



## **Cox diesel outboard a resounding success in Swedish demos**

*Cox Sweden distributor, Diesel Power, is delighted with feedback from the most recent CXO300 demonstrations, held at the Marstrand Boat Show and All at Sea events*

**Lancing, West Sussex, 10 September 2019** – Cox Powertrain’s high-powered diesel outboard continues to make a big impression, with customers participating in global demonstrations of the CXO300. The innovative outboard first took to the water at Seawork International, UK, in June and the latest feedback comes from Cox Sweden distributor, Diesel Power AB, who recently completed the Swedish rounds of demonstrations at Sweboat’s Marstrand Boat Show and at Sweden’s largest in-water boat show, All at Sea, in Gustavsberg.

Throughout the two events, Diesel Power showcased the impressive performance and unrivalled capabilities of the CXO300. Demos took place on a Rupert R8, a highly popular and rugged commercial grade RIB designed for heavy professional use in harsh environments, typical of this region.

Sweden is a key sales target for Cox’s high-performing engine as a large proportion of this market comprises professional users such as the navy, maritime rescue and coastguard, who traditionally use fast response planing vessels that undergo heavy use and long operations.

The Diesel Power and Cox teams were overwhelmed at the feedback from those that participated in the Swedish demos. Many commented on the surprisingly low sound level and said that they could clearly tell that the engine has lots of torque. That was despite the demo unit being an early pre-series engine which was not optimised for the boat in terms of leg length and gear ratio.

Among those that were overwhelmingly impressed was a CEO of a leading Scandinavian boat builder, who jumped ashore from the boat saying, ‘This is fantastic!’. Many of the demo customers have expressed ongoing interest, with several placing orders and other asking for quotations.

Peter Nauwerck, CEO of Diesel Power, said: “We could not have wished for a better kick-off for the Cox sales. Our industry colleagues showed a lot of interest in our product, asked questions and participated in demo runs. We look forward to equipping our brand-new demo boat with a serial production engine to be able to optimise the performance of the boat.”

He continued: “The CXO300 is the perfect solution for government agencies such as the navy and coastguard who require a robust and safe engine to carry out long range operations reliably. The demand for high performance diesel outboards has been unprecedented and we only see this trend getting stronger. Diesel powered engines are a big priority for professional applications and we have many customers that have already placed orders for Cox’s high anticipated diesel outboard.”

For more information and to register your interest for a demo of the CXO300, visit [www.coxmarine.com](http://www.coxmarine.com)

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#### Notes for editors:

For more information contact

Peter or Kristofer at Diesel Power

**Diesel Power Sweden AB**

Tel + 46- (0) 31-748 62 00

[info@dpower.se](mailto:info@dpower.se)

[www.dpower.se](http://www.dpower.se)

#### **Media contacts:**

Faye Dooley, Marketing Communications Manager, Cox Powertrain Limited

Tel: +44 (0) 1273 454 424, E: [faye.dooley@coxpowertrain.com](mailto:faye.dooley@coxpowertrain.com)

#### **Media information & images:**

Karen Bartlett, Saltwater Stone

Tel: +44 (0) 1202 669 244, E: [k.bartlett@saltwater-stone.com](mailto:k.bartlett@saltwater-stone.com)

#### **About Cox Powertrain**

Cox Powertrain is a world-leading, innovative British engineering company, which develops marine diesel outboard engines for global and multi-market applications. It is the first company to introduce a completely new line of high-powered, high-performance and extremely durable diesel outboards that have been built from the ground up, specifically for marine use.

Cox's first ground-breaking diesel outboard engine, the CXO300, 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 headquarters, 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](http://www.coxmarine.com)