



## **COX POWERTRAIN'S COLLABORATION WITH RICARDO FUNDAMENTAL TO ITS SUCCESS**

*British firm's 10-year creative partnership with engineering specialist, Ricardo, is key to Cox's transition from start-up to international brand*

**FORT LAUDERDALE, USA** – October 31st, 2018 – Innovation takes time to perfect, and Cox Powertrain's ground-breaking new CXO300 marine diesel outboard has been ten years in the making – resulting in one of the most highly-anticipated marine industry launches of 2018. Boasting remarkable performance, fuel efficiency and durability, the lightweight CXO300 is the highest power density diesel engine ever developed and looks set to spark unprecedented interest in the professional and recreational marine markets.

The original concept for a high-powered diesel engine had its roots in F1 and was developed by the firm's founder motor sports engineer, David Cox. But it was when this idea was taken to the marine sector that it really took off and development commenced for the world's most powerful diesel outboard. The project has attracted a substantial amount of investment and the firm has now established assembly facilities in Shoreham, England, with plans to announce its new US facility based in Florida soon.

Early in the development of the CXO300, Cox entered into a highly-successful collaboration with Ricardo, one of the foremost engineering and design consultancies in the world, with specialist knowledge of environmental legislation. Experts at Ricardo recognized the game-changing potential of the Cox opposed piston engine and formed a working partnership that has been fundamental to the firm's development.

"Ricardo is pleased to have been able to support Cox throughout the development of the impressive CXO300 engine," commented Ian Penny, Director, Ricardo UK. "The lightweight construction of this engine provides a compelling solution for performance outboard applications such as fast RIBs, requiring high fuel efficiency and durability. On behalf of Ricardo I would like to congratulate Cox on the launch of the CXO300, an engine which I believe will be a segment-defining product."

Cox Powertrain's Technical Director, Stephen Moore, explained: "Ricardo provided invaluable assistance both in helping to develop the CXO300 from a concept to a commercial reality and also in assisting the business' transition from a start-up to an international player."

The transition from gasoline to diesel outboards is particularly prescient considering the global drive to move away from gasoline due to the dangers of storing the highly combustible fuel, as well as its poor eco credentials.

Stephen Moore explains what is it that makes the 4-stroke V8 architecture of the CXO300 so special: "The unique nature of the high-powered diesel outboard has been possible through the combination of innovative design from air intake through to propeller shaft and the application of state-of-the-art diesel engine design to achieve a product meeting stringent EPA emissions legislation. In addition to the usual

development challenges associated with a clean sheet design, we have also had to develop a supply chain, define build and test procedures and develop critical engine systems to suit the vertical installation. We predict users could save around US \$190,500 over the lifespan of the engine through reduced fuel costs and believe the engine itself should last approximately three times as long as its gasoline counterparts.”

For more information and to view the pre-production CXO300s, visit Fort Lauderdale International Boat Show, October 31st to November 4th, 2018, booth #1077-1078, Yellow Zone Land, Bahia Mar/Hall of Fame/Las Olas Marina Show.

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### **About Cox Powertrain**

Cox Powertrain is a world-leading, innovative British engineering company which develops marine diesel outboard engines for worldwide and multi-market applications. It is the first company to introduce a completely new line of lightweight, high-powered, high-performance and highly durable diesel outboard engines 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 and high torque, 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 is based at Shoreham Airport on the South Coast of England and 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)

### **About Ricardo**

Ricardo plc is a global, world-class, multi-industry consultancy for engineering, technology, project innovation and strategy. Our people are committed to providing outstanding value through quality engineering solutions focused on high efficiency, low emission, class-leading product innovation and robust strategic implementation. With a century of delivering excellence and value through technology, our client list includes the world's major transportation original equipment manufacturers, supply chain organizations, energy companies, financial institutions and governments.

Guided by our corporate values of respect, integrity, creativity, innovation and passion, we enable our customers to achieve sustainable growth and commercial success. Ricardo is listed in the FTSE4Good Index, which identifies global companies that demonstrate strong environmental, social and governance (ESG) practices. For more information, visit [www.ricardo.com](http://www.ricardo.com)

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