

How to Explain ADAS in 30 Seconds



Use this when a customer asks why calibration is part of their repair estimate.

What is ADAS?

ADAS stands for Advanced Driver Assistance Systems. It's the technology that powers safety features like automatic emergency braking, blind spot warnings, and lane-keeping assist. Most vehicles made in the last several years have it built in.

SAY THIS TO THE CUSTOMER

"Your vehicle has built-in safety features like blind spot warnings and automatic emergency braking that use cameras and sensors. When we do certain repairs, those sensors can shift slightly. Calibration is the process of resetting them so they work exactly the way they're supposed to. It's required by your vehicle's manufacturer."

Common ADAS features to mention

- Automatic Emergency Braking
- Blind Spot Monitoring
- Lane Keeping Assist
- Adaptive Cruise Control
- Rear Cross-Traffic Alert
- Forward Collision Warning
- Parking Assist
- 360° Camera Systems

COMMON CUSTOMER QUESTIONS

Q. Why do I need this if my car seems fine?

Sensors can be off without any visible signs. The system may appear to work but respond too slowly—or not at all—in a real emergency.

Q. Is this required, or optional?

Your vehicle's manufacturer requires it after certain repairs. We follow those exact specifications every time.

Q. What happens if it's not calibrated?

Safety features like emergency braking or lane assist may not function correctly, which could put you and others at risk.

Q. Does my insurance cover this?

Many policies do. We can help document that OEM procedures were followed, which insurers increasingly require.

Q. How do I know if my car has these features?

We can check your vehicle's specs by VIN and let you know exactly what's on board.

Q. Will this delay when I get my car back?

In most cases, calibration is completed same-day alongside your repair. If anything changes, we'll let you know upfront before we begin.



REMEMBER: Keep it simple. Customers don't need to understand the technology, they just need to understand why it matters for their safety.