



SMALL TOWN SPOTLIGHT The Auge Family

The Auge Family arrived in 1972 with the construction and subsequent opening of Teton Motors in November, 1972. Our parents, Anneliese and Earle, lived here until they died (1979 and 2016). I was in the middle of 7th grade when we moved here so coming to Jackson with my parents seemed the prudent thing to do. The previous GM dealership had gone out of business and our dad and his original business partner, Gerry Tapp, opened up Teton Motors in what a renowned local banker then described as an “out of town” location.

The dealership was the driving force in our relocation as our family moved away from our Chicago area relatives to start anew in Jackson Hole. Both Dave and I graduated from the University of Wyoming, and he started in the dealership out of college in 1977. When I graduated from UW in 1982, I left the valley to work in Phoenix, AZ. I spent nine years out of Jackson working in the corporate world, but

the pull of the family business and my dad’s pending retirement brought me back in 1991. Since then, we have operated the family business together for the last 32 years, growing to three locations including Subaru, Chevrolet and a Collision Center.

Why have we stayed for 30+ years? Of course, the beauty and amazing outdoor opportunities help entice and then keep you in Jackson. However, the views don’t help you make payroll nor do they offer you advice on keeping your business afloat during tough times. Fortunately, you develop special relationships with your fellow business owners, employees, neighbors, etc that make you want to stay.

We are lucky to have been part of the local business community for 50+ years, showing up everyday to do our part to allow our fifty plus employees and their families live a good life in a great place. While Jackson is not as small or quaint as it was 30 years ago, I believe our local business community remains the lifeblood of Jackson Hole.

We bought our first employee housing unit in 1989 as affordable housing has been an issue in our community for 30 plus years. As the valley continued to grow, we expanded our employee housing units over many

years allowing us to recruit and retain key employees.

Over the last fifty years while trying to survive and then grow our business, our family has been passionate about serving the community. With our parents leading by example, it just became part of what we do. Most recently, we have been proud to support the Chamber of Commerce, Jackson Hole Community Foundation, Kiwanis, Rotary, Grand Teton Music Festival, Teton Youth & Family Services, Community Safety Network and the Senior Center. We are not special in this endeavor, almost every business does their part either through donating time, financial resources or both, according to their philanthropic passion. We are glad to be just a small part of that community wide effort to help keep Jackson a vibrant, inclusive and special place to live, work and play.

