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**AMERIGON CLIMATE CONTROL SEAT™ (CCS™) SYSTEM TO BE  
STANDARD FEATURE IN NEW 2009 LINCOLN MKS**

NORTHVILLE, MI (January 15, 2008) . . . Amerigon Incorporated (NASDAQ: ARGN), a leader in developing products based on advanced thermoelectric (TE) technologies for a wide range of global markets and applications, announced today that its proprietary Climate Control Seat™ (CCS™) system will be offered as a standard feature in the 2009 Lincoln MKS, the new flagship Lincoln luxury sedan. The MKS was originally unveiled at the LA Auto Show in November and is expected to be in showrooms this summer.

The new MKS, a full-size sedan with the size and luxury of the traditional Lincoln vehicles, was originally introduced as a concept car at the 2006 North American International Auto Show. The CCS heated and cooled seat system, which offers individual controls for comfort at any time of the year, is typical of the luxurious interior and engineering features that also include a six-speed automatic transmission with SelectShift, all-wheel drive and a 3.7-liter V6 engine that delivers 270 horsepower and 265 lb.-ft of torque.

Amerigon President and Chief Executive Officer Daniel R. Coker said he is proud to carry on the partnership between CCS and the Lincoln designers and engineers.

“The fact that our seat system has been chosen to be an integral part of one of the most luxurious Lincolns ever created demonstrates that our engineering expertise is valued, as are the comforts afforded to passengers by the heated and cooled seats,” Coker said. “We have worked very diligently to be a good partner for Lincoln and we look forward to continuing our relationship in the years to come.”

Other vehicles from Lincoln that offer CCS are the Lincoln Navigator, Lincoln MKZ and Lincoln MKX.

**About CCS**

The CCS system, which is built around Amerigon’s highly-efficient, solid-state thermoelectric device, 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.

Air is forced through the heat pump in the CCS system 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, so that the surface 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 3.3 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 and England.

*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 September 30, 2007 and its Form 10-K for the year ended December 31, 2006.*