



Elite Diesel Service has been appointed Cox Powertrain's distributor for Texas, Oklahoma and Missouri in the USA

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## Cox Powertrain: Cox Powertrain Names its First Distributor

British diesel engine innovator, Cox Powertrain, has named Texas based Elite Diesel Service as its first distribution partner for the company's revolutionary new marine diesel outboard, the CX0300. As Cox's US distributor for Texas, Oklahoma, and Missouri. Elite Diesel will play a key role in bringing its game-changing technology to market in this region.

Operating from two Texas based facilities in Kemah and Rockport and representing a number of premium marine engine brands, Elite Diesel are

highly experienced in marine diesel applications across the commercial, military, recreational and sports fishing sectors and are well regarded for their outstanding customer service and loyalty.

On finalizing the agreement, Elite Diesel President John Bowen said, “We are delighted to be involved with Cox Powertrain and look forward to bringing this exciting new product to market. The product and partnership aligns well with the Elite Diesel goal of bringing enjoyable and reliable propulsion solutions across the boating community.”

Continuing he said, “It is a rare opportunity to be involved with a product whose introduction will disrupt an entire segment of an industry. A competitively sized diesel powered outboard engine has been long overdue for many applications. The CXO300 will bring new levels of safety, total cost of ownership, efficiency, reliability, and torque to a broad range of boaters in different applications. Market interest has been strong in the pleasure craft, commercial, law enforcement, and military communities, each knowing the CXO300 will add value to their boating needs and experience.”

Cox Powertrain’s Business Development Manager, Joel Reid is currently developing the company’s global distributor network, which will initially focus on two key regions, the USA and Europe. Commenting on the significance of Elite Diesel’s appointment, he said, “We are very pleased to have forged this partnership with a company that has built an excellent reputation for marine service in their area. John Bowen and his team have grown the company considerably over the past years as a result of putting the client first and this is the type of service we are looking to provide when we launch the CXO300 next year.

We are confident we’ve chosen the best partner in this region to deliver the high standards of service our clients expect.”

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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 CX0300, is the highest power density diesel outboard engine ever developed. As a low weight, high power, single fuel engine, the CX0300 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)