Amerigon's Climate Control Seat(TM) (CCS(TM)) System Offered as an Option on 2006 Cadillac DTS

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Heated/Cooled Seats Among Luxury Features in New High Performance Sedan

DEARBORN, Mich., Aug. 9 /PRNewswire-FirstCall/ -- Amerigon Incorporated (Nasdaq: ARGN) today announced that its proprietary Climate Control Seat(TM) (CCS(TM)) system will be offered as an option in the new 2006 Cadillac DTS sedan expected in showrooms in the Fall.

The Cadillac DTS, the replacement for the Cadillac DeVille which has offered CCS since its 2004 model year, will feature Amerigon's latest generation CCS system which incorporates Amerigon's new Micro Thermal Module II(TM) (MTM II(TM)) technology.

The CCS system is the only actively heated and cooled set system currently on the automotive market and also has the distinction of being completely environmentally friendly. The heat pump uses no CFCs or other environmentally-sensitive coolants and is built around a solid-state Thermoelectric Device (TED) that rapidly converts electric current into either heat or cold. MTM II contains a number of enhancements, including advanced thermoelectric technology, a more efficient fan and a redesigned electronic control module. These combined improvements increase the heating and cooling efficiency of CCS and simplifies packaging in vehicle seats.

"We are very proud of our relationship with Cadillac," said Amerigon President and CEO Daniel R. Coker. "We also take pride in the inclusion of our CCS system in this all new Cadillac design. We believe this is a powerful statement of support and one more example of the growing recognition of the value enhancing features of CCS. The Cadillac DTS is yet another milestone for Amerigon."

About the Climate Control Seat(TM) (CCS(TM)) System

Amerigon's proprietary CCS system significantly enhances individual driver and passenger comfort in virtually all climatic conditions by providing cooling and heating to seat occupants, as desired, using a proprietary solid-state heat pump combined with an active, microprocessor-controlled temperature management system. Ambient air is drawn into the system from the cabin of the vehicle and, based on input from individual seat controls and from temperature sensors built into CCS, the system's advanced heat pump heats or cools the air. The heat pump is built around a highly efficient, solid-state thermoelectric device (TED) that rapidly converts electric current into the desired thermal effect (hot or cold).

About Amerigon

Amerigon designs, develops and markets its proprietary Climate Control Seat(TM) (CCS(TM)) products for sale to automotive and truck original equipment manufacturers (OEMs). CCS enhances individual driver and passenger comfort in virtually all climatic conditions by providing cooling and heating to seat occupants, as desired, through an active thermoelectric-based temperature management system. Amerigon's subsidiary, BSST, is engaged in developing thermoelectric devices (TED) with more efficiency than currently available devices and has development contracts with several customers to expand the market for TED-based automotive and non-automotive products. Amerigon maintains sales and technical support centers in Los Angeles, Detroit, Japan, Germany and England.

Certain matters discussed in this release are forward-looking statements that involve risks and uncertainties, and actual results may be different. Important factors that could cause the Company's actual results to differ materially from its expectations in this release are risks that sales may not significantly increase, necessary additional financing may be unavailable, new competitors may arise and adverse conditions in the automotive industry may negatively affect its results. The liquidity and trading price of its common stock may be negatively affected by these and other factors. Please also refer to the Amerigon's Securities and Exchange Commission filings and reports, including but not limited to its Form 10-Q for the period ending March 31, 2005 and its Form 10-K for the year ended December 31, 2004.

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