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AMERIGON CLIMATE CONTROL SEAT™ (CCS™) SYSTEM FEATURED IN THE NEW 2008 LEXUS LX 570

NORTHVILLE, MI (February 28, 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™) will be offered as an optional feature in the front seats of the all new 2008 Lexus LX 570 premium luxury utility vehicle.

Amerigon President and Chief Executive Officer Daniel R. Coker noted that CCS, the only actively heated and cooled seat system on the global automotive market, will allow the driver and front seat passenger to individually heat or cool their seat for comfort in any climate.

“This is a completely redesigned Lexus model, and we are proud to be included in such a high-profile vehicle,” Coker said. “We believe the fact that Lexus has engineered our CCS system into one of its most advanced and innovative vehicles is a validation of the strength of our technology. We consider this another milestone in our long and fruitful relationship with Lexus and Toyota.”

Other vehicles from Lexus and Toyota that offer CCS are the Lexus LS 460, Lexus LS 600h, and Toyota Century.

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 3.5 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, 2007.

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