



## **SOLÉ DIESEL IS ANNOUNCED AS COX POWERTRAIN'S SPANISH DISTRIBUTOR**

*The Barcelona based company will also be attending the Expomar boat show in Burela, Spain*

**Lancing UK – 17 April, 2019** – Solé Diesel has been announced as the the Spanish distributor for world-leading British designer and builder of outboard diesel engines, Cox Powertrain. It also distributes several top brands in the Spanish territory where it has a consolidated distributor network and a privileged market position.

The family-owned company, based in Barcelona will be on hand at *Expomar Fair*, one of the world's leading fishermen fairs in the Cantabrian coast and north of Portugal, in Burela, Spain for those seeking advise on the CXO300 diesel outboard.

“Solé Diesel has much influence in the Spanish market and we are excited to welcome them to our expanding group of distributors” said Joel Reid, Cox Powertrain’s Global Sales Director. “Their exceptional experience and strong customer service in this territory makes them the perfect partner for us.”

Solé Diesel joins an exclusive global alliance of Cox distributors that have been chosen for their expertise in diesel engine solutions for both professional and recreational maritime users.

Javier Altayó, Sales Manager of Solé Diesel said “We are very proud of becoming part of the new Cox distribution network. We are very confident on the success of the CXO300 in the Spanish market, where there is a demand of diesel outboard engines above 300hp and Cox will fill that gap. With our lengthy experience in this market and our firm commitment to excellent customer service, we are certain this will result in a great tandem for success.”

The CXO300 is the world’s highest power density diesel outboard. The final concept CXO300 is based on a 4-stroke, V8 architecture. It has been developed for professional applications, where performance, durability and fuel efficiency are paramount.

For industry professionals interested in buying or switching to a high-powered diesel outboard is being urged to register their interest to take part in a demonstration at [www.coxmarine.com/en/demo](http://www.coxmarine.com/en/demo)

For more information, visit at Solé Diesel at Expomar Fair in Burela or visit [www.coxmarine.com](http://www.coxmarine.com)

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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 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 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.

The CXO300 is due to go into full production in Q3 of 2019. Cox is supported by a worldwide distributor network made up of 40 distributors and 400 dealers.

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

## **About Solé Diesel**

Solé Diesel is a family-owned business founded in 1912 and is consolidated in the marine sector with a wide range of marine engines, gensets and accessories. The company, based in Barcelona, is currently managed by its third-generation, Mr. Enrique Solé Matas.

Nowadays, Solé Diesel is a reference brand in the industrial engine marinization both, in the domestic and international markets, and a personalized customer service is what makes the company stand out. Solé Diesel's philosophy is based on offering the best solution to the customers' needs, providing them with the best advice and seeking the best alternatives for both leisure and commercial boats.

Solé Diesel products are manufactured in Martorell (Barcelona) under the highest quality standards, constantly seeking the customer's satisfaction as a target. Therefore, we work with the best brands in the market.

Solé Diesel's success is based by the combination of experienced workers, and new methods provided by new generations, along with the total control of the manufacturing, delivery and after-sales process.

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