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FOR IMMEDIATE RELEASE

RC Mowers to unveil next evolution in commercial mowing at Equip Expo

Robotic mowing manufacturer is launching a new autonomous mower and expanding its product line

GREEN BAY, Wis. – Oct. 15, 2026 -- RC Mowers, a leading manufacturer of robotic and autonomous mowers, announced today it will unveil a completely new autonomous commercial mower platform and an all-season accessory lineup that takes its remote-controlled slope mowers beyond mowing for the first time at Equip Expo Booth No. 7056, Oct. 20-23 in Louisville, Kentucky.

The company will give dealers and reporters the first look at its new mowing and grounds solutions during the Indoor Trade Show Dealer & Media Preview from 9 a.m. to noon Wednesday, Oct. 21. The solutions will then be unveiled to all Equip attendees beginning at noon. The new products will expand what RC Mowers equipment can accomplish in the field and introduce customers to both efficiency improvements and new lines of revenue for their businesses.

“We’re bringing two major innovations to Equip: an all-new autonomous mower and new ways to put our slope machines to work beyond mowing,” said RC Mowers CEO Michael Brandt. “Our customers need equipment that delivers value every day. That means helping them cover more ground with fewer people, maximize their investment and keep their machines working throughout more of the year.”

More Capabilities, More Opportunities

RC Mowers’ new solutions will take aim at some of the biggest challenges facing commercial landscapers and public works departments.

With labor shortages, rising operating costs and increasing demands on grounds maintenance crews, contractors and municipalities need equipment that helps them accomplish more with the resources they already have. RC Mowers’ new products will demonstrate how the company is continuing to push the boundaries of what robotic and autonomous equipment can deliver.

The new autonomous mower platform will help commercial crews cover more ground by increasing productivity and freeing up employees to focus on higher-value tasks. The company also plans to expand

the capabilities of its R-Series remote-controlled slope mowers, creating opportunities for contractors to offer additional services, generate new revenue and put their equipment to work throughout the year.

RC Mowers developed its new product line with those operating realities in mind, drawing on field research and firsthand insight into the challenges contractors and public works crews encounter every day.

“These products grew out of conversations with our customers,” Brandt said. “We listened to what they said was slowing their crews down, where their equipment was falling short, and what would help them take on more work. We took those challenges back to our team and looked for practical ways to solve them. What we’re bringing to Equip is a direct result of those conversations.”

A Look Ahead

Equip Expo is one of North America’s largest trade shows for outdoor power equipment, landscape and hardscape professionals. The 2026 event is expected to feature more than 1,100 exhibits, 30 acres of outdoor demonstrations and thousands of products for landscape contractors, dealers, and other industry professionals.

The event begins Oct. 20 with a welcome reception at Churchill Downs, followed by the trade show Oct. 21-23 at the Kentucky Exposition Center.

For more information about Equip, visit EquipExposition.com. For more information about RC Mowers, visit rcmowersusa.com.

About RC Mowers

RC Mowers designs and manufactures U.S.-made autonomous and remote-controlled robotic mowers that help businesses reduce labor demands, improve operator safety, and maintain large and hard-to-access green spaces more efficiently. Serving landscaping contractors, public works departments, municipal, state, and federal parks systems, and road departments, the company supports customers through a nationwide network of authorized dealers and service partners. Founded in 2018 and based near Green Bay, Wisconsin, RC Mowers is redefining the business of mowing. For more information, visit rcmowersusa.com.

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