FIREFLY ROBOTICS

PRECISION TURF ROBOTICS

NEWSLETTER

October 2026

October marks our 1,000th machine shipped, a week as a returning sponsor on the PGA Tour, and AMP's arrival at Walt Disney World Golf. Here's the month in brief, plus where to find us next.



Photo credit: Randy Dodson, Fairways Magazine

How robots fit into tournament ops

At the PGA Tour's Bank of Utah Championship in October, five FireFly autonomous mowers once again presented a diamond stripe pattern on the bent fairways all week. Read the full recap to learn how tournament operation differs from a typical week and how the Black Desert agronomy team works alongside autonomous mowers.



Click the image to see the post on LinkedIn.

1,000 machines...and counting

We shipped our 1,000th machine in October: a ProSlab 165 turf harvester bound for Itograss in Brazil. Fifteen years ago, we built our first ProSlab in a small farm shop in Utah. Today, we build our robotic turf equipment in our state-of-the-art production facility in Salt Lake City, and that equipment operates on six continents.

The building has changed. The reason we build has not. We manufacture in the USA (with domestic and international parts) because we want to stand behind every machine we ship, and because we see the difference these machines make in the working lives of the people who run them.



Click the image to read the article.

Helping members and robots meet

Your new FireFly Autonomous Mowing Platform (AMP) is on the course, and people are curious about it. A thoughtful introduction turns that curiosity into pride in the club and its agronomy team. Click the link to learn five ways FireFly customers have introduced their robotic mowers, each with a real example you can borrow from.

Learn about robotic fairway mowing for your course

Walt Disney World Golf

The courses at Walt Disney World are now getting some extra help from some droids—not R2-D2, but AMP robotic fairway mowers.

"Our new electric Robo Mowers are bringing precision, efficiency, and sustainability to our courses!"

Hear what their team had to say about the results they're seeing and watch the mowers manicuring "the happiest place on turf" on their Instagram reel.



Photo credit: Walt Disney World Golf

Deeply grateful for the Deep South

We joined the Deep South Turf Expo for the first time as a sponsor, and we enjoyed the conversations and the opportunity to show AMP in action at the tailgate celebration. We're pleased to serve courses in each region represented there—AMP machines now run autonomously at customer courses in Alabama, Louisiana, Mississippi, and the Florida Panhandle.

Schedule a Consultation

Upcoming Events

- TETAC + 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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