and drive integration, adaptive control, imaging devices, superconducting motors and electronic packaging.

A Portfolio of Quality Products

The end result is a comprehensive line of quality automation products and services designed to take you

from control to final connection to the load. A portfolio of leading-edge products manufactured in plants that are ISO 9000 registered. And adhere to the strictest of industry standards, including Europe's new CE Mark directives.

Maintaining the quality and reliability you've come to expect from our brand names, Rockwell Automation solutions are based on the fundamental building blocks of automation — core control technologies that acknowledge the migration of intelligence to end devices and recognize the important role of software. And it's in these key areas that we're concentrating product research & development.



A Wealth of Global Support

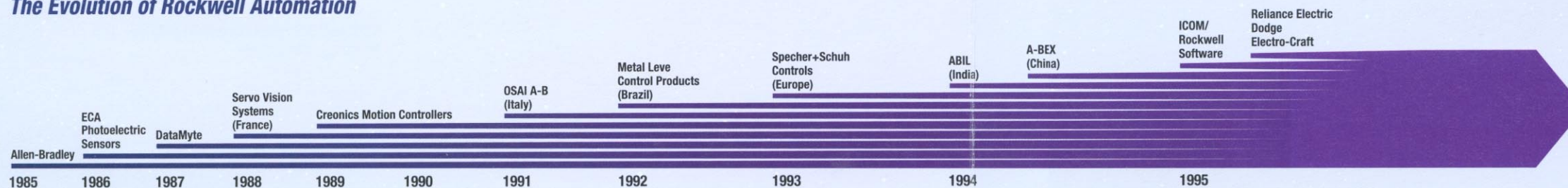
Not only have we increased our product offerings, we've also increased our support capabilities. From technical support to technical training. From field service and engineering to remanufacturing and exchange services. In fact, one in every five Rockwell Automation employees is in the field, directly charged with serving our customers' particular needs — anywhere, anytime.

A Firm Commitment

To become the world leader in industrial automation, we must first create the world's most successful customers. And it's the dynamics of our organization that will allow us to turn our vision into reality.

To learn more about Rockwell Automation, the exciting changes in our company and how they work to your benefit, call 1-800-223-5354, extension 0189, and request a copy of Rockwell's 1995 Annual Report. Contact your local Allen-Bradley sales and support office. Or contact Rockwell Automation Headquarters at 1-414-382-2000.

The Evolution of Rockwell Automation



We could have named ourselves:

Allen-Bradley—DataMyte—Sprecher+Schuh—Rockwell Software—Reliance Electric—Dodge Power Transmission—Kato Engineering—Electro-Craft, Inc.

But we opted for a more fitting solution:

 **Rockwell** Automation

Chances are you're already familiar with most of our brand names. But what you may not know is the organization behind all those names: Rockwell Automation. Starting with the acquisition of Allen-Bradley, Rockwell has been bringing leading automation brands together for more than ten years. Today we're a US\$4 billion business with 25,000 employees in 74 countries.

Providing customers access to some of the most advanced technologies the world has to offer. Along with an unyielding commitment to customer service — a commitment that's put us one step closer to becoming the global leader in industrial automation. If you're looking for an automation supplier, consider your options and then ask for one of our best brands — by name.