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Mower technology

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operator on course all day. According to Larry Jones, product manager for fairway and rotary mowers for Textron Golf Turf and Specialty Products, the electric market is unexploited and the company plans to add more on the electric end. He declined to specify what models are being considered for electric conversion.

AUTONOMOUS MOWERS

John Deere is also considering adapting its autonomous technology from its agricultural division to the golf and turf division.

"Autonomous mowing is interesting with the labor issues and rising costs for golf courses," Breningmeyer said. "We are investing in it and see the need, but we have to decide if it is feasible. We are using it in the agricultural business right now, but golf courses have more obstacles like trees and golfers."

Wright said Toro is evaluating autonomous mowers and hybrid and alternative fuel options, but that any new products are at least five to 10 years off.

"It will take time for the price of technology to come down," he said. "It is not like computers where more technology is cheaper. In our business, more technology means higher costs, and I am not sure superintendents are willing to pay for it yet."

— Andrew Overbeck

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