



Public demos of Cox's CXO300 diesel outboard will be held at Genoa Boat Show this week

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## Cox Powertrain to Demonstrate CXO300 at Genoa International Boat Show

*Cox Italian distributor Cartello will be representing the British diesel outboard brand at this year's 60th-anniversary event*

*Salone Nautica, Genoa, 1-6 October 2020, Stand BA9, Padiglione B Terreno, Boat Discovery & Berth BD25*

**SHOREHAM-BY-SEA, UK – 29 September 2020** - Cox Powertrain has announced that its exclusive Ligurian-based Italian distributor, Cartello Srl.

will be hosting public demonstrations of its production diesel outboards at this year's Genoa International Boat Show.

As one of Italy's leading distributors of premium marine power products, Cartello Srl. will have an extensive presence at this year's show. Visitors can join Cartello on their stand (BA9) in the Boat Discovery section, an area dedicated to outboard engines, where the company's experts will be on hand to answer questions about Cox's diesel outboards, Visitors will also be able to see the outboards on the water in the marina section of the show on berth BD25, where a CXO300 twin installation will be demonstrated on a Ribco Seafarer 36.

In the absence of the popular Mediterranean based boat shows, this year's Genoa International Boat Show is expected to attract even more boat enthusiasts and industry professionals that would have traditionally attended shows such as Cannes and Monaco, which take place ahead of Genoa and form an important part of the luxury recreational boating calendar.

"As a world-leading show and Italy's largest consumer and industry marine event, Genoa International Boat Show presents us with a fantastic opportunity to demonstrate how impressive our CXO300 diesel outboards perform on the water," said Hugh Huddleston, Head of Sales at Cox Powertrain.

"One of the most commented-on topics from our distributors is how quiet the outboard is, even when running at full throttle. We are excited for attendees of the Genoa Boat Show to have a similar experience when onboard our demonstration vessel. The Italian and Mediterranean coastal regions are target territories for Cox and home to a vast number of superyachts and performance powerboats, so the show represents a great platform for us to showcase another vessel power solution to these markets."

For more information about Cox's CXO300, visit Cartello Srl. at the 60<sup>th</sup> Genoa International Boat Show, 1<sup>st</sup> to 6<sup>th</sup> October, stand BA9 and berth BD25 or visit [www.coxmarine.com](http://www.coxmarine.com)

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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.

Cox's first ground-breaking diesel outboard performance engine, the CXO300, is the highest performing diesel outboard engine ever developed and delivers the same performance and packaging of a gasoline outboard but with the fuel efficiency and reliability of a diesel inboard

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)