



AUTONOMOUS
MOWING
PLATFORM

All-Electric Design

Trust your grass to look its best, even when no one is on-board to watch.

- No engine or hydraulics—no spills
- Zero emissions
- Low energy costs
- Quiet—doesn't disturb neighbors
- Safe and long-life 48V LFP battery
- Ultra-low maintenance
- Charge in as little as 2.5 hours

High Productivity

- 100-inch cutting width
- Five reel cutting units
- Height of cut range 0.25" - 1.5"
- Mow up to 25 acres per charge
- Mow speeds up to 6 mph
- Patented 4WD and steering

Scan for Full
Specifications



FIREFLY®
AUTOMATIX
Precision Turf Robotics

AMPLIFY your fairways.

You've built the pristine playing surface. Now AMPLify it. The AMP-L100 delivers precision robotic mowing for fairways that look better, play better, and stay consistently flawless.

AMPLIFY your time.

Get more done, while eliminating some of golf course management's unpredictability.

- Free your crew for detail work while monitoring your AMP fleet through the FireLink™ web platform.
- Safe results you can trust with LiDAR-enabled object detection
- AMP mows fairways day or night with precise, repeatable paths using RTK GPS navigation
- Customize and save unlimited mow plans with QuickPlan™ software
- Standing rear platform for manual driving



BOOK A CONSULT

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AMP-L100 PITCHRIDE™

ELECTRIC FIVE-REEL
AUTONOMOUS FAIRWAY MOWER



Equipment that actually gets better with time.

As a fully connected product, the AMP-L100 continues to advance through software updates and system enhancements. Here are some of the capabilities we added in 2025.

Path Linking — Our most-requested capability, AMP can now autonomously navigate between fairways without manual repositioning. Spend less labor repositioning equipment and more continuous autonomous operation across the course.

SmartStart™ gives operators the flexibility to place the AMP-L100 anywhere within a connected operating area. The machine autonomously finds its way to the selected starting point and begins mowing, allowing for faster daily startups and simplified workflows, especially when managing multiple machines or staggered start times.

Exclusion Zones — Map permanent areas the mower must never enter, such as bunkers, lakes, native areas, or other hazards, providing absolute confidence that the mower will never mow or transport autonomously through sensitive permanent features.

Auto Sectioning — The robot intelligently breaks down the fairway into mowing sections and determines the most efficient use of machine runtime, getting the job done more quickly while reducing wear on turf.

50/50 Mowing Patterns — The FireFly tuxedo pattern delivers tournament-quality fairway presentation with far less setup time, no repeated mapping, and a consistently clean, symmetrical look that elevates the overall aesthetic of the golf course. No need to physically drive or map a center line. Using QuickPlan, choose turn styles that best match turf conditions, fairway shape, and presentation goals. The system then splits the fairway precisely in half, mathematically creating a perfectly smooth, consistent center spline that never changes over time.

Starlink Integration — Built-in Starlink connectivity improves reliability in areas with limited or inconsistent cellular coverage, enabling consistent remote monitoring, control, and data visibility. This option* gives users enhanced confidence that autonomous operations stay connected, even on remote or challenging properties.

Active Roller Brushes (optional add-on*) — AMP's powered roller brush system improves after-cut appearance by eliminating grass clumping while continuously cleaning the rear roller to prevent buildup that can change the height of cut.

More upgrades in the works!
Sign up for FireFly newsletters
and stay in-the-know.



Explore our website
and learn more



*See your sales representative for details. Actual results may vary due to conditions of specific use. Specifications, while correct at time of printing, may change without notice.