

Paramount Collision Speeds Up Repairs with Hunter Engineering Technology

HUNTER
Engineering Company

by Autobody News Staff

As the collision repair industry continues to evolve, so does the technology required to keep up with it. In Amarillo, TX, *Paramount Collision Repair* is meeting that challenge by investing in Hunter Engineering's advanced alignment and ADAS calibration equipment — a move that has transformed the shop's efficiency, shortened cycle times and boosted profitability.

Co-owner **Chad Cochran** has spent more than two decades in the industry, starting as an insurance adjuster before managing shops and ultimately launching Paramount Collision in 2023. A year later, he and business partner **Trent Morgan** opened a second business right next door: Ultimate ADAS and Glass.

"We run that under a different business name," Cochran said, noting that its proximity "helps our collision industry tremendously because I'm still not having to wait." Previously, Paramount had to sublet ADAS calibrations to dealerships, which often added three to five days to each repair. "We were at the mercy of the dealer when they could get it done," he said.

Based in what Cochran calls a "small big city," options for subletting this type of work are limited in the area. "There's really only one place to sublet these kinds of repairs," he said. Bringing the work in-house became essential — not just to improve cycle time, but to stay in control.

Paramount now uses Hunter's Ultimate ADAS® and alignment system, paired with the company's scan tool. "I've got a 12,000-pound scissor lift that incorporates the newest and greatest — the Ultimate ADAS® and alignment system," Cochran said. "It's all part of the Ultimate equipment."

Choosing Hunter wasn't a snap decision. Cochran considered available space, future growth and, critically, OEM certification. "When I researched it, it had the OEM certifications I was looking for: Honda, Toyota and Nissan," he said. "It would fit in the space I had."

That alignment with major automakers gave him confidence. "They already have the alignment specs for the manufacturers. They're already working hand in



Paramount Collision Repair in Amarillo, TX, opened in 2023. A year later, it opened Ultimate ADAS and Glass to perform ADAS calibrations in-house, increasing efficiency and boosting profitability.

hand with them," Cochran explained.

Since Paramount is certified with Nissan and working toward Toyota and Honda certifications, it was vital its equipment match OEM standards. "They've gone the right way to obtain those certifications," Cochran added. "From a liability standpoint, I needed to be sure we were using properly approved equipment. Hunter did it right."

He also praised the company's ongoing support. "Their service people, their salespeople are here," he said. "If I have a problem, it's a phone call and they come over immediately. They might have to wait a couple of hours if they're out of town, but they resolve our issues quickly."

With Hunter's technology and his adjacent calibration facility in place, Cochran has seen a measurable impact on performance. Before bringing calibration in-house, he said they were "adding a two-day cycle time easily to every job." Now, Paramount averages just 14 days per repair — four days faster than the 18-day industry standard. "I really attribute that to our process and having the Ultimate ADAS and Glass company right next door," he added.

That speed gives Paramount a powerful marketing edge. "I market that I can get your vehicle fixed faster than anybody else in town due to the Hunter Engineering equipment I bought," Cochran said.

"We went from having 30 to 35 cars in the shop at any given time to now averaging 45 to 50," he said. "And I'm still not at capacity.

I probably could take that up to 60 and still hit the cycle time numbers." To support the new workload, Cochran hired an ASE-certified mechanic to oversee calibrations. "He was familiar with alignments and had experience with German and domestic vehicles," Cochran said. "If you're going to hire this position, spend the extra money and get an ASE-certified mechanic." When it came to onboarding, he said the tools were easy to adopt. "There's no training school like with the alignment side, but their field crew did a fantastic job," he explained. "We got tutorial videos, and their system is self-explanatory. It will not let you go to the next step until that part is calibrated. That gives me peace of mind from a liability standpoint."

Cochran sees Hunter Engineering not just as a vendor, but a long-term partner. "They've got their own engineers, they make their equipment in the U.S., and they put the money into research and development," he said. "That makes me feel confident that they'll keep us on the cutting edge."

For other shop owners considering a similar investment, Cochran emphasized the importance of seeing the bigger picture.

"If they'll take the time to sit down with their Hunter Engineering rep and let him work through the ROI, I promise you there's money to be made," he said. "The return on investment is there — and what people overlook is how much you gain by cutting your cycle time."

Paramount Collision

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Company At A Glance...

Type: Collision Repair &

ADAS Calibration

Facility Employees: 15

In Business Since: 2023 (Paramount), 2024 (Ultimate ADAS & Glass)

Number of Locations: 1 collision center, 1 adjacent ADAS facility

Combined Production Space:

13,000 square feet



The business invested in Hunter's Ultimate ADAS® and alignment system, paired with the company's scan tool.



Based in what co-owner Chad Cochran calls a "small big city," Paramount's options for subletting ADAS work are limited.

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