



Cox Powertrain - CXO300 white render

Aug 23, 2018 15:36 BST

Cox Powertrain: Launch Event for Cox Powertrain's Transformative Diesel Outboard to Take Place in Fort Lauderdale

Lancing, UK – 23 August 2018 - British diesel engine innovator, Cox Powertrain, has confirmed Fort Lauderdale as the location for the highly anticipated launch of its final concept, game-changing diesel outboard engine, the CXO300. The first pre-production engine will also make its global debut at this year's Fort Lauderdale International Boat Show. Delivering

300hp at the propeller, the CX0300 is the world's highest power diesel outboard engine and is set to revolutionize the US recreational boating market.

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 a new Intrepid Centre Console.

FLIBS marks the opening of the order books for Cox's CX0300 and 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.

The launch of the CX0300 follows an intense ten-year development programme by the British engineering specialist. The final engine concept is based on a 4-stroke, V8 architecture and weighing 375kg, it will offer users higher fuel efficiency, greater range, higher torque and substantial total cost of ownership advantages.

It is predicted that only about 10% of Cox's engines will be single installations with most craft having multiple installations. As a result, Cox will be offering three lower unit lengths (25", 30" & 35") and full joystick capabilities with DPS, GPS and cruise control.

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 fisherman 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."

The Fort Lauderdale International Boat Show will take place at the Bahia Mar Yachting Center from October 31st to November 4th.

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 CX0300, Cox Powertrain's North American distributors and to sign up for an on-water demonstration, visit www.coxmarine.com

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, innovative British engineering company, who develops marine diesel outboard engines for worldwide and multi-market applications.

It is the first company to introduce a completely new line of 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 CX0300, which launches in November 2018, is based on a 4-stroke, V8 architecture. It

delivers a combination of high power, high torque and single fuel, 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 head-quarters, which is based at Shoreham Airport on the South Coast of England, 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