

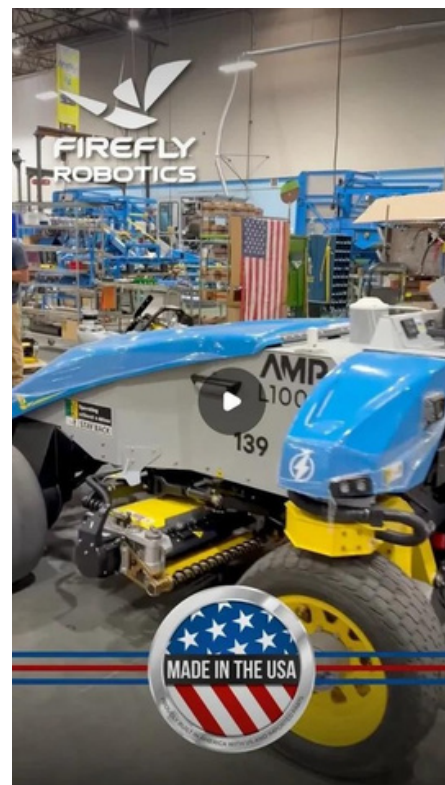


PRECISION TURF ROBOTICS NEWSLETTER

This July, we're celebrating the USA's 250th birthday alongside a major milestone of our own — FireFly has now mowed more than 100,000 acres autonomously. It's a season full of highlights, from another pro-golf tournament appearance to a brand-new training resource for ProSlab IQ™ operators. Read on for the latest from FireFly Robotics and our growing community of customers and partners around the world.

American-made, American Innovation

As the United States marks its 250th birthday this year, we're proud to be part of that legacy of American innovation. Every FireFly machine, from our AMP autonomous mowers to our ProSlab and R300 harvesters, is designed and built in-house at our Salt Lake City facility, carrying on more than 50 years of Utah sod industry expertise. See inside our production [here](#).



Autonomous Acres Mowed by Machine

July 22, 2026

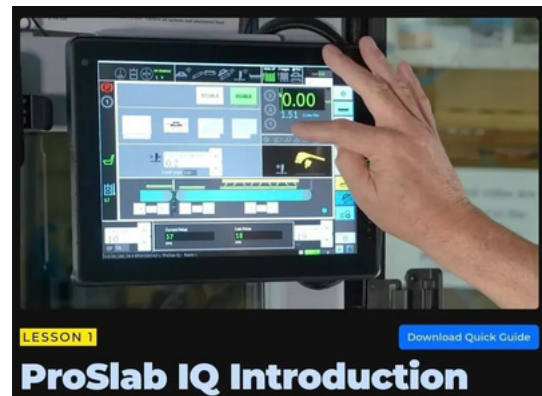


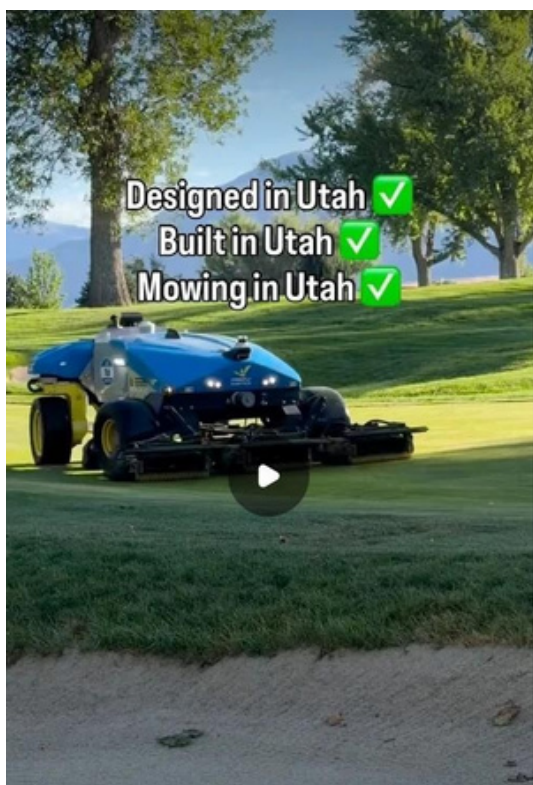
100,000 Acres of Autonomous Mowing

FireFly Robotics has officially surpassed 100,000 acres of autonomous fairway mowing, and that number is climbing fast. With new AMPs deploying every week and golf courses across North America relying on them daily, autonomy isn't just an experiment anymore — it's becoming the trusted standard for elevated course conditions.

Free ProSlab IQ Training Course

With ProSlab IQ™ now available, FireFly has put together a free, self-paced training course to help operators get up to speed quickly and confidently. The course walks through the redesigned home screen, new graphical icons, the simplified Global Home process, and the everyday settings operators rely on to produce the best possible pallets — everything you need to feel at home in the new interface. [Start the free course.](#)





Autonomous Mowing at KFT's Utah Championship

This week, FireFly's AMP is maintaining six fairways at Ogden Golf and Country Club during the Utah Championship, a Korn Ferry Tour stop celebrating its 35th anniversary. Each morning before play, the electric AMP quietly mows a precise 50/50 pattern without a driver, bringing autonomous turf technology in front of tour players and fans once again. Tune in to Golf Channel to watch!

Autonomous Path Linking in Action, Gator Creek Golf Club

Gator Creek's Jim Kortas shares how his team runs two AMP autonomous mowers across his club's eighteen holes, with Path Linking now handling the transitions between the Florida fairways. What used to require an operator manually driving each mower from hole to hole now happens with a single button press, freeing that operator to tackle another task, like mowing collars or spot spraying. Read the article and watch the full video [here.](#)



First AMP in Georgia, Berkeley Hills Country Club

Superintendent Jack Willhite walks through his experience running the first FireFly AMP autonomous fairway mower in Georgia. With no operators, no diesel, and no hydraulic leaks to worry about, a single overnight charge covers all 18 acres of fairways in one run, and routine maintenance stays simple thanks to a warranty-backed electrical system. Watch Jack's YouTube video [here.](#)



NG Turf Hosts the Secretary of Agriculture

FireFly customer NG Turf welcomed U.S. Secretary of Agriculture Brooke Rollins, Congressman Brian Jack, and Georgia's Agriculture Commissioner for an announcement. There they saw first-hand the vital role Georgia farmers play in their communities and economy.



Maxim Golf Partners Rolls Out Robotics

Maxim Golf Solutions rolled out AMP autonomous mowers at both Dub's Dread Golf Club and Tiffany Greens Golf Club at the same time, a deliberate move to keep fairway conditions consistent across both properties while freeing up crew hours for the work that shapes how each course plays. See Maxim's LinkedIn post [here](#).

International Visitors at the Utah Study Tour

Turf industry visitors from Australia and South Africa traveled to Utah for an in-depth ProSlab training and a firsthand look at FireFly's harvester operations. We loved having them here and appreciate Chanshare Farms for hosting the farm visit. See Hamilton Plains Turf's Instagram video [here](#).

TGA Demonstration Day in Kent, UK

We had a great time connecting with turf industry friends and partners in the UK at the Turfgrass Growers Association's Demonstration Day, which brought together delegates and exhibitors for a day of live machinery demos and networking. Many thanks to Harrowden Turf for providing their FireFly R300 harvester for the event.

NYT Spotlights AI's Role in Agriculture's Workforce

The New York Times recently covered how AI-powered technology is drawing new talent into agriculture, featuring FireFly customer Josh Morrow, COO of Super-Sod. Morrow shared that autonomous equipment is attracting a younger, tech-savvy workforce — including operators who run autonomous harvesters from "gaming chairs with joysticks." Link to the article [here](#).

Upcoming Events

- TurfNet Championship Showcase — Lexington, KY, Sept. 23–25
- Carolinas GCSA Conference — Myrtle Beach, SC, Nov. 16–18