



## Amerigon Heated and Ventilated Seat System Selected as Option for 2011 KIA Sportage

May 13, 2010

### Compact SUV Known for Styling, Interior Amenities

NORTHVILLE, Mich., May 13, 2010 /PRNewswire via COMTEX/ --Amerigon Incorporated (Nasdaq: ARGN), a leader in developing and marketing products based on advanced thermoelectric (TE) technologies, announced today that its proprietary heated and ventilated seat system will be offered as an option on the front seats of the 2011 KIA Sportage, a compact Sport Utility Vehicle (SUV) known for its styling and wide range of interior amenities.

The Sportage offers many upscale features including Amerigon's heated and ventilated seat system, said Amerigon President and Chief Executive Officer Daniel R. Coker.

"We have established a strong relationship with KIA through our Climate Control Seat(R) systems technology," Coker said. "We view KIA's selection of our heated and ventilated system for its new Sportage SUV as an endorsement of the success and value of our products."

The Amerigon heated and ventilated seat system is also offered on the KIA Mohave and KIA Borrego. The KIA Opirus offers Amerigon's proprietary Climate Control Seat(R) (CCS(R)) system which delivers actively controlled heated or cooled air to a seat occupant.

#### **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 Amerigon**

Amerigon (NASDAQ-GS: 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. For more information, visit [www.amerigon.com](http://www.amerigon.com).

*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, 2010, and its Form 10-K for the year ended December 31, 2009.*

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