



Erling Sande AS headquarters - Drammen, Norway

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Cox Powertrain: Erling Sande named Cox Powertrain's Norwegian Distributor

Cox Powertrain has announced its first European distributor appointment as Drammen, Norway based Erling Sande AS. The marine power specialist has signed an agreement to become Cox Powertrain's sole Norwegian distributor and in doing so will play a prominent role in driving Norwegian sales of Cox Powertrain's revolutionary marine diesel outboard engine, the CXO300, which will be launched in the second half of 2018.

Created in 1932, Erling Sande AS is a well-established and respected name

within Norway's marine industry. Offering a world-class range of marine brands such as Suzuki, Capelli, Beneteau, Linder and Suzumar, the company is also highly regarded for providing its customers with strong after-sales service.

Commenting, Erling Sande AS CEO, Svein Helling, said, "We are happy and proud to become part of Cox Powertrain's distribution network in Europe. We are eager to push forward the development of diesel outboard engines in the Norwegian marine market, which is currently dominated by inboard and sterndrive technology. We are confident that diesel outboard technology will play a transformational role in the Norwegian market and will influence a new direction in this sector."

Cox Powertrain's Sales Director, Joel Reid said, "Norway is a strategic market for Cox in Europe due to its strong offshore oil industry and fisheries, which is why we needed an established partner such as Erling Sande, not just to sell engines but to support the fleet of customers we are hoping to build in the area. Erling Sande has a great reputation for after sales service giving their customers the confidence that when they experience problems, they will go the extra mile to keep them up and running. We are delighted to be able to make this announcement and proud to add Erling Sande to our growing international network."

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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 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 with which customers are challenged.

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

For further information, visit www.coxmarine.com