Auto Physical Damage

Trends in Paintless Dent Repair

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New vehicle technology and construction are transforming the repair industry. They are also introducing challenges to those tasked with properly and safely returning collision-damaged vehicles to the road. For example, Advanced Driver Assistance Systems (ADAS)—now standard on the latest automobiles—have made diagnostic scanning and calibration a necessary step in the repair process. Additionally, automakers focused on fuel economy have prompted increased investments in equipment designed to repair components made of aluminum and other lightweight materials. These changes to vehicle technology and design—along with the industry's continued focus on quality, structural integrity and environmentally sound practices—are renewing interest in paintless dent repair (PDR).

Just like traditional collision repair methods, PDR—also known as paintless dent removal—restores the body of a damaged automobile to pre-loss function and appearance. It is primarily used to fix small dents and dings, body creases and hail damage but can also be applied to other patterns of damage on exterior components. Highly trained and certified PDR technicians with special tools carefully massage the impacted area, removing the dent without using paint or body filler.

For consumers, PDR can be a viable alternative to collision repair processes that require straightening, filling, sanding and repainting. In fact, according to AAA, an estimated 80% to 90% of minor dents and dings may be fixed using PDR.

In this white paper, we explore the latest PDR trends, discuss its benefits and challenges, and highlight the technology changes driving new PDR processes.

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