



From left: Sun Power Diesel's Business Development and Sales Manager Dean Gualillo with CEO Jay Davis

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## Cox Powertrain: South Florida Diesel Specialist Named as Cox Distributor in Key Target Region

British diesel engine innovator, Cox Powertrain, has named Florida based Sun Power Diesel as the latest US distributor of its revolutionary CXO300 diesel outboard engine. Based in one of Cox Powertrain's primary target regions on the US's south-eastern seaboard, Sun Power Diesel will play a major role in driving sales of the high powered, low weight diesel outboard in this popular area for recreational boat owners and sports fishermen.

Commenting, Sun Power Diesel's CEO, Jay Davis said, "About once every ten years, a truly game-changing product is introduced into the marine propulsion marketplace. We feel very fortunate to be involved with this decade's contribution. Our enthusiasm applies not only to the product itself but also to the team that Cox Powertrain have put together.

The interest in the CXO300 has been phenomenal. The number of twin, triple and quad outboard powered boats sold in Florida every month is astonishing. New boats today are for the majority either powered by gas outboards or diesel inboards many with pod drives. Cox's 300hp diesel outboard offers truly the best of both worlds. You have the durability, safety and fuel efficiency of today's common rail marine diesel engine combined with the practicality, space savings and ease of maintenance of an outboard motor."

Sun Power Diesel operates from Florida's Dania Beach, which is located immediately south of Fort Lauderdale and Port Everglades. The area is a major force in South Florida's marine industry minutes from Fort Lauderdale airport and is a magnet for recreational boat owners and sports fisherman.

Joining Sun Power Diesel as Business Development and Sales Manager heading the Cox engine program is Dean Gualillo, whose background in the marine propulsion business spans over thirty-five years with specific expertise in the marine engine and running gear segments of the industry. Mr Gualillo will be primarily responsible for all OEM and dealer network development in the state of Florida.

Sun Power Diesel will join forces with Cox Powertrain's US network to present a full-size model of the CXO300 to visitors of the Fort Lauderdale Boat Show, November 1-5, Bahia Mar/Hall Of Fame/Las Olas Marina Show 2017, Yellow Zone Land booth 1077-1078.

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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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)