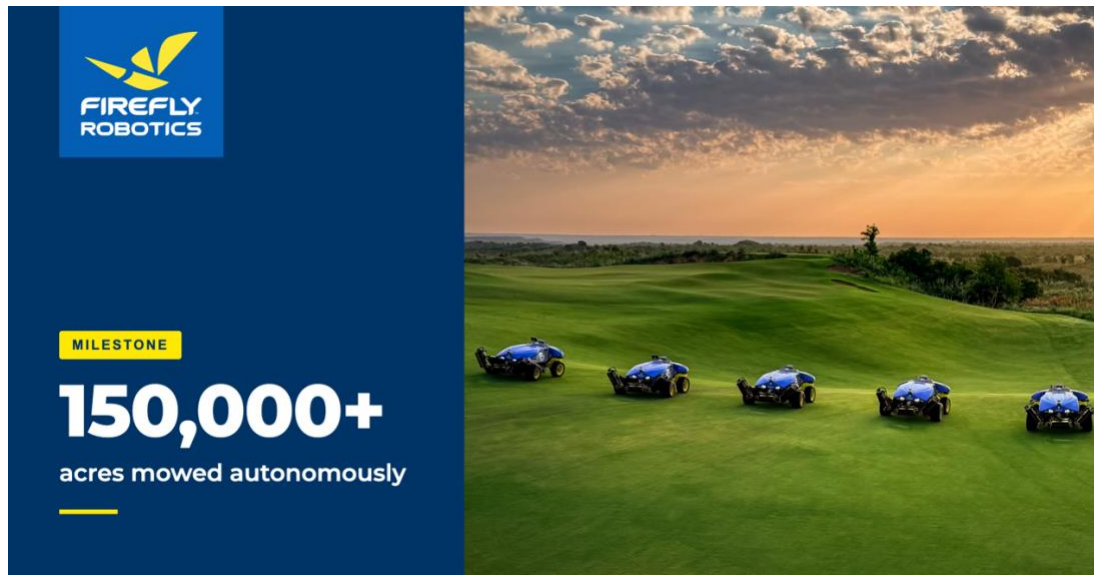




PRECISION TURF ROBOTICS NEWSLETTER

September 2026

Momentum continues to build at FireFly Robotics, and September was full of evidence of that growth. Read on for updates, including milestones, a board appointment, new parts dealers, customer stories, and upcoming events.



150K acres mowed autonomously across North America

FireFly's fleet of robotic mowers has now cut more than 150,000 acres autonomously. That figure is twice the figure we reported in May.

The pace reflects a simple fact: more golf courses are putting AMP to work every day. Deployments are now across two-thirds of US states, as well as Mexico and three Canadian provinces, delivering real results in a wide range of conditions. [Read the full article here.](#)

Falmouth Country Club, a premier private course designed by Brian Silva, became the first FireFly Autonomous Mowing Platform installation in Maine.

The City of Shreveport likewise led the way in Louisiana with their implementations of FireFly robots on two of their public courses at Huntington Park and Querbes Park.



Click the image to watch the coverage on the local news.

Peter Johansson joins FireFly Board

We are pleased to announce the appointment of Peter Johansson to our Board of Directors, effective Sept. 16, 2026. He also serves as the chair of the Audit Committee.

Johansson currently serves as the Chief Financial and Strategy Officer for CECO Environmental, a leading environmentally focused, diversified industrial company. He has more than 30 years of diverse industrial business experience with companies.



Click the image to read the press release.



New Authorized Parts Dealers

Two new convenient locations in Texas and Alabama to get genuine quality FireFly parts.

OR ORDER DIRECT FROM FIREFLY
(801) 335-6933



BAY CITY, TEXAS

Texas Sod
(979) 245-4115



SAMSON, ALABAMA

Billco, LLC
(334) 898-1328

New authorized harvester parts dealers

Harvester customers now have two more places to get genuine quality FireFly parts. Welcome to our new authorized parts dealers:

- Texas Sod in Bay City, Texas
- Billco, LLC in Samson, Alabama

Dealers are added for your convenience. FireFly parts remain available directly from us:

- Main Parts Line: (801) 335-6933 or parts@fireflyautomatix.com
- Texas Parts Warehouse in Richmond, TX
- Florida Parts Warehouse in Sebring, FL

As always, you can also contact your local FireFly service technician or our Helpdesk ([Online Support Portal](#)), Harvesters (801) 335-6995, Mowers (801) 901-2207).

Register for FireFly's Support Portal

FireFly customers in the headlines

Matt Crain, Triple Tree Aerodrome. Triple Tree is a truly unique aviation property of over 400 acres in South Carolina that is dedicated to fostering a passion for aviation. They require laser-straight lines on the 7,000 ft runway — and that precision is exactly why they chose FireFly Robotics.

An AMP-L100 reel unit handles the airstrip by itself, while an AMP-X100 and M220-AV, both rotary mowers, take care of the surrounding rough. Together, they keep the grass in shape for a mission built around "igniting and expanding the passion for aviation" — through non-profit programs like Triple Tree's Aviation Center for Education and Scholarship Program.



Click on the image to watch a YouTube video (by The Aircraft Owners & Pilots Association) about the Triple Tree team and their robotic fleet.

Tyler Brennan, Momentum Golf Partners. Brennan was recently featured in TurfOps Weekly in an article titled "When the Owner Pushes Autonomy." Tyler discusses his strategic move to employ FireFly robotic fairway mowing, to maximize his crews' productivity and to elevate course conditions across Momentum's property portfolio.



Click on the image to read the article. Image credit: TurfOps Weekly

Star Turf Farms. “Our FireFly mini-roll machine hasn’t stopped harvesting in seven months since we started using it. The response from our customers has been phenomenal.” — George Farmer, Golf and Sports Turf Representative, Star Turf Farms

Star Turf Farms was spotlighted in Turf Review’s latest issue, which looks at why more warm-season producers are evaluating mini-rolls. FireFly Chairman and CTO Steve Aposhian contributed his perspective on field variability, thinner harvests and the finished look that mini-rolls deliver on day one.



Click the image to read the article on pgs. 4-5. Photo credit: Sod Solutions

Recent Events

In September, we were pleased to connect with turf producers, golf course owners, and superintendents at the Alberta Sod Growers’ Day, Golf Inc’s Strategies Summit, and Clemson University’s Turfgrass Field Day. We were also proud to support Black Desert Resort once again in their autonomous fairway preparations leading up to October’s PGA Tour Bank of Utah Championship. More about that tourney in next month’s newsletter!



Upcoming Events

- Deep South Turf Expo — Oct. 27-29, Biloxi, MS
- Carolinas GCSA Conference & Show — Nov. 16-18, Myrtle Beach, SC
- GCSAA Conference & Trade Show — Jan. 15-21, 2027, New Orleans, LA
- Turfgrass Producers International Conference & Field Day — Feb. 14-19, Amelia Island, FL

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