

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person * MARX OSCAR B III (Last) (First) (Middle) 33 SMITHCLIFFS ROAD (Street) LAGUNA CA 92651 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol AMERIGON INC [ARGN]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) 09/01/2010	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	
		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	09/01/2010		M		2,500	A	\$4.4	725,762	D	
Common Stock	09/01/2010		M		5,000	A	\$3.76	730,762	D	
Common Stock	09/01/2010		M		5,000	A	\$4.65	735,762	D	
Common Stock	09/01/2010		M		10,000	A	\$5.5	745,762	D	
Common Stock	09/01/2010		S		22,500	D	\$10.6716	723,262	D ⁽¹⁾	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Option to Purchase Common Stock	\$4.4	09/01/2010		M			2,500	01/28/2004	01/28/2014	Common Stock	2,500	\$0	0 ⁽²⁾	D	
Option to Purchase Common Stock	\$3.76	09/01/2010		M			5,000	01/03/2005	01/03/2015	Common Stock	5,000	\$0	0 ⁽²⁾	D	
Option to Purchase Common Stock	\$4.65	09/01/2010		M			5,000	01/19/2005	01/19/2015	Common Stock	5,000	\$0	0 ⁽²⁾	D	
Option to Purchase Common Stock	\$5.5	09/01/2010		M			10,000	01/03/2006	01/03/2016	Common Stock	10,000	\$0	0 ⁽²⁾	D	

Explanation of Responses:

- This transaction was executed in multiple trades at prices ranging from \$10.52 to \$10.81. The price reported above reflects the weighted average sale price. The Reporting Person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
- The amount represents the total number of derivative securities Beneficially Owned of the class shown (i.e. the same exercise price and expiration date). The Reporting Person owns a total of 40,000 Options to Purchase Common Stock of varying classes (i.e. varying exercise prices and expiration dates).

/s/ Oscar B. Marx III

09/01/2010

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.