



Joel Reid, Global Sales Director at Cox Powertrain (middle) with Rick Chapman, Marine Engine Consultant (far left) and Keith Moore Vice President, New Engine Business Manager (far right) at Ring Power Corporation

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## Cox Powertrain: Ring Power Announced as Cox Powertrain's Florida Distributor

*Progressive Miami International Boat Show, Miami Marine Stadium, February 14 to 18, 2019, Booth #F101 - F Tent*

**Miami – February 14, 2019** – Ring Power Corporation, one of Florida's largest maritime propulsion specialists and one of the region's chief Caterpillar dealers, was today announced as Cox Powertrain's exclusive distributor for Florida. The announcement was made at the Progressive Miami International Boat Show where Ring Power has teamed with the British diesel

innovator to promote its ground-breaking CXO300 diesel outboard engine.

The USA's south-eastern seaboard region is a key market for Cox Powertrain and a high proportion of the company's recreational sales are expected to come from the Florida boating community following a significant growth in the number of twin, triple and quad outboard powered boats sold in the state and a big demand for a viable high-powered diesel outboard.

“We believe the Florida market offers one of the most significant opportunities for Cox Diesel outboards in the Americas, if not globally,” said Ring Power's President, David Alban. “The State of Florida provides both unique and diverse market segment opportunities for Cox diesel outboards and we are fortunate to have many of the best in class recreational outboard boat builders located here in Florida.”

“This is an opportunity for us to represent a brand- new engine product which currently has no equal in the market place. As a customer service organization, it provides Ring Power the opportunity to access a new customer base that we currently do not serve. This also aligns well with our core business of providing best in class products with unequalled product support.”

Visitors to the show are being encouraged to visit Cox Powertrain's booth to sign up to the company's US demo program, which will take place in a number of key states, commencing this spring. For those not visiting the show, online demo registration is now open at <https://www.coxmarine.com/en/demo/>

For further information, visit Cox Powertrain at the Progressive Miami International Boat Show, #F101 – F Tent or visit [www.coxmarine.com](http://www.coxmarine.com)

**ENDS**

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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 Ring Power Corporation:**

Ring Power Corporation, North and Central Florida's Cat® dealer, is headquartered in St. Augustine, Florida. Ring Power is comprised of eight divisions and has more than 56 years of experience servicing and supporting Cat® products and allied equipment. For more information, visit [www.ringpower.com](http://www.ringpower.com)