Mower makers shelve new technology

By ANDREW OVERBECK

While mower manufacturers continue to develop GPS, electric motors and autonomous capabilities, they have not yet incorporated these technologies into any new products. Instead of testing the waters with risky and expensive technology, manufacturers have concentrated their short-term efforts on improving and tweaking existing products.

"A lot of the excitement over new technology was fed by the Internet euphoria that you could do anything," said John Wright, director of marketing for Toro. "A lot of companies have spent money trying to do anything and it didn't pay off. Superintendents have told us that they don't want more technology. They want stuff that works and makes their jobs easier - not more complicated."

Toro and other manufacturers have not given up on the promise of new technology (see story page 11), but they are cognizant that any breakthrough product will have to offer

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