

If you have ever walked up to your car and spotted a fresh door ding, a shallow crease, or the telltale pattern of hail dents across the hood, your first question was probably simple: how much is this going to cost me?

Paintless dent repair cost varies more than most people expect. A tiny dent on a flat section of a door might be surprisingly affordable. A sharp bodyline dent near a panel edge, or a roof covered in hail damage, can move into a very different pricing bracket. That range is why two estimates for what looks like the same dent can differ by a lot.

The short version is that most minor dent repair jobs land somewhere between about \$100 and \$500 per dent, while larger or more complex PDR dent repair can run higher. Hail damage repair can range from a few hundred dollars to several thousand, depending on how many dents the vehicle has and how severe they are. Those are broad numbers, but they reflect what people commonly see in the market.

The useful question is not just what PDR costs in theory. It is what you should expect to pay for your specific dent, on your specific car, with your specific repair options. That is where paintless dent removal stops being a generic service and starts becoming a judgment call.

Why PDR pricing is rarely one-size-fits-all

Paintless dent repair, often shortened to PDR, is different from conventional auto body repair. A technician is not filling, sanding, priming, and repainting a panel. Instead, they are carefully massaging the metal back into shape from behind the panel, or in some cases using glue pulling techniques from the outside, while preserving the finish.

That changes the cost structure. You are paying less for materials and more for skilled labor, access, time, and precision. A good PDR tech can remove a dent so cleanly that even an experienced eye struggles to find where it was. That result depends heavily on the shape of the dent, the panel material, the paint condition, and how much access there is behind the damaged area.

This is also why searches for “dent repair near me” often produce a mix of estimates that feel all over the map. One shop may quote based on a quick photo and assume easy access. Another may notice a brace behind the panel, a stretched edge, or a difficult body line and price accordingly. Neither is necessarily wrong.

Typical paintless dent repair cost ranges

For straightforward, everyday dents, the numbers usually look something like this:

Type of damage	Typical price range
Small door ding on a flat panel	\$100 to \$250
Medium dent, no paint damage	\$150 to \$400
Larger dent or shallow crease	\$300 to \$700
Bodyline dent or hard-to-access area	\$250 to \$800+
Hail dent repair	\$500 to several thousand

These ranges are not fixed rates. They reflect what many drivers encounter for car dent repair when the paint is intact and the panel can realistically be saved with paintless dent repair.

A single door ding repair on a commuter sedan may cost less than the same dent on an aluminum luxury panel. A dent on the middle of a fender is often easier than one tucked near a wheel opening or panel edge. If a tech has to remove trim, tail lights, headliners, or interior panels to gain access, labor goes up.

Shops that offer mobile dent repair may charge a little more for convenience on small jobs, though that is not always the case. Some mobile operators keep overhead lower than a full auto body shop, which can offset travel

costs. Same day dent repair is common for minor dents, but speed does not automatically mean cheap. If the technician is highly experienced and in demand, you are paying for that efficiency.

What actually drives the price

Most people focus on the size of the dent first. Size matters, but it is only one piece of the estimate. In practice, these are the factors that move dent removal cost up or down:

- dent size and depth
- location on the vehicle
- access behind the panel
- whether the paint is still intact
- panel material and bodyline complexity

A small, sharp dent can be tougher than a larger, shallow one. That surprises people. A soft dent with smooth edges often comes out cleanly. A sharp impact can stretch the metal, create a crown around the damage, and leave a much more stubborn repair.

Location also matters more than most customers expect. A dent in the center of a hood is often easier than a dent near a reinforcement brace. Roof dents can involve headliner work. Quarter panel dents may be difficult because access is limited. Bumper dent repair is its own category, since bumpers are plastic rather than metal. Some bumper dents can be improved with heat and reshaping, but many do not fall under classic paintless dent repair in the same way a metal panel does.

Then there is the paint. The whole point of PDR is to keep original factory paint. If the paint has cracked, chipped, or delaminated, true paintless dent removal may no longer be the right repair. At that point, a shop may recommend a push-to-paint approach, where the metal is reshaped as much as possible with PDR methods before refinishing. That reduces filler work, but it is no longer a fully paintless job.



Door dings are usually the most affordable PDR jobs

If you are trying to get a handle on likely pricing, door ding repair is the most familiar place to start. A classic parking lot ding with no paint damage is often the entry-level PDR repair. Many of these fall in the \$100 to \$250 range, especially if the dent is small and on a relatively open part of the door.

I have seen customers assume two dings on the same door will simply cost double. Sometimes they do not. Shops often discount additional dents on the same panel because setup and access are already part of the first repair. On the other hand, if one dent is a soft ding and the other sits right on a character line near the handle, the pricing can separate quickly.

This is one reason online quote tools have limits. A photo may show the general damage, but it does not always reveal the angle, the sharpness, or the access restrictions that determine labor time.

Hail damage can change everything

Hail dent repair is where PDR becomes both more expensive and more cost-effective at the same time. That sounds contradictory, but it is true.

A hail-damaged vehicle may have dozens or even hundreds of dents across the hood, roof, trunk, and upper side panels. The total repair bill can easily reach into the thousands. Yet compared with traditional body work, PDR is often the preferred method because it preserves factory panels and paint, avoids blending multiple panels, and usually returns the vehicle faster.

For lighter hail damage, a claim might settle in the lower four figures. For severe storms, especially on larger SUVs and trucks, the total can be several thousand dollars or more. The count of dents, panel locations, and severity all matter. Insurance adjusters and PDR shops often use specialized estimating systems for hail damage repair rather than simple per-dent pricing.

If you are dealing with a car hail damage insurance claim, timing matters. Storm seasons can create a backlog, and reputable shops get busy fast. It is smart to document damage promptly and get an inspection before dents become harder to track or before pressure from crowded schedules pushes you toward a rushed choice.

Does insurance cover paintless dent repair?

In many cases, yes. If the dent came from a covered event, insurance may pay for paintless dent repair. Comprehensive coverage commonly applies to hail damage repair, and it may also cover other non-collision incidents such as falling objects. Collision coverage may apply when the dent is tied to an accident.

The better question is not just “does insurance cover paintless dent repair,” but whether filing a claim makes financial sense. For a single minor dent repair costing \$150 or \$250, many owners simply pay out of pocket, especially if their deductible is higher than the repair. For major hail dent repair, insurance becomes far more relevant because the cost can quickly exceed any reasonable deductible.

It is also worth knowing that some insurers actively prefer PDR when appropriate. From their perspective, it often costs less than conventional auto body repair and helps maintain the vehicle’s original finish. From the owner’s perspective, the big advantage is that you keep original factory paint, which usually matters for appearance, resale, and corrosion protection.

Still, not every dent is insurance-worthy, and not every estimate should become a claim. If the damage is cosmetic and small, many drivers choose to avoid the claim entirely.

PDR vs traditional body work, where the money really shifts

When people compare PDR vs traditional body work, cost is only part of the story. Time, finish quality, and long-term value all matter too.

Traditional auto body dent repair generally involves more steps. The panel may be pulled, filled, sanded, primed, painted, and blended into adjacent panels. That adds material costs, labor hours, and drying time. It also means the repaired area no longer has the untouched original finish from the factory.

PDR usually costs [auto body shop San Francisco](#) less for damage that qualifies because the process is more direct. But there is an important caveat. If the dent is not a good PDR candidate, forcing the issue can produce a disappointing result. Good technicians know when to say no.

These cases often push a repair away from pure PDR and toward conventional collision repair or a mixed approach:

- the paint is cracked or missing
- the metal is sharply stretched
- the dent sits on a crushed panel edge
- access is blocked beyond practical limits
- the panel has been previously repaired and filled

That last point comes up often on used vehicles. A panel that has already been repainted or skimmed with filler may not behave like an original panel. Glue pulling can risk lifting non-factory paint. Pushing from behind may expose earlier repairs that were hidden well enough until the metal moved again. This is one of those edge cases that never shows up clearly in a quick cellphone photo.

Why two shops can quote wildly different numbers

If you get one quote for \$175 and another for \$450 on what appears to be the same dent, that does not automatically mean one shop is dishonest. It usually means they are making different assumptions about repair time and finish expectations.

Some shops aim for a solid improvement at a lower price point. Others price for near-invisible results and take the extra time needed to refine the repair. Experience matters here. A technician who has spent years doing paintless dent removal full-time may solve a complex dent in an hour that would take a less experienced person much longer, if they can solve it at all.

There is also the matter of business model. A mobile dent repair operator has different overhead than a large auto body shop that also handles collision repair, insurance jobs, rental coordination, and refinishing. Neither model is inherently better. The right choice depends on the damage and the technician's actual skill.

One practical tip: ask how the shop expects the panel to look when finished. "Better" is not specific enough. A credible tech can usually tell you whether the dent should disappear completely, improve substantially, or remain faintly visible from certain angles.

Mobile service, shop service, and same-day repair

Mobile dent repair is appealing because it removes the hassle. For simple dents, it can be an excellent option. If the technician has the right lighting, space, and panel access, a driveway or workplace repair can turn a frustrating week into a minor inconvenience.

But mobile service has limits. Weather, lighting, electrical access, panel disassembly, and glue-pulling conditions all affect quality. A roof full of hail damage or a complex quarter panel crease is often better handled in a controlled shop environment.

Same day dent repair is common for isolated dents and small clusters of door dings. That speed is one of PDR's best selling points. Compared with traditional auto body repair, where a car may stay at the shop for several days, PDR can be dramatically faster. Just do not mistake fast for simple. The work may still be highly technical.

Bumper dents, scratches, and the gray area customers ask about

One source of confusion is the overlap between "dent" and "scratch." People often search for scratch and dent repair when what they really need might be either paintless dent repair, cosmetic refinishing, or both.

If the damage includes a dent but the paint is scraped through, PDR alone will not fully solve it. The panel may still benefit from PDR to restore shape before repainting. That can reduce filler and improve the final result, but the repair moves into a different cost category.

Bumper dent repair is another gray area. Plastic bumpers respond differently than metal panels. Some shops can reshape heat-softened bumper dents effectively, especially when the paint is unharmed. Other bumper damage, especially if the plastic is creased, torn, or deeply gouged, belongs in conventional auto body repair rather than classic PDR.

That distinction matters when comparing estimates. A customer may think they are getting quotes for the same service when one shop is quoting paintless dent repair and another is quoting refinishing work.

What to ask before you approve the repair

You do not need to become a dent expert to get a fair result, but a few questions can save you from confusion.

Ask whether the dent is a true PDR candidate or whether the shop expects some paint work afterward. Ask if the estimate assumes trim or interior disassembly. Ask whether the repair should [best body shop San Francisco](#) be invisible or simply much improved. If insurance is involved, ask how the shop handles supplements in case hidden complexity appears after teardown.

If you are comparing a mobile operator and a shop, ask where the work will be performed and under what conditions. Lighting and access matter more than most customers realize. A careful answer usually tells you a lot about professionalism.

So what should you expect to pay?

For a basic car dent repair with intact paint, expect many small dents to fall in the low hundreds. Something in the \$100 to \$250 range is common for a simple door ding repair. Moderate dents often land between \$150 and \$400. Larger dents, creases, bodyline hits, or difficult access points can run \$300 to \$800 or more. Hail damage repair can start in the hundreds and climb well into the thousands depending on the storm and the vehicle.

Those ranges are not meant to be vague. They reflect the reality that paintless dent repair cost is tied to labor judgment more than fixed menu pricing. The same-sized dent can be easy on one panel and stubborn on another. The same car can be a quick same day dent repair or a more involved shop job depending on where the impact landed.

The best value is not always the cheapest estimate. It is the repair that restores the panel cleanly, protects the finish, and avoids unnecessary body work. When PDR is the right fit, it is one of the smartest forms of auto body dent repair available. You preserve the original panel, keep original factory paint, avoid long refinishing timelines, and often spend less than you would at a conventional auto body shop.

If your dent qualifies, that combination is hard to beat.