

Agere Automotive Acquires Audi Tri-Cities, Establishing a Dual Brand Luxury Dealership Platform in Washington State

Second acquisition pairs Audi Tri-Cities with BMW of Tri-Cities, advancing Agere Automotive's selective growth strategy and long term commitment to the region

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-- [Agere Automotive Inc. today announced the acquisition of Audi Tri-Cities](#) in Richland, Washington. The transaction is the company's second dealership acquisition and pairs Audi Tri-Cities with BMW of Tri-Cities, establishing a dual brand luxury automotive presence in the region. The acquisition advances Agere Automotive's selective growth strategy and reflects its long term commitment to the Tri-Cities. It also brings together two respected luxury brands under an experienced ownership platform while preserving the individual identity, standards and customer experience of each dealership. "BMW of Tri-Cities established our foundation. Audi Tri-Cities expands it with another exceptional luxury brand, an experienced team and a strong position in a market we believe has substantial long term potential," said Kjell D. Schei, Founder and Chief Executive Officer of Agere Automotive.



Agere Automotive Corporate Logo

Audi Tri-Cities offers new Audi vehicles, Certified pre owned and other previously owned vehicles, financing, factory authorized service and genuine Audi parts. The acquisition also represents a full circle return to Audi for Schei. Audi was the first dealership brand he worked for when he entered the automobile business as a lot attendant. From that starting point, Schei built a career spanning nearly three decades and virtually every level of dealership operations. He later served as a general manager, dealer principal, vice president of operations and partner. His

career includes leadership positions with Barrier Motors, BMW of Bellevue, Porsche Bellevue and Porsche Irvine. "Audi has a particularly personal significance for me because it is where my automotive career began," Schei said. "My first job in the automobile business was as a lot attendant at an Audi dealership. Nearly three decades later, returning to the brand as an owner is an extraordinary full circle moment." Schei said the experience shaped how he views dealership leadership and employee development.

"I learned early in my career that no job inside a dealership is insignificant," Schei said. "Every person contributes to the customer experience and the success of the business. I want the young person working their first job at one of our dealerships today to believe there is no limit to where this industry can

take them." That perspective continues to shape Agere's approach to ownership. The company was founded to provide successful luxury dealership owners with an owner focused succession alternative that preserves what works while investing for what comes next. Its approach centers on protecting the people, culture, customer relationships and operating strengths that created a

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Kjell D. Schei, Founder & Chief Executive Officer

dealership's value, supported by experienced leadership, disciplined investment and resources for future growth. "Selling a dealership is not simply a financial transaction," Schei said. "For many owners, it represents decades of work, longtime employees, generations of customers and a reputation built in the community. Agere was created to respect that legacy while helping lead the business into its next chapter."

The pairing of BMW of Tri-Cities and Audi Tri-Cities reflects two brands and one long term commitment to the region. Their close proximity creates opportunities for shared

expertise in financial management, employee development, digital marketing, customer retention, fixed operations and manufacturer relations. At the same time, each dealership will maintain its distinct identity, manufacturer standards and customer experience. "BMW and Audi have distinct identities, cultures and customers, and we intend to protect that," Schei said. "Our role is to create an ownership organization behind them that helps each dealership and its



Corporate Leadership Phot - Kjell Schei

employees perform at the highest level.” The addition of Audi Tri-Cities strengthens Agere’s acquisition and operating platform. The company continues to evaluate additional luxury dealership opportunities as part of its selective, long term growth strategy and commitment to responsible ownership. Financial terms of the transaction were not disclosed.

About Agere Automotive

Agere Automotive Inc. is a luxury automotive dealership acquisition and operating company based in Bellevue, Washington, and founded by automotive industry veteran Kjell D. Schei. Agere provides an owner focused succession alternative for luxury dealership owners while preserving the employees, culture, customer relationships and operating strengths of the businesses it acquires. Pronounced “AH geh reh,” Agere takes its name from the Latin word meaning “to drive.” The company is building a premier network of luxury automotive dealerships founded on experienced ownership, disciplined operations, transparency, employee development and long term community commitment.

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