



Cox Powertrain's North American, China, New Zealand and South Korea distributors at the Miami conference

Jun 20, 2018 14:33 BST

Cox Powertrain: Distributors Gather Ahead of Crucial Diesel Outboard Launch

Lancing, 20 June 2018 – Cox Powertrain has completed two successful distributor conferences which have taken place ahead of the much-anticipated launch of the world's highest power density diesel outboard, the CXO300. Marine engine specialists from all corners of the globe came together at two separate country events to learn about the engine's final concept and discuss plans for one of the industry's most transformational product launches.

Attending the conference in Miami, USA, which hosted eight North American distributors, as well as representatives from Cox's distributors in China, New Zealand and South Korea, Lance Henrichsen, from Boatswain's Locker in California, said, "The conference was of huge value to us and meeting in person with our fellow distributors is key to strengthening our network. This will pay big dividends in the future. The meeting allowed everyone to hear and discuss matters that emails and phone calls just cannot achieve."

On the impact that the engine will have in the US market, Henrichsen said, "Considering the already significant presence of high horsepower gasoline outboards in the USA together with the demand for more power, greater reliability, and superior fuel economy, the opportunity for Cox's diesel outboard is tremendous. There is no question that it is exactly what the US market has been asking for."

A second conference was held at the state-of-the-art headquarters of Ben Ainsley's INEOS Team UK in Portsmouth, UK, which played host to Cox's line-up of European, Middle East and African distributors.

Demand for a high-powered diesel outboard such as the CXO300 is also high in this region and Dominic May, Director of Berthon, Cox's UK distributor explains why, "The technology will be disruptive in this market, enabling a move from dangerous petrol to safer diesel. It will be transformative for boat builders, who can now offer more volume on board by removing the diesel inboards and replace them with the Cox Powertrain diesel outboard motor on the transom."

Order books for the CXO300 will open in November this year and the engine will go into production in 2019. Details of the final engine concept will be revealed at the forthcoming Seawork International exhibition on 3rd to 5th July, where Cox Powertrain will be exhibiting with their UK distributor, Berthon. For more information and to stay up to date with the latest news and progress on the CXO300, visit www.coxmarine.com

ENDS

Media contacts:

Faye Dooley, Marketing Assistant

Cox Powertrain Limited

Tel: +44 (0) 1273 454 424

E: faye.dooley@coxpwertrain.com

Karen Bartlett

Saltwater Stone

Tel: +44 (0) 1202 669 244

E: k.bartlett@saltwater-stone.com

About Cox Powertrain

Cox Powertrain is a world-leading British designer and builder of diesel engines developed for worldwide and multi-market applications.

Based on the South Coast of England, Cox Powertrain is backed by the Ministry of Defence and 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 engine 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 engine, the CXO300, which will be launched in late 2018, is the world's highest power density diesel outboard engine. The final engine concept is based on a 4-stroke, V8 architecture. It has been developed for commercial, defence, recreational and superyacht applications, where performance, durability and fuel efficiency are paramount.