



Aftersales is one of the three pillars upon which Cox has built its business model.

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## **FLIBS 2019: Cox Powertrain commits to providing second-to-none after sales and support**

*Four-tier dealer service network goes above and beyond competitors*

*Fort Lauderdale International Boat Show, October 30th to November 3rd, 2019, booth #1210, Yellow Zone, Engine Row*

**Fort Lauderdale, October 31st, 2019** – Cox Powertrain has reinforced its

commitment to provide the highest possible level of aftersales and customer support. The British-based diesel engine manufacturer has built up a comprehensive network of US and international dealers and service specialists to ensure first-rate, rapid assistance is available worldwide.

Emphasising the importance of providing a top level after sales service, Cox Powertrain's Global Sales Director, Joel Reid, commented: "Aftersales is one of the three pillars upon which we have built our business model. The whole reason the outboard market has taken over boat propulsion is as a result of ease of service and overhaul.

"If our aftersales service is not as good as our product, our offering will just crumble. Our customers will only be happy if they can use the engine to go out to sea reliably. We have put in place stringent customer service milestones throughout our service network to offer a quicker service and more pleasant experience."

In order to go beyond the level of care offered by any of its competitors, Cox Powertrain has put in place a stringent dealer rating scheme – from Bronze to Platinum – with the highest of the four levels operating as Cox centers of excellence. Platinum dealers are required to have at least three Cox-trained mechanics as part of a well-established service team with decades of experience. They must also offer 24/7 customer support and carry all necessary equipment, tooling and parts to overhaul a modern common-rail diesel engine, be able to fix any issues on the tightest of timelines and deliver Cox's engine substitution program if necessary.

In establishing its service network, Cox has drawn on best practice across other industries to make the process of servicing and repairs as seamless and hassle-free as possible. The warranty process has been designed to be as straightforward as possible, so customers can raise a claim at the push of a button on the Cox app and be assigned a dedicated case manager to oversee the process from beginning to end. And, for those registered as 'Elite' customers, Cox has established an engine substitution program, enabling users to maximise their time on the water.

Ring Power, Cox Powertrain's Florida-based distributor has recently appointed marine and industrial service specialist ADR Power Systems as a Platinum dealer for the area, with facilities in Jacksonville and Tampa.

For more information visit booth #1210, Yellow Zone, Engine Row or see [www.coxmarine.com/distributors](http://www.coxmarine.com/distributors)

ENDS

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**About Cox Powertrain**

Cox Powertrain is a world-leading British design and engineering innovator of diesel engines developed for worldwide and multi-market applications.

Based on the South Coast of England, Cox Powertrain is backed by 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 performance engine, the CXO300, is the highest power diesel outboard engine ever developed. As a 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.

Cox is supported by a worldwide distributor network made up of 40 distributors and 400 dealers.

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)