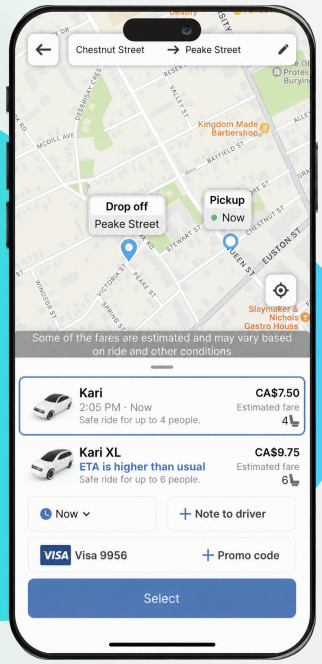
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CASE STUDY



Leveraging Reliability and Consistency to Connect Mid- and Small-Size Cities in Canada: The Y-Drive story

~85%
ride completion target monitored daily

sub-10-minute
ETA goal

30–40%
lower fares than traditional taxis

Founded in Peterborough, Ontario, Y Drive provides a ride-hailing service where a critical gap in the Canadian transportation landscape fails passengers. While major rideshare companies prioritize large metropolitan areas, smaller cities are often left with unreliable or nonexistent options. Y Drive provides a vital link for residents in cities like Medicine Hat, Grande Prairie, and Huntsville.

"Where we tend to thrive is in the mid- to small- population markets that just don't have a whole lot of options and could use a reliable service," says Shane Corboy, Y Drive's General Manager. "This mission extends to supporting diverse communities, including students, immigrants, and seasonal residents, ensuring they have dependable transportation year-round."

Company
Y Drive – family-owned Canadian rideshare (TNC)

Footprint
6 markets across two provinces, with a new market launched in 2026

Fleet
~340 independent contractor drivers; no company-owned vehicles

Focus
Small and mid-size cities underserved by large rideshare players

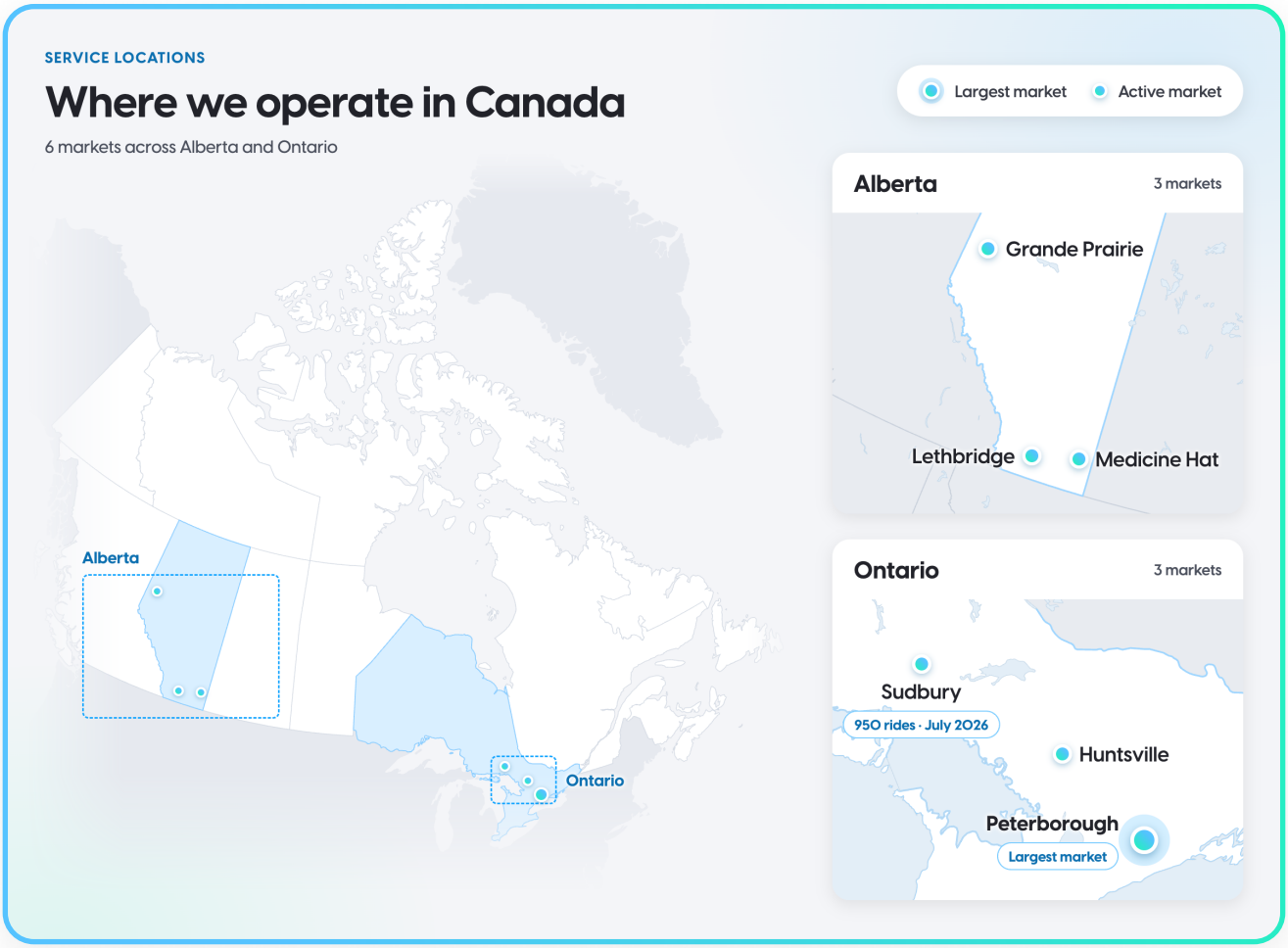
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The Challenge

Bridging the Gap: Rideshare Where the Big Players Don't Go

These markets take more effort to serve: finding and retaining drivers, and building a service people recognize and trust. "It takes a little bit more attention," Shane says, "and I think that's why the larger companies don't venture into smaller cities."

Y Drive's riders reflect that mission: college and international students, recent immigrants, daily commuters without a vehicle, and seasonal communities like Huntsville, where the population nearly doubles in summer and transportation options traditionally disappear in the off-season. Y Drive stays.



The Solution

Fixing the Reliability Challenge in Small Markets

In small markets, reliability and consistency is the foundation of trust. "You need to be able to trust that when you open your phone, you're going to get a driver within 10 minutes," Corboy explains. This makes consistency not just a goal but a requirement for survival. Failure to match a rider with a driver can lead to a permanent loss of customer trust in a tight-knit community.

Managing this consistency requires robust technology and a delicate balance of supply and demand. With a network of roughly 340 independent contractors, Y Drive must ensure there are enough drivers to meet demand without oversaturating the market and diluting driver earnings.

This operational challenge is monitored daily to maintain a completion target of approximately 85%. "It's a very delicate balance and it's something you monitor daily. Who are our drivers? Where are they? What hours of the day? Where's our demand? How can we improve?"

> "You need to be able to trust that when you open your phone, you're going to get a driver within 10 minutes"

Shane Corboy

General Manager

Drive

Implementation

Technological Foundations for Consistent Service

To overcome these challenges, Y Drive leverages the Autofleet platform to automate core operations while allowing for human intervention when necessary. This hybrid approach ensures that technology handles the volume while the dispatch team handles the exceptions.



Automated Dispatch:

The default auto-dispatch system matches rides to the best-fit drivers instantly, achieving high completion rates without manual effort. When potential failures are flagged, the software alerts the dispatch team to reassign rides or bring more supply online.



Strategic Demand Visibility:

By encouraging pre-booking, which accounts for 40% of their volume, Y Drive gains advanced visibility into demand. This allows the team to match supply hours before it becomes an issue, smoothing out the peaks and valleys typical of smaller cities.



B2B Streamlining:

Y Drive has successfully integrated into local ecosystems by providing business accounts for hospitals, shelters, and car dealerships. A centralized backend booking system and single monthly invoicing remove the friction of microtransactions, making Y Drive a preferred partner for organizational logistics.



Fixed Upfront Pricing:

Implementing fixed fares has further enhanced reliability by providing riders with budgetary certainty. This transparency removes surprises caused by traffic or detours, reinforcing the professional and trusted image of the brand.

By prioritizing reliability and consistency, Y Drive has successfully established itself as a cornerstone of transportation in under-served Canadian markets. Their commitment to dependable service has not only fostered deep trust within the communities they serve but has also created a scalable operational model that supports ongoing expansion. As Y Drive continues to prove that consistent service is viable in smaller cities, they are well-positioned for sustainable growth, demonstrating that reliability is the most effective engine for long-term success.