



## Amerigon Heated and Cooled Dual Cup Holder Available for 2011 Chrysler 300

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### Second Vehicle to Offer Cup Holder

NORTHVILLE, Mich., Sept. 20, 2011 /PRNewswire via COMTEX/ --

Amerigon Incorporated (NASDAQ-GS: ARGN), a global developer and marketer of innovative thermal management technologies for a broad range of heating and cooling and temperature control applications, today announced that its proprietary heated and cooled cup holder is available as an option for the all-new 2011 Chrysler 300 full-size luxury sedan. This is the second Chrysler Group LLC vehicle to offer the Amerigon cup holder since it was launched at the end of the fourth quarter of 2010. The company first began offering Amerigon's cup holder in the 2011 Dodge Charger. The dual cup holder, like Amerigon's popular heated and cooled Climate Control Seat® System (CCS®), is based on the Company's advanced thermoelectric technology.

Much like the seat system, the dual cup holder provides separate temperature settings in each holder allowing the driver and passenger to individually maintain the temperature in a heated and cooled beverage. The cup holder requires low power consumption and incorporates proven automotive grade, ruggedness, high reliability and drink retention features.

President and Chief Executive Officer Daniel R. Coker said, "The cup holder has been well received in the marketplace since last year's launch and its introduction in the 2011 Chrysler 300 is an important expansion of our relationship with Chrysler Group.

"We believe the thermal technologies being developed by Amerigon will further diversify our portfolio of automotive products," added Coker. "The heated and cooled cup holder has the potential over time to be a high volume product for us."

Amerigon is the world's largest supplier of thermoelectric technologies in the global automotive market with more than 7.9 million thermoelectric-based seat systems sold.

#### **About Amerigon**

Amerigon (NASDAQ-GS: ARGN) is a global developer and marketer of innovative thermal management technologies for a broad range of heating and cooling and temperature control applications. Automotive products based on Amerigon technologies include actively heated and cooled seat systems and cup holders, heated and ventilated seat systems, heated seat and steering wheel systems, cable systems and other electronic devices. Its advanced technology team is developing more efficient materials for thermoelectrics and systems for waste heat recovery and electrical power generation for the automotive market that also have far-reaching applications for consumer products as well as industrial and technology markets. Amerigon has \$500 million in annual revenues and 5,000 employees in facilities in the U.S., Germany, Mexico, China, Canada, Japan, England, Korea and the Ukraine. For more information, go to [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 June 30, 2011, and its Form 10-K for the year ended December 31, 2010.*

Contact: Allen & Caron Inc  
Jill Bertotti (investors)  
[jill@allencaron.com](mailto:jill@allencaron.com)

Len Hall (media)  
[len@allencaron.com](mailto:len@allencaron.com)  
(949) 474-4300

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