



Amerigon and Classic Soft Trim Form Partnership to Provide Heated and Cooled Seats to Automotive Aftermarket Nationwide

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Amerigon's Proprietary Climate Control Seat(R) Seats, Heated and Ventilated Seats To Be Sold through National Network

NORTHVILLE, Mich. and AUSTIN, Texas, June 25 /PRNewswire-FirstCall/ -- Amerigon Incorporated (Nasdaq: ARGN), a leader in developing and marketing products based on advanced thermoelectric (TE) technologies, and Classic Soft Trim (CST), one of the world's leading aftermarket providers of leather-trimmed interiors and other luxury features, today jointly announced an alliance to sell patented Amerigon heated and cooled seat systems in the custom car, retrofit and automotive aftermarket industry nationwide. This agreement gives CST a limited exclusive right to market and install the Amerigon Climate Control Seat(R) (CCS(R)) system and Amerigon's heated and ventilated seat system through CST's national dealer network and other authorized and certified installers.

"This is a significant new venture for us with a partnership in a very important market," said Amerigon President and Chief Executive Officer Daniel R. Coker. "We have searched long and hard to find the right partner for an aftermarket venture and we believe we have found it in Classic Soft Trim. The company is the leader in providing luxury interior accessories to new car dealers, custom car brands such as Roush, as well as the Class 8 truck and recreational vehicle market. Classic Soft Trim provides these retrofit products and services through its well trained professional marketing and installation staff. We are confident it has the necessary resources, certifications and geographical company-owned facilities needed to be successful. We look forward to a very prosperous relationship."

Classic Soft Trim, based in Austin, Texas, is a major supplier of premium quality leather interior kits for the automotive industry. The company is ISO 9001 certified and, with past OEM partners such as Mitsubishi, Nissan, Toyota TRD, Ford Racing, Isuzu and Subaru, CST markets and installs its products through 23 centers throughout the U.S., including most major cities, and an extensive North America network of authorized installers.

Classic Soft Trim typically targets premier custom cars as well as high production volume vehicles such as the Toyota Camry, Chevy Silverado, Chevy Tahoe, Chevy Suburban, Ford F150, Honda Accord, Toyota Prius, Nissan Altima, as well as other models that could benefit from added custom features like heated and cooled or heated and ventilated seats.

"Amerigon is the global expert in thermoelectric-based heated and cooled seats, we're the custom seat experts," said Dwight Forrister, President, CEO of Classic Soft Trim. "Many of our customers are looking for additional interior luxuries, like the comforts that come with heated and cooled seats in any weather condition. We believe our extensive dealership network will welcome the availability of these new features."

About CCS

In the CCS system, which is built around Amerigon's highly-efficient, solid-state thermoelectric device, air is forced through the heat pump 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, resulting in a surface that 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 4.5 million thermoelectric-based seat systems sold.

About the Amerigon Heated and Ventilated Seat System

The Amerigon heated and ventilated seat system combines passive cooling or ventilation with active heating. For cooler environments or more economical vehicle lines, a ventilated seat may be a viable solution, bringing ambient cabin air to the surface instead of the "cooled" air produced by the thermoelectric. In the cooling mode, the heater is turned off and the fan provides ambient cabin air to the seat surface. Amerigon's heated and ventilated seat system fits within the same envelope as the active CCS system, so multiple Amerigon applications can be installed within or across various vehicle platforms.

About Classic Soft Trim

In 1985, Classic Soft Trim (CST) pioneered the aftermarket leather interior industry providing leather packages where limited or no factory leather was available. Since then CST has become the world's leading aftermarket provider of leather-trimmed interiors. In 1996, CST broadened its capabilities to include sunroof installations and is now the nation's leading aftermarket installer of sunroofs. Along with leather-trimmed interiors and sunroofs, Classic Soft Trim also carries other products such as OEM style navigations and video systems, Bluetooth hands free systems, molded dash treatments with complementing steering wheels, and safety packages that include backup sensors and reverse cameras.

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(R) (CCS(R)) 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, England and Korea.

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 March 31, 2009, and its Form 10-K for the year ended December 31, 2008.

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