

ROCKWELL AUTOMATION INC  
Form DEFA14A  
December 21, 2007

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

**SCHEDULE 14A**

**(Rule 14a-101)**

**INFORMATION REQUIRED IN PROXY STATEMENT**

**SCHEDULE 14A INFORMATION**

**PROXY STATEMENT PURSUANT TO SECTION 14(a) OF THE**

**SECURITIES EXCHANGE ACT OF 1934**

**(AMENDMENT NO. \_\_ )**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

**Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to Section 240.14a-11(c) or Section 240.14a-2.

**Rockwell Automation, Inc.**

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(Name of Registrant as Specified In Its Charter)

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(Name of Person(s) Filing Proxy Statement, if other than Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-12.

(1) Title of each class of securities to which transaction applies:

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(2) Aggregate number of securities to which transaction applies:

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(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):

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(4) Proposed maximum aggregate value of transaction:

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(5) Total fee paid:

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.. Fee paid previously with preliminary materials.

.. Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

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(2) Form, Schedule or Registration Statement No.:

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(3) Filing Party:

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(4) Date Filed:

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**Important Notice Regarding the Availability of Proxy Materials for the Shareowner Meeting to be held on February 6, 2008**

*This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting.*

The following materials are available for view:

**Annual Report and Form 10-K**                      **Notice of Annual Meeting and Proxy Statement**  
To view this material, have the 12-digit Control #(s) available and visit: [www.investorEconnect.com](http://www.investorEconnect.com)

If you want to receive a paper or e-mail copy of the above listed documents you must request one. There is no charge to you for requesting a copy. To facilitate timely delivery please make the request as instructed below on or before January 23, 2008.

To request material: **Internet:** [www.investorEconnect.com](http://www.investorEconnect.com)      **Telephone:** 1-800-579-1639                      **\*\*Email:** [sendmaterial@investorEconnect.com](mailto:sendmaterial@investorEconnect.com)  
\*\*If requesting material by e-mail please send a blank e-mail with the **12 Digit Control# (located on the following page)** in the subject line.

Requests, instructions and other inquiries will NOT be forwarded to your investment advisor.

**ROCKWELL AUTOMATION, INC.**

**Vote In Person**

*ROCKWELL AUTOMATION, INC.  
1201 SOUTH SECOND STREET  
MILWAUKEE, WI 53204*

All shareowners may vote in person at the Meeting. An admission card (or other proof of stock ownership) is required for admission to the Meeting. Please check the meeting materials for any special requirements for meeting attendance. At the Meeting you will need to request a ballot to vote these shares.

**Vote By Internet**

To vote *now* by Internet, go to [WWW.PROXYVOTE.COM](http://WWW.PROXYVOTE.COM). Use the Internet to transmit your voting instructions and for electronic delivery of information up until 11:59 P.M. Eastern Time on February 5, 2008. Have your notice in hand when you access the web site and follow the

instructions.

The Annual Meeting for holders as of December 10, 2007

is to be held on February 6, 2008 at 10:00 a.m., CST

at: The Pfister Hotel  
424 East Wisconsin Avenue  
  
Milwaukee, Wisconsin 53202

**To obtain directions to attend the Annual Meeting and vote  
in person, please call Shareowner Relations at  
+1-414-382-8410.**

**Voting items**

**The Board of Directors recommends a vote FOR**

**each of the Nominees listed below.**

(A). To elect as directors of Rockwell Automation, Inc. the nominees listed below:

**NOMINEES:**

01) Bruce M. Rockwell

02) Joseph F. Toot, Jr.

**The Board of Directors recommends a vote FOR**

**proposals B and C.**

(B). To approve the selection of Deloitte & Touche LLP as the Company's independent registered public accounting firm.

(C). To approve the Rockwell Automation, Inc. 2008 Long-Term Incentives Plan.

In their discretion, the proxies are authorized to vote upon such other business as may properly come before the meeting.

