



The CXO300 was the world's first 300hp diesel outboard engine

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## Cox Powertrain receives Boating Industry's 2021 Top Product award

British diesel outboard innovator, Cox Powertrain has announced that its game-changing diesel outboard, the CXO300, has been chosen as a winner in Boating Industry's 2021 Top Products program.

Now in its eighth year, the annual Boating Industry Top Products program receives over 250 submissions every year from a variety of businesses and organisations showcasing their new and innovative products. Any product that has been introduced or significantly updated since January 2020 was

eligible to receive the award and since going into production in May 2020, the CXO300 diesel outboard proved to be a front runner.

Built for purpose, for both recreational and commercial users, the CXO300 is one of the few high-powered diesel outboards available to the market. Offering high torque at low RPM, 25% better fuel efficiency than a gasoline-equivalent, and with EPA Tier 3, RCD II, and IMO II certifications of approval, the CXO300 proves to not only be innovative in design but also provides a clean-burning diesel outboard option to the marine market.

To echo the CXO300's innovation, earlier this year, Cox Powertrain launched its exclusive customer engine management mobile application – the Coxswain™. The user-friendly app was developed as part of Cox's goal to raise the benchmark for customer service within the marine industry. The Coxswain™ app allows customers to book service, request technical assistance, manage their warranty, and access vital owners' documentation – all in the palm of their hand, making it an invaluable tool for swift aftersales support.

Hugh Hudleston, Head of Sales at Cox Powertrain commented, “Receiving acknowledgment for this award is hugely rewarding. 2020 was, by no means an easy year, and there were many milestones and challenges that we needed to overcome to get us to where we are today. So, it's incredibly encouraging to hear that the success of the 300hp diesel outboard has been recognised as a 2021 Top Product of the year by the Boating Industry editors.”

Almost a year after production began, the 300hp diesel outboard engine is now available in over 20 territories across the globe, with customers ranging from recreational, commercial, and governmental users. With a strong order book for the remainder of 2021 and 2022, the demand for this outboard is only set to increase and will continue to disrupt the marine market.

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### **About Cox Powertrain**

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