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## Impressive Turnout for the Diesel Outboard Debate at IWBS Conference

*Diesel specialist Cox Powertrain joined OXE to discuss the benefits of diesel outboards vs diesel inboards for commercial applications*

*International Workboat Show, New Orleans, December 4th-6th, 2019, Booth #3251*

**New Orleans, December 6th, 2019** – A significant number of delegates attended an informative presentation about the benefits of diesel outboards during the annual International Workboat Show conference this week. The

one-hour presentation formed part of the conference's 'Maintenance and Repair Program' on day one of the show and was led by Cox Powertrain's North America Account Manager, Bruce Woodfin.

At the forefront of the discussion was the many benefits of commercial workboat operators using diesel outboards in favor of diesel inboard engines.

"Our main objective was to debate the challenges that the industry faces when deciding engine installation and to discuss the opportunities and solutions that diesel outboards can bring to commercial users," said Bruce Woodfin. "Diesel outboards have been a hot topic for the workboat market for a number of years and we expected a good turnout. We were not disappointed and were delighted to answer a range of questions from a well-engaged audience."

Commenting on the overall success of the Show, Woodfin said, "This year's show has been a resounding success for Cox and our booth has been constantly busy with visitors engaging with our team about upcoming projects and reinforcing the high demand for diesel powered outboards in this sector."

Among the topics discussed, fuel savings, longer service intervals, safety and higher torque capabilities of using diesel outboards dominated the conversation.

As well as offering increased safety, fuel efficiency, reduced maintenance and haul out costs and longer service intervals, Cox's 300hp CXO300, the world's only high performance diesel outboard built for marine use from the ground up, also provides at least a 25% better range compared to a gasoline outboard and 100% higher peak torque at the crankshaft than the leading gasoline 300hp outboards. This enables craft to move more weight more efficiently and reach peak torque and top power more quickly.

Highly experienced in this field, Bruce Woodfin graduated from Maine Maritime Academy, with a degree in yacht operations boatyard management, before working for yards in Marblehead and Salem Massachusetts. Since 2000, he has worked in marine propulsion, selling and supporting a wide range of products including jets, inboards, sterndrives and pods, and worked for Power Product Systems LLC for seven years prior to joining Cox Powertrain. During his time with Power Product Systems, his primary focus

was selling and supporting Volvo Penta products to the New England lobster boat market, high-end yacht tenders, custom yachts and pilot boats.

Visit the Cox team on the final day of the International Workboat Show in New Orleans on booth #3251 or visit [www.coxmarine.com](http://www.coxmarine.com) for more information.

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About Cox Powertrain

Cox Powertrain is a world-leading British design and engineering innovator of diesel engines developed for worldwide and multi-market applications.

Based on the South Coast of England, Cox Powertrain is backed by a solid

base of private shareholders. 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 performance engine, the CXO300, is the highest power density diesel outboard engine ever developed. As a high power, single fuel engine, the CXO300 delivers the same performance and efficiency of an inboard but with the convenience and flexibility of an outboard.

Cox is supported by a worldwide distributor network made up of 35 distributors and 400 dealers.

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