



The Coxswain™ app is a boating technology first

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Cox Powertrain Launches Exclusive Engine Management App

British diesel outboard manufacturer launches a boating technology first, with the introduction of its new diesel outboard management app, Coxswain™

SHOREHAM-BY-SEA, UK – 26 January 2021- British diesel outboard specialist, Cox Powertrain has announced a new generation of mobile boating technology with the launch of its Coxswain™ app – a powerful new engine management application that enables customers to access aftersales support for their Cox diesel outboards at the touch of a button.

The Coxswain™ app is the first of its kind in the marine industry and has been developed as part of Cox Powertrain's drive to deliver unrivalled aftersales service for its customers, supported by an exemplary global distributor and dealer network.

The mobile app provides a unique and personally tailored experience for Cox customers, detailing images of their specific Cox powered vessel, along with information relating to each outboard, such as warranty, service records, serial numbers, and maintenance information - all managed in real-time. The Coxswain™ app is exceptionally user-friendly, easy to navigate, and is designed to ensure customers get help when they need it, wherever they are in the world, making it an invaluable tool for swift aftersales support.

Customers can request support via the app, indicating their preferred dealer, and will receive a response within 30 minutes of their request. Push notifications are sent through the app to keep customers updated on the progress of their requests, ensuring they are connected and informed every step of the way. While they wait, customers are directed to useful guides to help them diagnose the issue and to help them get their vessel back up and running.

The app also holds an extensive knowledge base, allowing self-help for those smaller, less technical issues, along with all the relevant Owner's documentation, reducing paperwork and ensuring the end-user has what they need, at all times.

The Coxswain™ App is free to download for Cox customers and available on desktop, smartphone, and tablet devices. For more information, visit www.coxmarine.com or speak with your local Cox distributor.

View the Coxswain™ app video here - https://youtu.be/8tXoNoVI_lU

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

Based on the South Coast of England, Cox Powertrain 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.

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

Production of Cox's first ground-breaking diesel outboard performance engine, the CXO300, began in May 2020. 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 purposefully built outboard has begun to revolutionise the market.

Cox is supported by a worldwide distributor network made up of 35 distributors covering 100 countries.

For further information, visit www.coxmarine.com