



Amerigon Climate Control Seat(R) (CCS(R)) System Selected as Option for Redesigned 2010 Infiniti M45 and 2010 Nissan Fuga

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Popular Heated and Cooled Seat System Offered as Option Since 2003 Model Year

NORTHVILLE, Mich., Nov. 4 /PRNewswire-FirstCall/ -- Amerigon Incorporated (Nasdaq: ARGN), a leader in developing and marketing products based on advanced thermoelectric (TE) technologies, today announced that its proprietary Climate Control Seat® (CCS®) system will be offered as an option for the front seats of the redesigned 2010 Infiniti M45 performance sedan and its Japanese counterpart, the Nissan Fuga sold only in Japan. The Infiniti Q45, which has been replaced by the M45, and the Nissan CIMA, which has been replaced in Japan by the Fuga, were the first vehicles made by Nissan to offer CCS, and have featured the heated and cooled seat system since the 2003 model year. The vehicles are expected to be in showrooms this fall.

Amerigon President and Chief Executive Officer Daniel R. Coker said, "We have had a longstanding, expanding and successful partnership with Nissan over the years. We believe the Nissan commitment to keep CCS as an option is due to the high customer interest in previous models and for the enhancement of year-round comfort that our seat system provides. These vehicles are well-received and respected around the world and we look forward to being a part of the success of these redesigned vehicles."

CCS, the premier actively heated and cooled seat system in the global automotive seat market, delivers year-round comfort to automotive seat occupants by providing both active heating and cooling. The system 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.

Other vehicles from Nissan that offer CCS include the Infiniti G37, Infiniti FX35, Infiniti FX50, Nissan 370Z, Nissan Maxima and Nissan CIMA. The Nissan Teana offers Amerigon's heated and ventilated seat system.

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 5.0 million thermoelectric-based seat systems sold.

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® (CCS®) 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 June 30, 2009, and its Form 10-K for the year ended December 31, 2008.

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