



Hello there,

Welcome to the very first edition of the FireFly newsletter!

We're excited to kick off this new chapter and bring you monthly updates packed with product tips, new features, and behind-the-scenes insights from the field. Whether you're operating a harvester, managing AMP mowers, or just following FireFly innovation, we're thrilled to have you along for the ride!

Featured News



Classic fairway stripes made easy — now offering 50/50 mowing patterns!

By popular demand, QuickPlan™ now supports 50/50 path generation. With just a few clicks, create alternating mow directions that split your turf into two crisp, clean halves — delivering that classic fairway look.

[LEARN MORE](#)

Protect your investment! Use genuine FireFly parts or FireFly-recommended components to keep your machines running at their best.

Every part has a purpose. We ensure it does its job better and lasts longer, so your machine stays reliable season after season.

[LEARN MORE](#)

We're getting closer to you!

Faster response times, more expert help nearby, and dedicated AMP support. See how FireFly is growing our team and resources to keep your machines running smoothly no matter where you are or what FireFly machines you manage.

[LEARN MORE](#)

On the Horizon

Master the Future of Fairway Maintenance

Join us on Wednesday, August 6th from 3:00 - 3:30 PM MDT for a free **webinar:** *Master the Future of Fairway Maintenance.*

Discover why superintendents and agronomists alike are bullish on robotic fairway mowers:

- Reduce operating costs
- Solve labor challenges & free up your team
- Elevate course conditions & appearance

FIREFLY
AUTOMATIX

WEBINAR:

**The Future Of
Fairway
Maintenance**

RESERVE YOUR SEAT

*"If you want to be
smart and look
towards the
future...This is what
you want to do."*

Jason Jung
SUPERINTENDENT: DEL MAR C.C.

The graphic is a vertical rectangular poster with a blue background. At the top is the Firefly Automatrix logo. Below it is a yellow box with the word 'WEBINAR:' in black. The main title 'The Future Of Fairway Maintenance' is in large white letters. Below the title is another yellow box with 'RESERVE YOUR SEAT' in black, with a white hand cursor icon pointing at it. In the center is a blue and yellow robotic fairway mower. At the bottom is a photo of Jason Jung, a man in a blue cap and jacket, with a quote in white text above him. His name and title are at the bottom left.

Want more frequent news and updates?

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