



Cox Powertrain's US distributors gather ahead of the Progressive Miami International Boat Show 2018

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Cox Powertrain - Miami International Boat Show: Cox teams with US Distributors Ahead of CXO300 Diesel Outboard Engine Launch

Miami – February 14, 2018 - British diesel outboard engine innovator, Cox Powertrain, will be joined by its elite line-up of US distributors for its Progressive Miami International Boat Show debut. Together they will deliver an important message to the recreational marine market about the launch of the new CXO300 300hp diesel outboard engine and how it will be buoyed by

an unrivalled sales, service and support network, the likes of which the marine industry has never seen.

As a pioneer in marine diesel engine technology, Cox Powertrain knows that to build and maintain trust in an iconic brand, it must be supported by a service network that is second to none. As a result, the company has been working tirelessly over the last eighteen months to create an enviable and solid network of distributors covering all corners of the USA. The influential line-up of distributors comprises some of the USA's most prominent diesel engine sales and service specialists including California based Boatswain's Locker, Texas-based Elite Diesel, Louisiana based Innovative Diesel Technology, Florida based Sun Power Diesel, South Carolina based Superior Diesel, Massachusetts based Power Product Systems and New Jersey-based Johnson and Towers.

Dania Beach, Florida based Sun Power Diesel's CEO, Jay Davis said, "About once every ten years, a truly game-changing product is introduced into the marine propulsion marketplace. The interest in the CXO300 has been phenomenal. The number of twin, triple and quad outboard powered boats sold in Florida every month is astonishing. New boats today are for the majority either powered by gas outboards or diesel inboards many with pod drives. Cox's 300hp diesel outboard offers truly the best of both worlds."

The CXO300 is the highest power density diesel outboard engine ever developed. With petrol now not permitted on an increasing number of vessels, the introduction of a viable diesel outboard that offers a comparable power and weight of a gasoline engine will be transformational for the recreational marine industry, particularly sports fishing vessels which are sold in abundance in Florida. It offers significantly lower running costs than its gasoline equivalent, longer service intervals and an expected lifecycle three times longer than a gasoline outboard.

Visitors to the show will be able to see a full-size model of the world's first 300hp and highest power density diesel outboard engine, ahead of its launch in quarter four of 2018.

For further information about the CXO300, Cox Powertrain's North American distributors and to keep up to date with the latest news, visit

www.coxmarine.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 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