



Amerigon Promotes Stephen C. Davis to Chief Technology Officer

March 28, 2012

NORTHVILLE, Mich., March 28, 2012 /PRNewswire/ -- Amerigon Incorporated (NASDAQ-GS: ARGN), the global market leader and a developer of innovative thermal management technologies, today announced that Stephen C. Davis has been promoted to the newly created position of Chief Technology Officer, effective immediately. Davis, 58, formerly Vice President of Engineering and Product Development, will continue to report directly to President and CEO Daniel R. Coker.

In his new role, Davis will be responsible for managing all the Company's research and product development activities. He joined the Company in 2009 as the Senior Vice President, Operations of BSST (a former subsidiary of Amerigon).

"Stephen has demonstrated that he has the skills, knowledge and leadership to direct the development of our product offerings, expand the use of our thermal technology more broadly across product platforms and gain acceptance with customers," Coker said. "His background, professional expertise and domestic and international experience will be needed as we plan and manage our expanding business. Stephen will play a key leadership role in helping us bring a robust group of new thermal products and technologies to the global marketplace."

Prior to joining BSST, from 2005-2009, Davis was Director of Climate Control Systems for Visteon Corporation. Prior to 2005, Davis held other senior engineering and manufacturing positions at Visteon Corporation and Ford Motor Company.

Davis graduated with an MBA and a Bachelor of Science degree in Engineering from the University of Michigan.

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 technologies developed by Amerigon and its majority-owned subsidiary, W.E.T. Automotive Systems AG, include actively heated and cooled seat systems and cup holders, heated and ventilated seat systems, thermal storage bins, 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 may have far-reaching applications for consumer products as well as industrial and technology markets. Amerigon has more than 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.

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 (SEC) filings and reports, including, but not limited to, its Form 10-K for the year ended December 31, 2011; all of which are available free of charge on the SEC's website at www.sec.gov. Amerigon expressly disclaims any intent or obligation to update any forward-looking statements.

Contact: Allen & Caron Inc
Jill Bertotti (investors)
jill@allencaron.com
Len Hall (media)
len@allencaron.com
(949) 474-4300

SOURCE Amerigon Incorporated