



Joel Reid, Global Sales Director at Cox Powertrain, addressing distributors during the conference

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Cox Distributors Touch Down for Global Conference Ahead of Seawork

Lancing, 11 June 2019 – 55 representatives from Cox Powertrain’s global distributor network, comprising 36 distributors from all corners of the world, are today taking part in the British company’s first global distributor conference ahead of Seawork International.

Following the one-day conference, the delegates, who work for some of the world’s most prominent marine diesel distributors, will attend Europe’s largest commercial workboat show for sea trials of Cox’s high-powered diesel

outboard, the CXO300. The distributor demos are a precursor to the first public demos, which will take place at the show on Wednesday and Thursday.

It's a significant step for the Cox distributors as they witness the powerful on-water performance of single and twin install pre-production engines following ten years of development and months of final tests ahead of production, which starts in the autumn.

Alan Ow, Managing Director of one of Cox's Asia based distributors, Sime Darby Industrial, said, "There is a big demand among commercial boat owners in our region to install diesel outboards due to the increased safety factors, higher performance and a longer equipment life span. We have waited a long time for a high-powered diesel that can deliver all of these things, so we are very excited to see how the CXO300 performs on the water."

With Cox's global distributor, dealer and service network finalised, the company can now focus on delivering a first-class after sales service to its customers, which, according to Joel Reid, Cox's Global sales Director, is one of the three pillars upon which they have built their business model.

"If our after sales service is not as good as our product, our offering will just crumble. Our customers will only be happy if they can use the engine to go out to sea reliably. We have put in place stringent customer service milestones throughout our service network to deliver a quicker service and smoother experience."

For more information visit Cox Powertrain at Seawork International on stand #PY65 or on the pontoon area at berths VA29-VA31. Further information at www.coxmarine.com

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About Cox Powertrain

Cox Powertrain is a world-leading British design and engineering innovator of diesel engines developed for worldwide and multi-market applications.

Based on the South Coast of England, Cox Powertrain is backed by a solid shareholder base of private and institutional investors. As a result, the company has been able to implement a long-term development programme of ground-breaking new products.

Led by ex-Cosworth CEO, Tim Routsis, whose background lies in engine development in global automotive, aerospace and marine markets, the company's mission is to deliver a completely new concept in diesel engines that has the potential to revolutionise the marine market.

With a strong pedigree in Formula 1 racing and premium automotive design, Cox's highly skilled team of engineers has decades of experience in combustion engines and understand the many difficulties customers are challenged with.

Cox's first ground-breaking diesel outboard performance engine, the CXO300, is the highest power density diesel outboard engine ever developed. As a

high power, single fuel engine, the CXO300 delivers the same performance and efficiency of an inboard but with the convenience and flexibility of an outboard.

The CXO300 is due to go into full production in Q3 of 2019. Cox is supported by a worldwide distributor network made up of 40 distributors and 400 dealers.

For further information, visit www.coxmarine.com