



From left: Woodfin, Pitt & Livingston on the Cox booth at the International Workboat Show

Dec 04, 2019 17:40 GMT

International Workboat Show: Cox Powertrain announces appointment of new US-based sales and customer support team to work in collaboration with network of local dealers

UK-based staff also strengthened with addition of global aftersales manager

International Workboat Show, New Orleans, December 4-6, 2019, Booth #3251

New Orleans, December 4th, 2019 - As production of Cox Powertrain's high-powered CX0300 approaches, the diesel outboard specialist has revealed three key new appointments to support its US business and head up its sales and aftersales departments in this important market. Bruce Woodfin takes on the role of North America Account Manager and Bill Livingston will act as Aftersales Manager for the America's, while Steve Pitt becomes Global Aftersales and Warranty Manager, based at Cox's UK headquarters.

Bruce Woodfin graduated from Maine Maritime Academy, with a degree in yacht operations boatyard management, before working for yards in Marblehead and Salem Massachusetts. Since 2000, he has worked in marine propulsion, selling and supporting a wide range of products including jets, inboards, sterndrives and pods, and worked for Power Product Systems LLC for seven years prior to joining Cox Powertrain. During his time with Power Product Systems, his primary focus was selling and supporting Volvo Penta products to the New England lobster boat market, high-end yacht tenders, custom yachts and pilot boats.

Bill Livingston started his career building engines for Caterpillar before moving into customer support and ultimately becoming Head of Caterpillar Concierge, the firm's premium aftersales service. He brings expertise and experience in project management, aftersales processes and customer service to Cox's North American team and will be based in Georgia but will relocate to Florida when Cox's US headquarters is in operation.

Delivering exceptional aftersales support is a fundamental part of Cox Powertrain's philosophy and the firm has now strengthened its worldwide team to help it provide a second-to-none service. Taking on the role of Global Aftersales & Warranty Manager is Steve Pitt, who brings experience in automotive aftersales, calibration and diagnostics and gained key marine aftersales and product development experience whilst employed by Hamilton Jet. Steve will be UK based at Cox's headquarters in West Sussex.

Pitt, Woodfin and Livingston will be joined by Cox's Louisiana distributor, Innovative Diesel Technology. at this year's International Workboat Show.

David LeBlanc, Director of Sales and Product Development at Innovative Diesel Technology said, "We're inviting visitors to register online or via our stand at the show to experience an on-water demo to see a CX0300 in operation first-hand."

“This high-powered diesel outboard has been greatly anticipated by the US commercial market. We’re excited to be representing a brand-new engine that has no current equal on the market. Cox’s emphasis on unrivalled aftersales also aligns perfectly with our own ethos of providing best-in-class products with unequalled product support.”

Visit Cox at the International Workboat Show in New Orleans on booth #3251 or visit www.coxmarine.com for more information.

ENDS

Media contacts:

Faye Dooley, Marketing Communications Manager

Cox Powertrain Limited

Tel: +44 (0) 1273 454 424

E: faye.dooley@coxpowertrain.com

Media information & images:

Karen Bartlett

Saltwater Stone

Tel: +44 (0) 1202 669 244

E: k.bartlett@saltwater-stone.com

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 base of private shareholders. 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 density 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 35 distributors and 400 dealers.

For further information, visit www.coxmarine.com