



InnovaSea is headquartered in Drøbak near Oslo, Norway

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## Cox Powertrain - InnovaSea Joins Elite Line-up of European Distributors for Cox Powertrain's 300hp Diesel Outboard

**Lancing, 20 March 2018** - British diesel outboard innovator, Cox Powertrain, has appointed InnovaSea AS as the distributor of its 300hp diesel outboard engine in Denmark, Finland, Iceland, Poland and Croatia. The Norwegian based marine engine specialist is the latest company to be announced as part of Cox Powertrain's exclusive line-up of distributors in preparation for the CXO300 launch later this year.

Commenting, InnovaSea CEO, Marius Karlsen, said, “Our target territories have shown great interest in the CXO300, the technology and the engineering behind it. The engine meets the toughest user requirements for quality and durability while offering a real alternative to petrol.”

InnovaSea’s priority as a distributor for such geographically varying regions will be to work closely with the end-users in each territory to understand their unique needs. “By engaging with our customers and their application requirements, we will be able to deliver the highest level of availability and service. We are looking forward to sharing our experiences with fellow Cox dealers and customers and exploring new markets for the game-changing CXO300.”

Concluding, Karlsen said, “Signing the distributorship with Cox Powertrain is a significant step for our company and the team at InnovaSea are extremely eager to get on with the challenge of helping to make this industry-transforming engine the huge success that we know it will be.”

For more information and to stay up to date with the latest news and progress on the CXO300, visit [www.coxmarine.com](http://www.coxmarine.com)

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## **About Cox Powertrain**

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)

## **About InnovaSea**

InnovaSea AS is a 100% privately owned Norwegian corporation located by the sea, 30km south of Oslo, Norway. The company's mission is to supply innovative solutions and products to support the professional and recreational maritime market, whilst delivering a high level of service and operational excellence.

The founder of the company and Chairman of the board, Fridtjof Støre, has a 15-year history of establishing numerous companies in the maritime, offshore and industrial markets. The day to day operation of the business is carried out by CEO, Marius Karlsen who has extensive experience in the international maritime markets, both in engineering and sales.

InnovaSea is the exclusive distributor for Cox Powertrain's CX0300 diesel outboard engine in Denmark, Finland, Iceland, Poland and Croatia.

For further information, visit [www.innovasea.no](http://www.innovasea.no)