

August 12, 2025

**Subject: FEA ACDR & HMI Price Surcharge Announcement**

**Dear Fuji Electric Customers and Distributors,**

First, we very much appreciate your continued business with AC Drives & HMIs at Fuji Electric Corp. of America (FEA)

President Trump signed an Executive Order determining that certain tariff rates, which were initially set to expire in July, have now expired as of August 1, 2025. The Administration also sent tariff letters to many countries informing them of their new reciprocal tariff rates, which took effect on August 1, 2025. Fortunately, Thailand successfully negotiated a reduction in US Import tariffs from an initially threatened 36% down to 19%, effective August 1, 2025. Considering the new rate of 19%, we must make adjustments to account for the increased tariffs.

Effective October 1<sup>st</sup>, 2025, Fuji will apply a line-item surcharge to orders placed after October 1, 2025, in the amount of 6.5% of the product list price. This will apply to all products that are produced in Thailand. FRENIC Mini, FRENIC Ace, & FRENIC Mega G2 Products as well as associated Parts & Options.

For the Fuji Electric Products produced in Japan, the line-item surcharge shall be 5% of the product list price. These products are the Monitouch HMIs.

These surcharges are subject to change depending on new reciprocal tariff duty negotiations and are applicable to AC Drives & HMI products only. FEA supplies various component products, so if you have other FEA products, please contact the appropriate department. Those can be found on our website, [www.americans.fujielectric.com](http://www.americans.fujielectric.com)

We appreciate your understanding and thank you for your continued cooperation and support. Should you have questions regarding price adjustment, please direct those to my attention at 346-314-8654.

Sincerely,



Joseph Halliday  
General Manager / ACDR & HMI