



Harry Heasman joins diesel outboard engine manufacturer Cox Marine

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Cox Marine Appoints EMEA Sales Director

British diesel outboard engine manufacturer strengthens sales team with recruitment of experienced marine industry professional Harry Heasman to lead development of regional strategy and support network

Diesel outboard engine specialist Cox Marine has announced the appointment of marine industry specialist Harry Heasman as its Sales Director for EMEA.

The new regional position strengthens the company's focus on wholesale activity within EMEA as it builds a global sales structure capable of responding to growing demand for the high-performance CXO300 diesel outboard engine.

Bringing over a decade of experience working with some of the industry's most prestigious brands to his new role at Cox Marine, Harry has been immersed in the UK sailing scene from a young age and now cruises in the Solent on both power and sail vessels.

Effective immediately, his areas of responsibilities at the British manufacturer include: developing, managing and implementing sales and aftersales strategies; building and maintaining the sales and support network; and leading and motivating partners to achieve business targets.

Harry starts at Shoreham-based Cox Marine during an exciting growth phase for the company as it progresses from engine development to full-scale product manufacturing, with a second shift now in place to increase production of the 300 hp CXO300 engine as demand rises.

Harry said: "To be part of a business that truly innovates and aims to revolutionise the marine industry is of great appeal. I am really looking forward to this opportunity with Cox Marine to help bring an innovative, new and unique product – a high performance, low marine emission, low TCO (total cost of ownership) diesel outboard – to market. Whether it is commercial operators looking to navigate further and operate for longer periods with reduced down time, or leisure users wanting high performance from an easily accessible and safer fuel source, the CXO300 ticks a lot of boxes.

"I will be working closely with our distribution partners to ensure that Cox products are offered as standard by the industry's leading OEMs and refit yards, providing customers with an easy option of selecting a propulsion system that offers reduced emissions, better fuel economy, increased safety and high performance. My aim is to help Cox to become a brand that is synonymous with customer service excellence, delighting our clients throughout the whole sales, delivery and support process."

Gavin Wesson, CEO of Cox Marine, commented: "I would like to welcome Harry to our growing team. I am confident that his industry knowledge and

contacts, background in establishing and managing distributor and dealer networks, and his familiarity with the nuances of the marine sector, will be of great benefit to the company. The addition of such an experienced sales manager in this key position provides fresh impetus in our drive to build on the significant progress we have made in EMEA countries in developing brand awareness with customers and OEMs alongside our valued distribution partners.”

Further Sales Director announcements will follow in the coming months for separate regions, as Cox Marine finalises a robust global sales structure to work in line with the 30-strong distributor network covering 100 countries.

Designed for both commercial and recreational use, the CXO300 diesel outboard is a new generation of diesel technology. With up to 30 per cent fuel savings, producing 30 per cent less CO₂ emissions, and with 479 lb. ft torque, the diesel outboard is an eco-friendly propulsion option built for maximum speed.

To find out more about the CXO300, visit the [website](#).

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About Cox Marine

Cox Marine is a leading British design and engineering innovator of diesel engines developed for marine applications globally.

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

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

The high-powered 300hp diesel outboard engine is an innovative product offering a new marine propulsion option and is redefining standards within the maritime industry. Delivering the same performance and packaging of a gasoline outboard but with the fuel efficiency and reliability of a diesel inboard, this purpose built outboard has begun to revolutionise the market and is now in full production at Cox Marine's headquarters in Shoreham-By-Sea

Cox is supported by a worldwide distributor network made up of 30 distributors covering 100 countries.

For further information, visit www.coxmarine.com