

ADAS Calibration Center Playbook

A PRACTICAL GUIDE TO STARTING &
SCALING A CALIBRATION BUSINESS



OPUS

IVS

REPAIR REIMAGINED

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Introduction

Why Calibration Volume Is Increasing

ADAS systems are now standard equipment on nearly every new vehicle.

As a result:

- More repairs trigger scanning and calibration requirements
- Many OEMs require calibration following alignments
- Sensor-dependent systems increase with every model year

If your shop repairs modern vehicles, calibration volume is not optional – it is part of the workflow.



Step 1: Decide If You Are Committing to Do It Correctly

Calibration is not something to test lightly.

Are you prepared to execute this correctly?

Entering the ADAS calibration business requires:

- Dedicated space
- Capital investment
- Technical expertise
- Process discipline
- Documentation rigor

When done correctly, calibration can provide:

- Revenue growth
- Competitive differentiation
- Increased operational control

When executed improperly, however, it introduces liability and reputational risk.

Commitment to quality must come first.



“If you’re going to enter the calibration business, commit to doing it the right way. Space, equipment, process and documentation all matter. There are no shortcuts.”

— FRANK TERLEP,
VP ADAS SOLUTIONS, OPUS IVS

Step 2: Prepare Facility Requirements

Precision calibration requires a controlled environment.

Key requirements include:

Controlled Lighting

No outside light contamination. Consistent indoor lighting only.

Flat, Verified Floor

Even small variances affect target positioning.

Adequate Square

Sensors require specific target-to-vehicle distances.

Alignment Capability

Alignment and calibration are closely connected.

If you calibrate, you should be capable of alignment.

Lift Access

Vehicle positioning and component access often require elevation.

Improvised or constrained environments significantly increase the risk of improper calibration.

Space and environment are not optional considerations – they are foundational.

Step 3: Set Investment Expectations

To build a proper calibration center, expect an investment in the range of:

~\$250,000 or more

Primary cost areas include:

- Alignment systems
- Calibration equipment
- OEM scan tools
- Aftermarket scan tools
- Remote diagnostic support
- Facility build-out
- Lifts and vehicle handling equipment

Lower-cost models may exist, but reducing investment should never compromise calibration standards.

Step 4: Common Operational Mistakes

Shops often underestimate:

- Space requirements
- Equipment needs
- Training time
- Documentation rigor
- Volume needed to build technician proficiency

Low volume limits repetition.

Repetition builds confidence and accuracy.

Step 6: Set Documentation Standards

Calibration affects:

- Steering
- Braking
- Acceleration

Every step must be documented.

Best practice includes:

- Pre-scan reports
- OEM procedure documentation
- Post-calibration validation
- Final scan documentation

If it is not documented, it is difficult to defend.

Diagnostic Trouble Code (DTC) Status			
Module	Code	Status	Description
Generic Powertrain	- - - -	✓	No diagnostic codes retrieved
Radar Cruise 1 CAN	- - - -	✓	No diagnostic codes retrieved
Airbag SRS CAN	- - - -	✓	No diagnostic codes retrieved
Air Conditioning CAN	- - - -	✓	No diagnostic codes retrieved
Driver Door Motor CAN	- - - -	✓	No diagnostic codes retrieved
Passenger Door Motor CAN	- - - -	✓	No diagnostic codes retrieved
EMPS CAN	- - - -	✓	No diagnostic codes retrieved
Main Body CAN	- - - -	✓	No diagnostic codes retrieved
Rear Left Door Motor CAN	- - - -	✓	No diagnostic codes retrieved
Rear Right Door Motor CAN	- - - -	✓	No diagnostic codes retrieved
Back Door CAN	- - - -	✓	No diagnostic codes retrieved
Blind Spot Monitor Master CAN	- - - -	✓	No diagnostic codes retrieved
Blind Spot Monitor Slave CAN	- - - -	✓	No diagnostic codes retrieved
Central Gateway CAN	- - - -	✓	No diagnostic codes retrieved
Navigation CAN	- - - -	✓	No diagnostic codes retrieved
Slide Roof CAN	- - - -	✓	No diagnostic codes retrieved
Master Switch CAN	- - - -	✓	No diagnostic codes retrieved
SMART Key CAN	- - - -	✓	No diagnostic codes retrieved
Power Source Control CAN	- - - -	✓	No diagnostic codes retrieved

Use digital scan reporting platforms such as DriveSafe 2 to ensure consistent pre- and post-calibration validation.

Step 7: Choose your Business Model

There is no one-size-fits-all approach.

Options include:

- In-house calibration
- Standalone calibration center
- Shared investment among local shops
- Regional or franchise models

The right model depends on:

- Repair volume
- Facility constraints
- Market competition
- Capital access



Leverage digital provider visibility tools like ADAS Map when evaluating outsource vs. in-house strategy.

Step 8: Evaluate your Technicians

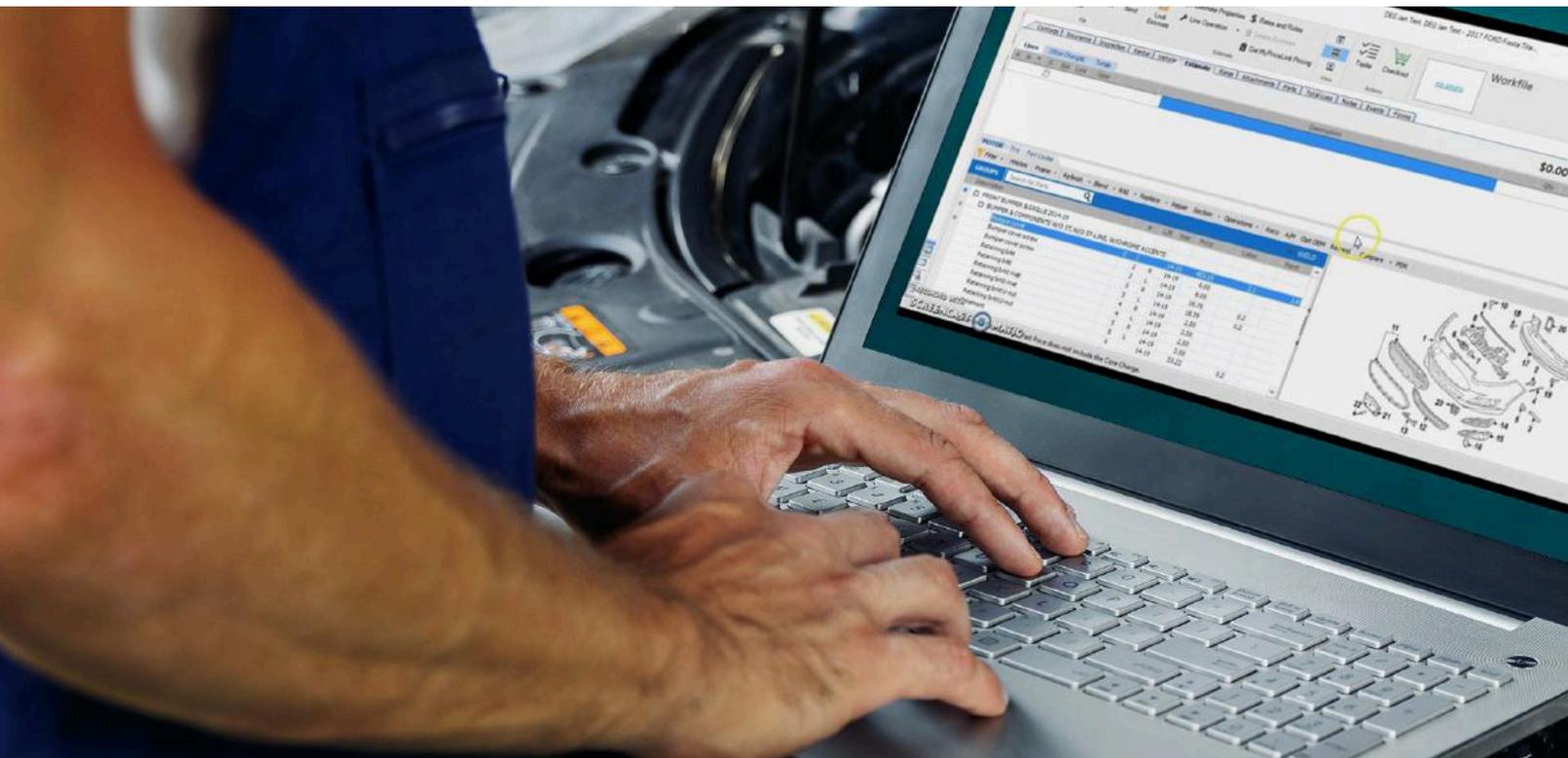
Calibration technicians need:

- Electrical and diagnostic skill
- Comfort with software tools
- Process discipline
- Attention to measurement detail

Consider:

- Upskilling internal team members
- Hiring from trade schools
- Recruiting technology-focused candidates

This is a technical discipline, not traditional body repair.



Step 9: Pre-Investment Checklist

Before committing:

- What percentage of your current repairs require calibration?
- What are your top 10 repaired vehicle models?
- Who currently performs calibration in your market?
- Do you have the proper space?
- Do you have financing capacity?
- Have you spoken with operators already running centers?

Learning from experienced operators reduces avoidable mistakes.

Conclusion

ADAS calibration is not a passing trend — it represents an ongoing transformation in vehicle repair.

Shops that invest thoughtfully and execute properly can:

- Capture growing calibration volume
- Increase operational control
- Improve documentation defensibility
- Strengthen long-term market position

The question is not whether the opportunity exists.

The question is whether your operation is prepared to execute it correctly.

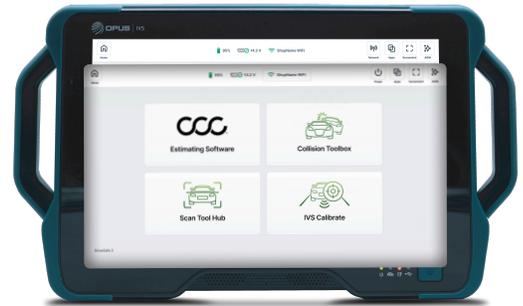
Tools That Support Proper Calibration Execution

Proper calibration requires more than space and equipment. It requires workflow clarity, documentation consistency, and technical support.

DRIVESAFE 2

Digital scan reporting and diagnostic support

- Pre- and post-scan validation
- OEM tool access
- Remote diagnostic assistance



ADAS MAP

Calibration provider network visibility

- Identify certified providers
- Reduce sublet friction
- Improve dispatch efficiency

ID	ROP	VIN	Year	Make	Model	Status	Last Inspection
195657	M	2HGFC2E8LH939168	2020	Honda	Civic Sport Sport	Active	
158250	M	1FTFW1E5L7P80048	2020	Ford	F-150	Active	
154879	M	1YVAP8H97293064	2024	Cadillac	XTS	Active	
153851	C	1F30THS08H34344	2021	Subaru	Crossback Sport w/Continuously Variable Transmission	Active	
153740	C	6FNYY6H60802827	2016	Honda	Pilot EX-L 4WD EX-L w/RES	Active	
1537424	FRT001	3DNAXUEV6LH02028	2022	Chevrolet	Equinox LT 4WD LT 1ST	Active	
1537418	FRT003	3DNXP7M7M218028	2021	Honda	Civic Hatchback EX EX CVT	Active	
1537350	C	1YVAP8H97293064	2023	Cadillac	Escalade Sport 4WD Sport	Active	
1528784	C	1FTMF1K6R819010	2024	Ford	F-150 XL Regular Cab 4WD w/E3 Box	Active	
1284105	M	2HGFB2E1E900240	2014	Honda	Civic	Active	

ADAS MAP PRO

Calibration-aware repair planning

- Identify required calibrations earlier
- Reduce missed procedures
- Improve repair plan accuracy



Execute with Discipline. Calibrate with Confidence.

Explore additional ADAS technical
resources at Opus IVS:

