



Amerigon Climate Control Seat(TM) (CCS(TM)) System to be Featured in New 2009 Jaguar XF Mid-Size Sports Sedans

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NORTHVILLE, Mich., Oct. 3 /PRNewswire-FirstCall/ -- Amerigon Incorporated (Nasdaq: ARGN), a leader in developing products based on advanced thermoelectric (TE) technologies for a wide range of global markets and applications, announced today that its proprietary Climate Control Seat(TM) (CCS(TM)) system will be offered for the front seats on two models of the all new 2009 Jaguar XF mid-size luxury sports sedans, which are to be sold throughout the world. CCS will enhance Jaguar comfort as an option on the XF V8 Premium Luxury model and as a standard feature on the XF V8 Supercharged model.

The 2009 XF is the second Jaguar model to feature Amerigon's actively heated and cooled seat system following the 2008 MY Jaguar XJ. All models of the XF are expected to be in dealer showrooms in spring 2008.

The bold and aggressive design of the 2009 Jaguar XF features a newly-designed mesh grille, a lower nose, dramatically sculpted light clusters, side power vents, distinctive and subtle detailing and standard 18, 19 or 20 inch wheels depending on model. The XF offers a choice of two powerful V8 engines, a smooth 6-speed electronic automatic transmission with Jaguar Sequential Shift(TM) and steering wheel mounted paddles and a full range of innovative standard and optional features.

Amerigon President and Chief Executive Officer Daniel R. Coker said, "We are extremely pleased with the expansion of our relationship with Jaguar. It is an important and prestigious global brand that has always stood for luxury, quality and innovation, and the newly-designed XF is an exciting addition to the Jaguar line. Jaguar's selection of our heating and cooling technology to be included in its XF luxury sports sedans is especially gratifying as it exemplifies the continued recognition by the Jaguar Design and Engineering teams of the value of CCS in creating consumer demand through improved year-round driver and passenger comfort."

About CCS

The CCS system, which is built around Amerigon's highly-efficient, solid-state thermoelectric device, is completely independent of the automobile's heating and air conditioning system and does not reduce power available to the engine. It also emits no CFCs or other gases and is completely friendly to the environment.

Air is forced through the heat pump in the CCS system and thermally conditioned in response to electronic switch input from the seat occupant. The conditioned air circulates by a specially designed fan through ducts in the seat cushion and seat back, so that the surface can be heated or cooled. Each seat has individual electronic controls to adjust the level of heating or cooling. CCS substantially improves comfort compared with conventional air conditioners by focusing the cooling directly on the passenger through the seat, rather than waiting until ambient air cools the seat surface behind the passenger.

Amerigon is the largest supplier of TE systems for cars, with more than 3.2 million thermoelectric-based seat systems sold.

About Jaguar

From its beginning as a manufacturer of motorcycle sidecars in 1922, Jaguar Cars has grown to become one of the world's premier manufacturers of luxury sedans and sports cars and with that, one of the most recognized commercial brands. The company's vision is simple: To produce beautiful fast cars that are desired the world over. The company operates two manufacturing plants in the United Kingdom and is fully engaged in environmental programs, community work and brand awareness exercises such as motorsports. <http://www.jaguarxfmedia.com>

About Amerigon

Amerigon (Nasdaq: ARGN) develops products based on its advanced, proprietary, efficient thermoelectric (TE) technologies for a wide range of global markets and heating and cooling applications. The Company's current principal product is its proprietary Climate Control Seat(TM) (CCS(TM)) system, a solid-state, TE-based system that permits drivers and passengers of vehicles to individually and actively control the heating and cooling of their respective seats to ensure maximum year-round comfort. CCS, which is the only system of its type on the market today, uses no CFCs or other environmentally sensitive coolants. Amerigon maintains sales and technical support centers in Southern California, 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, additional financing, if necessary, may not be available, 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 Amerigon's Securities and Exchange Commission filings and reports, including but not limited to its Form 10-Q for the period ended June 30, 2007 and its Form 10-K for the year ended December 31, 2006.

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