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PRESS RELEASE

A first in Canada for smart vehicles: Belron Canada rolls out its calibration services for ADAS cameras to extend to over 50 service centres across the country for a record number of car brands and models

Montreal, November 20, 2017 – Belron Canada, the national leader in car windshield repair and replacement, has announced the **launch of its new camera calibration technology for advanced driver-assistance systems (ADAS) in over 50 Speedy Glass® and Lebeau Vitres d’autos® service centres.** The 100 brands and models for which Belron can calibrate cameras mark **the widest coverage in the Canadian auto industry.** In addition, Speedy Glass® has reached agreements with many insurance providers in Canada making this service part of the existing car insurance coverage following a windshield replacement.

What are advanced driver-assistant systems?

In recent years, technological progress in the automotive industry such as advanced driver-assistance systems (ADAS) have greatly contributed to improvements in user-friendliness, security and overall comfort behind the wheel.

Driver-assistance systems are also no longer limited to luxury car models and are now featured in different types of cars and most manufacturers to now include very affordable vehicles. The added value of these systems is so significant that both Europe and the United States have mandated that within the next three years all new vehicles hitting the market must include these systems. **These technologies are no longer about the future, but rather something very much in the here and now.**

Concretely, driver-assistance systems can:

- Detect blind spots, hazards and obstacles on the road
- Provide alerts via sound or vibration
- Assist drivers with parking of the vehicle
- Regulate and adapt speeds
- Emergency automatic braking

Many of these systems operate through a camera installed in a car’s windshield. The functionality parameters of a camera are determined in the manufacturing stage by an initial calibration process. That being said, the majority of car manufacturers **recommend a recalibration of a camera following a windshield replacement in order to ensure proper functionality.**

The importance of recalibrating a camera

A car owner who fails to ensure the proper functionality of their camera will not be able to maximize the technological features of their vehicle. In addition, this may also affect the resale of the vehicle should the camera not work optimally and consequently not offer all the expected safety advantages. For example, issues linked to a malfunctioning camera can include automatic braking that is triggered either too late or too early.

Quotes:

“We know that one in four cars in North America will feature driver-assistant systems within the next three years. As national leader in windshield replacement, we are dedicated to the security of drivers everywhere and to the optimal functionality of their vehicles. We want to act now given that it is in our company’s DNA to be there for our customers and to stay ahead of the curve,” said Ralph Hosker, President of Belron Canada.

“In addition to joining forces with an internationally renowned company like Bosch for the development of this technology, we have also invested over one million dollars in technological equipment and training of our technicians. With over 50 certified service centres, we offer services across the country. That number will also increase in the coming years,” concluded Hosker.

This video produced by the Research and Development team at Belron clearly shows what impact a non-calibrated camera can have on the functionality of a vehicle:
<https://youtu.be/EztRw-VIXO4>

About Belron Canada

Belron Canada is the Canadian division of Belron International, a company that brings unique expertise, strict security standards, personalized service, leading-edge technologies and a comprehensive training program that makes it an undisputed world leader in auto glass repair and replacement. With a network of more than 350 service centers, 40 distribution centers / warehouses and more than 1,500 employees in the 10 provinces, Belron Canada provides a local service to its customers. Belron Canada stands out for its pan-Canadian presence with Lebeau Vitres d’autos®, DURO®, Speedy Glass®, Apple Auto Glass® and Broco Auto Glass® banners.

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For more information or for a request of interview

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For more information regarding our services, visit: <https://www.speedyglass.ca/>