



Sungho Hong, Vice President of SoungJin Marine Co. Ltd with Cox Powertrain's Global Sales Director, Joel Reid at Miami International Boat Show 2018

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## Cox Powertrain: First Asian Distributor Confirmed for Cox Powertrain's 300HP Diesel Outboard

**Lancing, 26 April 2018** - British diesel outboard innovator, Cox Powertrain, has signed an agreement with SoungJin Marine Co. Ltd. to act as distributor for its 300hp diesel outboard engine in South Korea.

The South Korean company is the first Asian distributor to be confirmed by Cox Powertrain and they join an exclusive global alliance of distributors that

have been chosen for their reputable standing in maritime engine solutions for both professional and recreational users.

Soungjin Marine Co. Ltd's CEO, Wooseok Hong, comments on the new partnership: "We are delighted to have secured the contract and becoming the first Asian distributor for the most innovative diesel outboard engine in the world. A strong partnership with Cox Powertrain will be a huge success in the South Korean market."

Soungjin Marine Co. Ltd has over 30 years' in distributing outboard motors and boat accessories.

When speaking about the need for an engine such as CXO300 in the market, Wooseok Hong explains: "The interest and expectation in the diesel outboard motor market is significantly increasing. In our region, the commercial marine market is demanding more power and better fuel economy. The CXO300's outboard diesel technology is going to lead the Korean outboard market with its light weight, higher torque and significantly lower running costs in comparison to existing gasoline outboard motors."

Hong adds: "The CXO300 diesel outboard engine will shake up the South Korean market."

For more information and to stay up to date with the latest news and progress on the CXO300, visit [www.coxmarine.com](http://www.coxmarine.com)

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**Media contacts:**

Reena Bayley, Global Marketing Manager

Cox Powertrain Limited

Tel: +44 (0) 1273 454 424

E: [reena.bayley@coxpwertrain.com](mailto:reena.bayley@coxpwertrain.com)

Karen Bartlett

Saltwater Stone

Tel: +44 (0) 1202 669 244

E: [k.bartlett@saltwater-stone.com](mailto:k.bartlett@saltwater-stone.com)

Wooseok Hong, CEO

SoungJin Marine Co Ltd.

Tel: 82 10 5224 4094

E: [sflex38@naver.com](mailto:sflex38@naver.com)

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## **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 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 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](http://www.coxmarine.com)

### **About SoungJin Marine Co Ltd.**

SoungJin Marine Co Ltd is the first distributor for Cox Powertrain's CXO300 diesel outboard engine in Asia.

For further information visit [www.soungjinmarine.co.kr](http://www.soungjinmarine.co.kr)