



Cox Powertrain's much anticipated CXO300 makes it's global debut at the 59th Fort Lauderdale International Boat Show

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## **Fort Lauderdale International Boat Show - Cox Powertrain: Global Launch of the World's Highest-Powered Diesel Outboard Set to Transform Recreational Boating**

*Cox Powertrain unveils its highly anticipated 300hp diesel outboard, the CXO300, and declares its order books open*

*Fort Lauderdale International Boat Show, October 31st to November 4th, 2018, booth #1077-1078, Yellow Zone Land, Bahia Mar/Hall of Fame/Las Olas Marina Show.*

**FORT LAUDERDALE, USA** – October 31st, 2018 – British diesel engine innovator, Cox Powertrain, will today reveal one of the marine industry’s most highly anticipated engines at Fort Lauderdale International Boat Show (FLIBS). Following an intensive ten-year development program, the CXO300 will be unveiled during an exclusive media preview prior to the show’s official opening.

Visitors to the show will be able to see Cox’s impressive pre-production engines on the Intrepid Powerboat booth where a twin-engine installation will be fitted to the transom of Intrepid’s new 345 Nomad Centre Console located at Bahia Mar/Hall of Fame/Las Olas Marina Show 2018, Red Zone G Dock 700-714.

Delivering 300hp at the propeller, the CXO300 is the world’s highest power density diesel outboard engine and is set to revolutionize the US recreational boating market. The final engine concept is based on the proven technology of a 4-stroke, V8 architecture. Weighing just 375kg, it offers at least a 25% better range compared to a gasoline outboard and is designed to last up to three times longer. Users could save as much as three times the \$50,000 retail cost of the CXO300 over the lifespan of the outboard due to its long life, fuel efficiency, long service intervals and reduced haul-out costs.

Cox Powertrain’s Global Sales Director, Joel Reid said: “Fort Lauderdale is the obvious choice for this significant launch. The area is a magnet for recreational boat owners and sports fishermen, and the number of twin, triple and quad outboard powered boats sold in Florida every month is staggering. Demand from this region has already exceeded our expectations.

“We have worked tirelessly to establish an exclusive team of distributors, covering sixty countries across the globe,” continued Reid. “A strong and lasting relationship with boatbuilders is also crucial to our success and we are delighted to name Intrepid Powerboats as the first boat builders to formally partner with us in the recreational marine sector.”

The Fort Lauderdale-based Intrepid Powerboats is collaborating with Cox Powertrain for the launch of its game-changing diesel outboard and will be a

prominent OEM partner of the UK-based engineering specialist.

Ken Clinton, President of Intrepid Powerboats, said: “We are extremely excited that Cox has chosen us to help bring them into the marketplace. We have been looking for a diesel outboard for quite some time now and can’t wait to get some time on these engines. With many of our boats being tenders to the mega yacht market, we continue to get requests for diesel applications because they do not want to carry gasoline. With the fuel efficiency, low maintenance and dependability that diesel technology brings, I am very excited about the future of the CXO300.”

FLIBS marks the opening of the order books for the CXO300 and the start of Cox Powertrain’s customer demonstration program. Visitors will be invited to sign up to one of the many on-water demonstrations that will take place throughout North America from November 2018 through Spring 2019.

Cox Powertrain will be joined by its full line-up of US distributors on booth #1077-1078 in the Yellow Zone Land at the Bahia Mar/Hall of Fame/Las Olas Marina Show. For further information about the CXO300, Cox Powertrain’s North American distributors and to sign up for an on-water demonstration, visit [www.coxmarine.com](http://www.coxmarine.com)

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Cox Powertrain is a world-leading, innovative British engineering company which develops marine diesel outboard engines for worldwide and multi-market applications. It is the first company to introduce a completely new

line of lightweight, high-powered, high-performance and highly durable diesel outboard engines that have been built from the ground up specifically for marine use.

Cox's first ground-breaking diesel outboard engine, the CXO300, is based on a 4-stroke, V8 architecture. It delivers a combination of high power and high torque, enabling it to offer the same performance and efficiency of an inboard but with the convenience and flexibility of an outboard.

Cox Powertrain has a global network of distributors and dealers who have been tasked with breaking the mould to deliver a sales and support service that is second to none in the marine industry. Led by ex-Cosworth CEO Tim Routsis, whose background lies in engine development in global automotive, aerospace and marine markets, the company's mission from the start has been to create an iconic engine brand and deliver a completely new concept in diesel engines that will revolutionise the marine market.

Cox Powertrain's UK headquarters is based at Shoreham Airport on the South Coast of England and includes a new state-of-the-art assembly and testing facility. It is from here that Cox Powertrain's highly skilled team of engineers utilise their decades of experience in combustion engines and premium automotive design to produce such a superior range of diesel outboard engines.

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.

For further information, visit [www.coxmarine.com](http://www.coxmarine.com)