

# Body by Cochran Expands ADAS Capabilities with asTech-Powered Calibration Centers



by Autobody News Staff

Body by Cochran has long recognized the importance of proper ADAS calibrations, but without dedicated calibration-specific areas, the process was less efficient and harder to manage. To gain greater control and streamline operations, the largest dealer collision group in western Pennsylvania launched three dedicated calibration centers across its network of collision shops. By partnering with asTech by Repairify, they now have the tools, expertise and support to perform calibrations in-house with greater efficiency.

With 10 collision centers in its network, Cochran had traditionally sent ADAS calibrations to its own dealerships, but the process wasn't as streamlined as it could be. While the dealerships handled the work as efficiently as possible, calibrations weren't their primary focus, meaning vehicles often had to wait for availability in the service schedule.

"The pain point of this whole thing was that dealerships are not set up to do it. So it's an afterthought," said **David Black**, director of collision operations at Cochran.

By establishing dedicated calibration centers, Cochran created a faster, more structured workflow. The group launched its first in-house calibration center in January 2024, with two more following in February and March. These facilities, each occupying 5,000 to 8,000 square feet, are strategically located to service all Cochran Collision Centers.

"The reason we got into calibrations was to reduce our dependence on third parties," Black said. "As a dealer group, we knew we had the resources to do this properly, and asTech provided the expertise and tools to make it happen."

Setting up three calibration centers in just a few months required a trusted partner to ensure a seamless transition, and asTech played a key role in making it happen. Black and his team evaluated multiple options before choosing asTech for its combination of remote diagnostics, OEM-compatible calibrations, and hands-on technician support.

"The biggest benefit of asTech



**Body by Cochran recently established three calibration centers with the help of asTech to service its network of collision repair facilities. Pictured is the company's East Pittsburgh team.**

is its flexibility," Black said. "We have access to OEM tools through remote services, and we also have aftermarket solutions when they're appropriate. Having that balance allows us to service a wide range of vehicles efficiently."

asTech provides Cochran with a full suite of ADAS solutions, including full indemnification for calibrations to ensure liability protection and peace of mind. Their services include OEM and OEM-compatible calibrations, remote and in-shop scanning, and direct access to ASE-certified technicians. This support allows Cochran's calibration teams to handle everything from static and dynamic calibrations to pre- and post-repair scans with OEM precision.

"Turnaround time is night and day compared to before," Black said. "What used to take days now takes hours, and that's a major win for our shops and customers." This shift has allowed Cochran to significantly reduce cycle times, eliminating the delays that previously added three to five extra days to the repair process.

Beyond speed, bringing calibrations in-house has also improved cost control and quality assurance. With asTech's remote diagnostic support and on-site technicians, Cochran ensures every calibration is performed to manufacturer specifications.

Cochran takes advantage of asTech's full suite of diagnostic and calibration tools across its network. Pre-scans are completed at collision centers using asTech's mobile scanning devices, while post-scans are performed at the calibration

centers. Additionally, Cochran recently integrated asTech's advanced diagnostic tool, which allows them to complete certain minor calibrations directly at the repair facility, reducing bottlenecks and ensuring a seamless calibration process across all locations.

A successful calibration program requires more than just the right tools — it demands proper training and support. Through asTech, Cochran's team receives ongoing education on OEM calibration procedures, diagnostic troubleshooting and evolving ADAS technologies, allowing them to stay ahead of changing vehicle requirements and prevent costly rework.

Cochran calibration centers are staffed by a mix of asTech-certified technicians and Cochran's internal calibration coordinators, ensuring every vehicle meets OEM standards before leaving the shop.

For collision centers considering bringing ADAS calibrations in-house, Black emphasized the importance of having the right partner and a well-structured plan. He also stressed the value of working with a trusted provider like asTech to navigate the complexities of OEM calibrations and diagnostic operations.

With three calibration centers fully operational, Cochran is focused on expanding its capabilities as ADAS technology evolves.

"With asTech, we've built a calibration program that enhances our entire operation," Black said. "It's been a game changer for us, and we're excited to continue growing this side of the business."

**Body by Cochran**  
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## Company At A Glance...

**Type:** Collision Repair/ Calibration

**In Business Since:** 2024  
(Calibration Centers)

**Facility Employees:** 15

**Number of Locations:** Three

**Combined Production Space:**  
18,000 square feet



**A technician positions the TruPoint system in line with the vehicle and confirms proper wheel alignment.**



**A technician performs a forward-facing camera calibration.**

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