



PRECISION TURF ROBOTICS NEWSLETTER

August 2026

August brought an expanded network of robotic deployments across North America, new upgrade paths for harvester owners, and continued growth across our team. We also mourn the passing of board director Paul Richardson, whose guidance and friendship left a lasting mark on FireFly. Here's a taste of what's been happening across the FireFly community and what's on deck.



First AMP in North Carolina: Old Town Club

Old Town Club is now the first golf course in North Carolina to run FireFly's autonomous fairway mowing. Ranked No. 39 on Golf Digest's America's 100 Greatest Golf Courses, Old Town honors its Perry Maxwell design while embracing new technology. Thanks to General Manager Josh Paris and Director of Agronomy Jordan Bell for their partnership. Watch the AMP navigate fairways and cross a bridge between holes [here](#).

In Memoriam, Paul Richardson

FireFly Robotics is saddened to share the passing of Paul Richardson, an independent Board member and Chair of the Audit Committee. Paul joined FireFly at a pivotal point in its growth, bringing thoughtful judgment to the Company's governance and financial reporting. Our condolences go to his wife, Joy, and the entire Richardson family. Read the full tribute [here](#).



SMARTER CONTROLS - BETTER DATA - FASTER SUPPORT

NEW HARVESTER UPGRADE PATHS

You can now update almost any FireFly harvester to the latest, most powerful control hardware & IQ software!



ON-SITE Hardware & Software Install

- ProSlab 155
- ProSlab 155B



REMOTE Software Update

- ProSlab 155C
- ProSlab 160
- R300

LEARN MORE



New IQ Upgrade Paths for Harvester Owners

FireFly now offers upgrade paths for nearly every harvester in the field. Older machines can be updated to the latest ProSlab IQ™ and R-Pro IQ™ control systems and software, plus Mercury session data reporting — for smarter controls, better operational data, and faster support through connectivity.

Some of the harvesters eligible for this upgrade are over a decade old, reflecting FireFly's continued commitment to supporting machines well beyond their original purchase. Visit our website [here](#) for pricing and details, or call the Service Department at (801) 335-6995 to schedule your upgrade.

[Learn More About Harvester Upgrades](#)

Momentum Golf Partners Rolls Out FireFly Robotics Portfolio-Wide

Momentum Golf Partners has rolled out FireFly AMP mowers across its entire golf portfolio. Founder Tyler Brennan shared that autonomous, electric mowing delivers improved turf quality along with lower labor, repair, and operating costs — plus "free marketing" as members stop to watch the mowers work. Momentum credits the results to choosing electric over diesel-converted platforms, citing durability and long-term reliability. Read the full post [here](#).



[Book a Quick Discovery Call](#)

Growing Our Support Team, Faster Service for You

FireFly's commitment to expert, timely customer support keeps driving our growth, especially in roles that directly impact customer success.

Since January, we've added:

- (2) Help Desk Technicians — Welcome Bryan and congrats to Antonio on the promotion
- Service Information & Training Developer — Jeff

Golf & Sports Division

- (2) Deployment Specialists — Patrick, Ed
- Support Engineer — Kyle
- (2) Field Service Techs — Welcome Branden and congrats to Eric on the promotion
- New SE Territory Sales Manager — Charles
- Inside Sales Manager — Tanner
- New Sales Development Rep — Bridger

Turf Production Division

- New Florida Field Service Tech — Kaden
- Western N. America Territory Sales Manager — Jeffrey

[Register for FireFly Support Portal](#)

Expanded Fleet at La Cumbre Country Club



La Cumbre Country Club in Santa Barbara, California, announced that they are expanding their FireFly fleet. J. Paul Robertson reports dramatic improvements in course conditions within just four months, along with meaningful daily savings and a fairway team now redeployed to more critical tasks. The club added a third AMP mower at the beginning of August. Read more [here](#).

Schedule a Consultation

First FireFly Robotic Mower in New York: Newton Hills Golf Club

Newton Hills Golf Club is now the first course in New York to adopt FireFly's autonomous, electric fairway mower, deployed in Geneseo a few weeks ago. The milestone comes as Newton Hills undergoes an ownership and name change, with big plans for future renovations — and autonomous mowing reflects that forward-thinking direction.



First AMP in Eastern Canada: Rochester Place Golf

Rochester Place Golf & Resort in Ontario has deployed FireFly's AMP-L100 fairway mower — the first in Eastern Canada and third in all of Canada. The LFX Group, which owns Rochester Place, frames the move as part of its broader push toward smarter, more precise operations that free up its team's expertise for higher-value work. Watch the announcement [here](#).

Recent Events

Earlier this month, FireFly supported autonomous fairway mowing for the Korn Ferry Tour's Utah Championship at Ogden Golf and Country Club. Next stop: the PGA Tour's Bank of Utah Championship at Black Desert Resort, October 1–4, where FireFly robots will return to maintain all 18 fairways. Thanks also to Low Country GCSA and the Michigan Turfgrass Association for hosting FireFly at recent events.

Upcoming Events

- Alberta Sod Growers' Day — Sept. 16, Eagle Lake Turf Farm, Strathmore, AB, Canada
- TurfNet Championship Showcase — Sept. 23–25, Lexington, KY ([register here](#))
- Golf Inc. Strategies Summit — Sept. 29–Oct. 1, Hilton Head, SC
- PGA TOUR Bank of Utah Championship — Oct. 1–4, Black Desert Resort, Ivins, UT

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