

CXO300
diesel^{V8}

THE REVOLUTION BEGINS

Built with purpose

CXO300 – the world's first
300hp diesel outboard



The COX logo, featuring a stylized red and blue graphic element to the left of the word "COX" in a bold, sans-serif font.

CXO300
Overview

**Introducing the CXO300
diesel outboard
– exceptional
performance with
the reassurance of
proven V8 diesel
technology**



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300hp diesel outboard

coxmarine.com

CXO300
The revolution begins



25% LESS FUEL



480FT.LB TORQUE



3x LONGER LIFE

COX

CXO300
Company snapshot



CXO300 – the world's first
300hp diesel outboard

COX POWERTRAIN



£80m
investment



78
employees



Privately
owned



Founded
in 2007



Located in the
United Kingdom



11
nationalities

CXO300

A story of British innovation

2007

HOW IT ALL BEGAN

Motor racing engineer David Cox formed Cox Powertrain with a vision to develop lightweight diesel engines using F1 technology.

2008

VISION TURNED INTO REALITY

Charles Good starts as Chairman for Cox and initiates the path towards diesel outboards and achieves £5m investment through private financial funding.

2010

FIRST FIRE

The first fire of Cox's concept engine and commencement of designs for the Alpha engine.

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• 2013

ALPHA ENGINE

Alpha engine demonstrations begin and a more defined beta design was developed.

• 2014

SIGNIFICANT GROWTH

Tim Routsis became CEO, driving the business on and taking on new premises at Shoreham (Brighton City) Airport.

• 2016

DISTRIBUTION NETWORK

Work to secure a global distributor network commences with an expected 50 distributors worldwide to support the CXO300.

• 2018

COUNTDOWN TO LAUNCH

The CXO300 worldwide demonstration programmes begin along with landmark validation programmes from key marine influencers. The CXO300 global launch is planned for November 2018.

CXO300
Diesel reliability

FULLY COMMITTED TO OUR PRODUCTS

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coxmarine.com



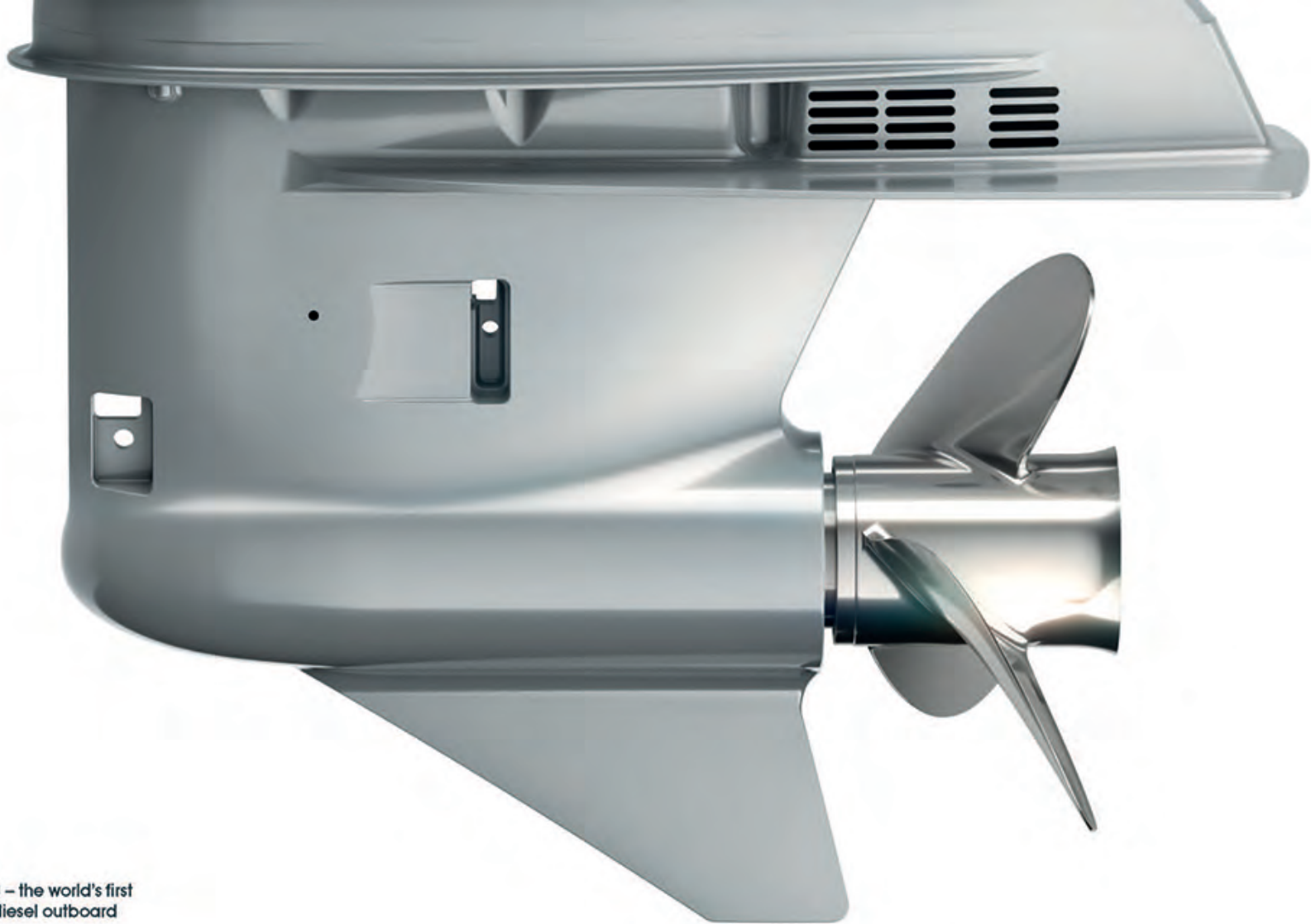


Recreational warranty
5 years / 1500 hours



Commercial warranty
18 months / 1500 hours

COX



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RETROFIT COMPATIBILITY

Although the first of its kind, as the most powerful diesel outboard brought to the market, the CXO300 has been developed to be compatible with existing industry standards – making it as easy to install on a wide range of vessels as any gasoline outboard.



DIESEL
Standard pump
diesel



NMEA
NMEA 2000 can bus



TRANSOM
Transom same as
current standard



PROP
Off the shelf



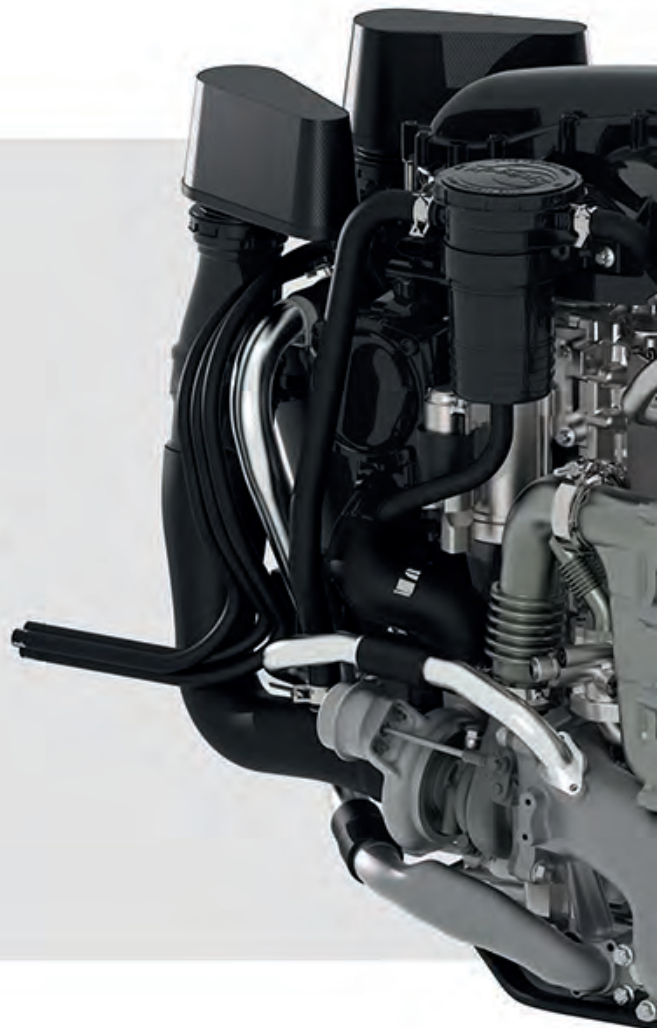
STEERING
Compatible with
all major brands

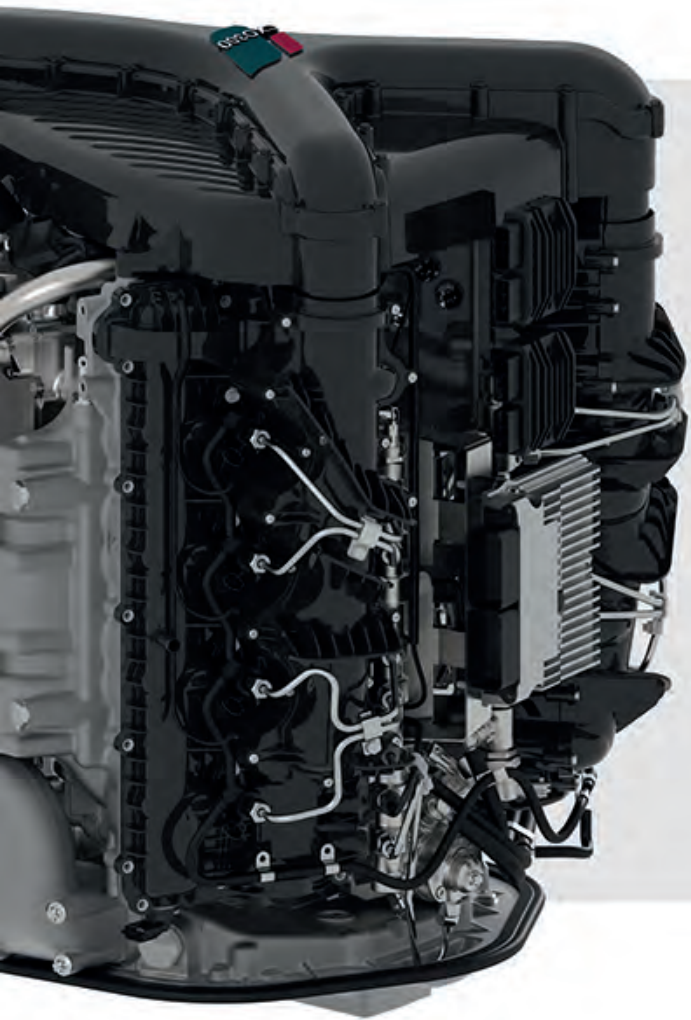
CXO300
World class

REDEFINING THE STANDARDS IN SERVICE

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coxmarine.com





When purchasing a Cox Diesel outboard you are buying more than an engine, you are acquiring a new level of service and care that comes standard with all our products. We have defined service standards to ensure you don't lose a week's worth of revenue, or that fishing weekend you have been planning for weeks, because your engine is down.

As a result Cox customers will be able to raise a claim through the push of a button on the Cox App, you will be assigned a case manager whose sole purpose is

to have your engine up running as quickly as possible and will manage the case every step of the way. The Cox after sales team will have real time visibility of each and every case to ensure our service standards are being met by our dealer network wherever you are in the world. We offer an engine substitution programs for those customers who cannot afford down time and a true 24/7 customer service to ensure there is always somebody available to attend our customers no matter the time of day, or night.



Cox has worked tirelessly to establish the best possible team of 40 exclusive distributors, covering 60 countries across the globe.

Each has been selected for its reputable standing within the marine industry, both for professional and recreational users. These will be joined by an expansive network of over 400 dealers worldwide who, like the distributors, will be on hand to ensure the highest levels of customer service.

GLOBAL DISTRIBUTORS

EUROPE

United Kingdom

Berthon

The Netherlands

De Wolf Maritime Society

Italy

Cartello SRL

France

Fenwick

Germany

Marx Technik

Norway

Erling Sande AS

Sweden

Diesel Power AB

Finland

InnovaSea

Greece

Zois-Efstathiou

Portugal

Yacht Works

NORTH AMERICA

California

Boatswain's Locker

Texas

Elite Diesel

Louisiana

IDT

New Jersey

Johnson & Towers

Massachusetts

Power Products

Florida

Sun Power Diesel

South Carolina

Superior Diesel

Canada

Wajax

GSA/Caribbean Islands

Outdoor Network LLC

REST OF WORLD

New Zealand

Sports Marine

Australia

Power Equipment

South Korea

SoungJin Marine

United Arab Emirates

Delma Industrial Supply

Maldives

D.O.C. Pvt

China

Chang Kui Marine Engine

South Africa

SeaScope Marine

Singapore

Sime Darby*

Russia

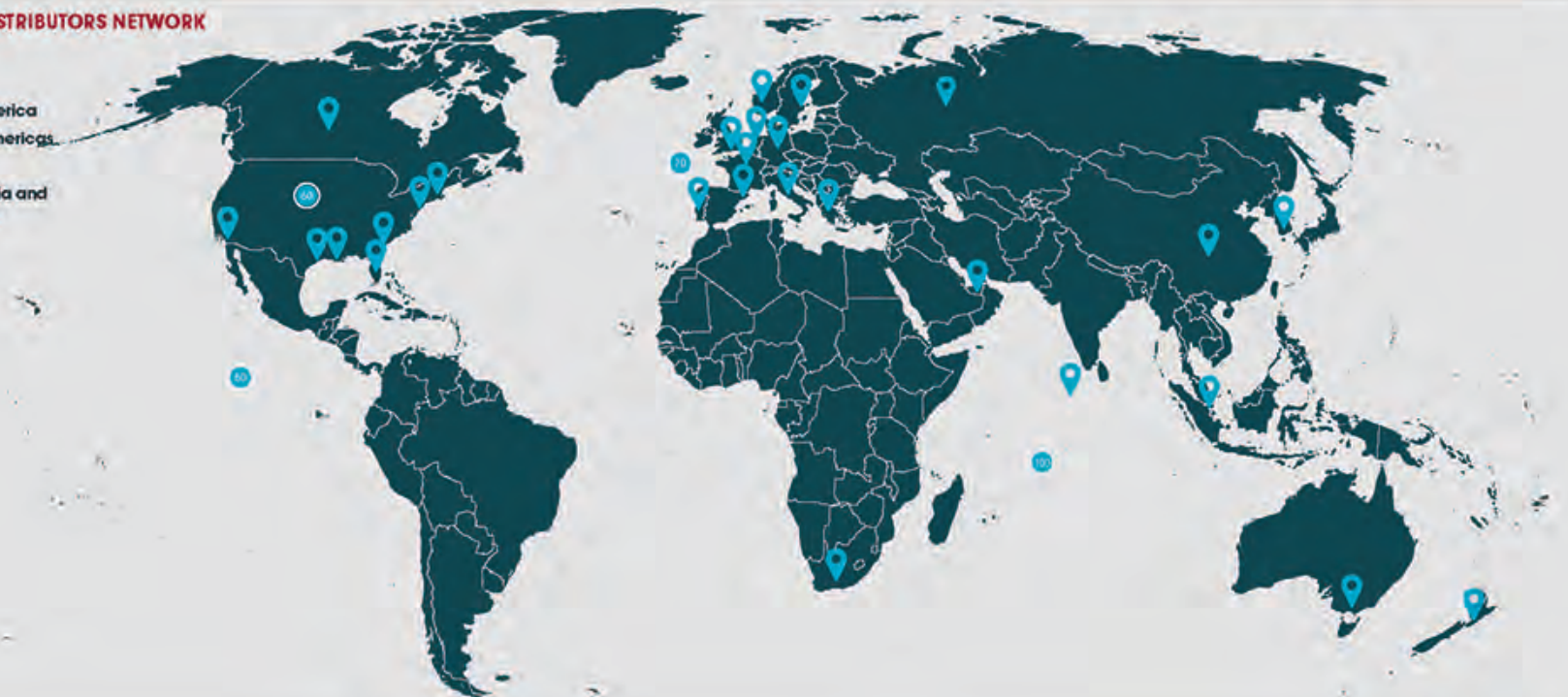
TBC

* Also covering Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, Myanmar, Cambodia, Brunei, Laos and Taiwan.

GLOBAL DISTRIBUTORS NETWORK

Dealers:

- North America
- Rest of Americas
- Europe
- Africa, Asia and Oceania



COX POWERTRAIN LIMITED

The Cecil Pashley Building
Unit 8, Cecil Pashley Way
Shoreham (Brighton City) Airport
Lancing, West Sussex
BN43 5FF
United Kingdom

+44 (0) 1273 454 424

info@coxpowertrain.com
www.coxmarine.com



@CoxPowertrain



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