



From left: Gavin Wesson, CEO, Cox Marine & John Bowen, President, Texas Diesel Outboard

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## Cox Marine Expands Distributor Network with Texas Diesel Outboard and Marine Service Asia

*International WorkBoat Show, New Orleans, November 29 – December 1 – Booth 3153*

**International WorkBoat Show, November 29, 2023** - Cox Marine, the British manufacturer of the ground breaking CXO300 outboard, continues to strengthen its distributor network with two significant announcements. Texas Diesel Outboard (TDO) has renewed its contract for the next five years,

covering nine states in the United States. Meanwhile, Marine Service Asia (MSA) has joined as a new distributor for the Hong Kong territory, expanding Cox Marine's presence in the Asian market.

TDO, a long-standing distributor for Cox Marine, has reaffirmed its commitment by renewing its contract for a further five years. The renewed agreement covers nine states in the United States, including Alabama, Missouri, Oklahoma, Louisiana, Mississippi, Arkansas, Texas, Kentucky, and Tennessee. This strategic partnership will continue to provide customers in these states with access to Cox Marine's innovative outboard engines.

In addition to TDO, Cox Marine is excited to welcome Marine Service Asia (MSA) to its distributor network. MSA, a reputable marine service provider in Asia, will play a crucial role in expanding Cox Marine's presence in the Asian market. With their extensive knowledge and expertise, MSA will ensure that customers in Asia have access to Cox Marine's cutting-edge propulsion solutions, contributing to the growth of sustainable boating in the region.

Gemma Crocker, Network and Commercial Operations Director at Cox Marine, expressed her enthusiasm about the strengthened distributor network, stating, "We are thrilled to continue our successful partnership with Texas Diesel Outboard and to welcome Marine Service Asia to the Cox Marine family. These developments underscore our commitment to providing exceptional products and service to our customers worldwide. With the support of our trusted distributors, we are confident in our ability to deliver innovative and sustainable marine propulsion solutions."

"The extended partnership between Cox Marine and Texas Diesel Outboard means that our customers across the southern states of America will continue to benefit from Cox Marine's cutting-edge technologies and outstanding customer support," said John Bowen, President of Texas Diesel Outboard. "With our strong foothold in the yachting, fishing, and workboat industries, our customers have unparalleled access to reliable, fuel-efficient, and high-performing outboard engines."

Commenting on new partnership, Hong Kong based Marine Services Asia General Manager, Matt Keay said, "We are thrilled about our new collaboration with Cox. It gives us a competitive advantage in this market, enhances our service portfolio and strengthens our position to meet the growing demand for efficient and reliable boating solutions in Asia."

Cox Marine's advanced outboard engines are known for their exceptional performance, efficiency, and robustness. The company's commitment to sustainability aligns with the growing demand for more environmental solutions in the marine industry.

Cox Marine will be returning to the International WorkBoat Show, from booth 3153, in partnership with Texas Diesel Outboard.

Cox Marine's global distributor network is actively looking to sign new dealers. Interested parties should contact their local distributor directly via [Cox's distributor directory](#).

For more information about Cox Marine and its industry-leading products, visit [www.coxmarine.com](http://www.coxmarine.com)

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#### **Notes for editors:**

To arrange an interview with a Cox Marine spokesperson during IWBS 2023, please contact Karen Bartlett at [k.bartlett@saltwater-stone.com](mailto:k.bartlett@saltwater-stone.com) or Henry Green at [press@coxpowerstrain.com](mailto:press@coxpowerstrain.com)

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Led by CEO Gavin Wesson, Cox Marine is a leading outboard manufacturer working to improve the marine industry with convenient and responsible technology. The CX0300, a 300-hp diesel outboard, offers a new marine propulsion option, redefining industry standards. Offering the performance and packaging of an outboard with 30% less CO<sub>2</sub>, 30% less fuel burn and 683 Nm of torque.

This purpose-built outboard has begun to revolutionise the market. Cox Marine is supported by a worldwide network of 25 distributors covering 100 countries.

For further information, visit [www.coxmarine.com](http://www.coxmarine.com) or email [contact@coxpowerstrain.com](mailto:contact@coxpowerstrain.com)

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