

## How Swift Ride saved over \$400,000 and eliminated vehicle theft with Geotab

The story of **Swift Ride** began at a used car dealership in metro Atlanta. Founders Sani Abdullah and Faisal Naveed watched as person after person sought vehicles to earn a living through the burgeoning gig economy, only to be turned away by traditional **car rental** companies due to credit issues or high-risk profiles.

“We saw a system that was broken and we wanted to fix it,” says Abdullah. They recognized an underserved market — the roughly **64–70+ million Americans** who participate in freelance or gig work — and built a specialized subscription model to serve them.

Unlike traditional rental agencies with rigid requirements, Swift Ride offers a low-barrier-to-entry subscription service tailored for drivers on platforms like Uber, Lyft, DoorDash, and Amazon Flex. In exchange for a daily or weekly fee, drivers receive a comprehensive “business-in-a-box” that includes:

- A reliable vehicle capable of handling the intense 4,000 to 5,000 miles driven per month typical of full-time gig work.
- Specialized insurance coverage designed for high-mileage commercial use.
- Full maintenance support to minimize the downtime that directly impacts a driver’s earnings.

This model allows drivers — some of whom can earn upwards of \$1,500 a week in high-population areas like Atlanta — to have more economic mobility and earn a flexible living. However, because Swift Ride intentionally serves an underbanked demographic, their entire business depends on having total, 24/7 visibility and control over their assets. In the early days, they had the vision to serve this market, but they lacked the tools to enforce payments or protect their fleet from the unique risks of the gig economy. Not having the right technology nearly cost them the business.





## Fleet profile

### Company:

Swift Ride

### Industry:

Gig-economy vehicle rentals /  
Fleet subscription services

### Based in:

Lithia Springs, Georgia  
(metro Atlanta)

### Fleet size:

55

### Results at a glance:

- Fleet utilization increased from 70% to 95%
- Vehicle theft dropped from 15% of the fleet to zero
- Delinquency fell from 70% to under 10%
- Theft by conversion losses dropped 90%
- \$90,000 in annual towing savings through Geotab Roadside Assistance
- \$5,000+ in key replacement costs eliminated through Geotab Keyless

## Challenge: Running a rental fleet without the right tools

The gig-economy rental space comes with operational risks that most fleet operators never face. Swift Ride's drivers are on the road constantly, often logging 4,000 to 5,000 miles per month. Vehicles are out 24/7, and the customer base represents a demographic that most rental companies consider too risky to serve.

In the early days, those risks hit hard. Swift Ride handed out vehicles and asked for payment at the end of the week — the result was predictable.



Most people just abandoned the cars after a week.

– Faisal Naveed, Swift Ride

Swift Ride dealt with what the rental industry calls “theft by conversion” — when a renter refuses to pay and keeps the car as if they own it. Before finding the right technology partner, theft by conversion was costing the company roughly \$200,000 per year. At least 15% of the fleet was stolen at any given time, and lost keys alone racked up more than \$5,000 in replacement costs.

Without a reliable tracking or remote management solution, recovering a vehicle from a non-paying driver meant physical repossession or hiring a repo company for hundreds of dollars per incident.

To help them navigate their challenges, Swift Ride cycled through three different fleet tracking solutions in its first 18 months, but none offered the **API access** or remote vehicle control the business needed. Swift Ride's business model required a custom mobile app that could tie payment processing directly to vehicle control. If a driver missed a payment, the app needed to automatically restrict vehicle access. That connection between billing logic and real-time lock, unlock, enable and disable functions was only possible through an open API. Previous providers offered closed platforms with no way to build on top of them.



The partners that we had pre-Geotab actually did not have any API protocols at all that we could utilize. We had to use their platform, their websites, their apps and that did not really work.

– Faisal Naveed, Swift Ride

At that trajectory, the business wasn't sustainable. With 30 cars on the road and 25 of those drivers either paying late or not paying at all, Swift Ride was headed toward closing its doors within 18 months.

## Solution: Building a fleet that runs itself

Swift Ride found Geotab through a simple Google search. When the team saw the combination of the keyless system and the open API, they knew they had found the right platform.



We started looking at everything, and we're like, 'This is it, this is the one.' And we have not looked back ever since.

– Faisal Naveed, Swift Ride

**Can-Am Wireless**, a Geotab reseller, came on as Swift Ride's implementation and strategic technology partner.



Swift Ride approached us and they came in with a couple of challenges they were trying to solve: How do you manage keys? How do you make sure the drop off and the pickup is seamless? How do you get operational intelligence? We start with the problems and then we match those problem statements into the Geotab products and solutions.

– Johan Rojarjo, CEO, Can-Am Wireless

With Geotab, Swift Ride built a fundamentally different kind of rental operation – one that could run around the clock with a team of only six.



## Keyless technology automates Swift Ride's vehicle rental

**Geotab Keyless** eliminated physical key handoffs, which had previously required staff to be on-site for every pickup and return.

Today, their process is much simpler – and the bonus is that no one from Swift Ride needs to be present.



Geotab Keyless really enabled us to put in an autonomous workflow on the business. It led us to build the company by being very staff-light, and that was a big plus for us as a startup.

– Sani Abdullah, CEO, Swift Ride

Geotab's keyless technology also changed how drivers think about their payments. Swift Ride structured its billing as a daily subscription – every 24 hours, a new invoice is generated. If a driver misses a payment, a paywall appears in the app. If they continue to not pay, vehicle access is disabled remotely and the car doesn't move until the balance is settled.



We turned the car into something as common as a streaming subscription. That psychologically allowed us to reduce delinquencies, because [drivers] started to view them as their phone bill or their electric bill.

– Sani Abdullah, CEO, Swift Ride



**Download & Verify**  
Seamless identity verification and linking to drivers' gig accounts through the Swift Ride app.



**Payment**  
Easy, integrated refundable deposit and initial payment are all completed in the app.



**Activation**  
Geotab Keyless integrates instantly and the driver's phone becomes their rental key.



**Start earning**  
Drivers can unlock their car and start earning immediately. No physical keys, 24/7 access.



## Using telematics data for fleet maintenance and asset protection

With the operational efficiency and cost savings that Geotab provides, Swift Ride has nearly doubled its fleet since implementation and plans to scale to 300 vehicles by the end of 2026. The **GO device** is central to that growth, giving the team real-time visibility into fleet health and driver behavior across every vehicle on the road.

### **Mileage monitoring and double-driving detection:**

When **mileage** spikes beyond the 5,000-mile range, it's flagged as potential double-driving — a sign that the renter is sharing the car with an unauthorized second driver.

### **Proactive maintenance: Real-time engine diagnostics**

help catch problems before they cause breakdowns. In one case, a GO9 device detected a failing gas pedal actuator sensor in a vehicle and Swift Ride was able to diagnose the issue immediately. The car was repaired and back on the road the next day.

**Location intelligence:** Swift Ride used Geotab's heat map data to analyze where most of its subscribers were located. That analysis led the company to relocate its base of operations closer to its driver base, reducing the commute for pickups and returns.

### **Geofencing:** Swift Ride uses **geofencing** in two ways.

A geofence around the lot triggers a reconditioning workflow when a vehicle is returned. A second geofence near the Georgia state border sends an alert if a driver is about to cross state lines.



## Preventing car rental theft

Before Geotab, **vehicle theft** and non-payment were real, impactful threats to the business. The combination of Keyless and GO9 capabilities effectively eliminated both.

When Swift Ride received a notification that a subscriber was using a stolen credit card, the team remotely immobilized the vehicle while it was parked at the driver's home and a tow truck was dispatched to recover the car. The driver tried to flee, but the car was locked and disabled from the app.



In the past, we would have at least 15% of our vehicles stolen. We have zero thefts right now, thanks to Geotab. Our delinquency rate also went from 70% to under 10%.

– Sani Abdullah, CEO, Swift Ride



Swift Ride eliminated vehicle theft entirely —

**FROM 15% OF THE FLEET TO ZERO**

— using Geotab's remote immobilization capabilities.



## Built on an open platform

Swift Ride’s custom mobile app runs entirely on the Geotab **Open API** and **SDK**. Through the API, Swift Ride’s development team can programmatically access vehicle location, engine diagnostics and Keyless lock, unlock, enable and disable functions – the same capabilities available in MyGeotab, but embedded directly into the Swift Ride app. That access allowed a small team to build a single app that handles driver onboarding, vehicle selection, payment processing and vehicle control without toggling between separate platforms.



Not every telematics company would open up that data for everybody to use. Geotab allows us access to almost everything that is possible to do with a car.

– Nabil, Mobile Developer, Swift Ride

The API documentation and Geotab’s developer support made the integration straightforward. “It was pretty easy to connect to the Geotab APIs and use the SDK,” he says.



## The Can-Am Wireless partnership

Can-Am Wireless operates as more than a technology vendor for Swift Ride. The reseller helps the company solve current challenges while identifying future opportunities.

Through Can-Am, Swift Ride is piloting **Bosch RideCare**, a smoke and vape detection system available on the **Geotab Marketplace**. The system allows Swift Ride to detect violations and apply a \$25 fine per incident – turning a costly damage problem into both a deterrent and a revenue stream.



Can-Am is instrumental to our business because they support us on a much deeper level. Their engineers and technicians know the Geotab products to such depth that we are able to ask them more technical, more granular questions, and they are then able to get back to us with an answer right away.

– Sani Abdullah, CEO, Swift Ride

## Impact: From operational chaos to a scalable business

Since implementing Geotab, Swift Ride has transformed major operational metrics:



**Fleet utilization** increased from

**70% TO 95%**

with vehicles spending significantly less time sitting idle on the lot.



**\$90,000**

in annual towing savings through **Geotab Roadside Assistance**, which provides free tows for the first 25 miles.



Vehicle theft dropped from

**15% OF THE FLEET TO ZERO**

eliminating one of the company’s largest financial risks.



Delinquency fell from

**70 - 80% TO UNDER 10%**

with monthly losses dropping from \$15,000 to under \$1,000.



Theft by conversion losses dropped

**90%**

from \$200,000 per year to \$20,000 per year.



**\$5,000+**

in key replacement costs eliminated entirely through Geotab Keyless.

With a waitlist of roughly 3,000 drivers – growing by 10 to 15 new signups per day – demand far outpaces supply.

## Next steps for Swift Ride

Swift Ride plans to expand into high-demand gig driving cities across the U.S., with a target of 300 vehicles by end of 2026. The company is also using Geotab's advanced data capabilities to negotiate lower insurance premiums and reduce insurance costs by providing granular driving data to insurance partners, with the goal of passing those savings on to subscribers.

The team is exploring **Geotab Vitality** to build a driver rewards system that incentivizes safe driving habits. And Swift Ride has already launched a small pilot as far away as Australia, managing vehicles remotely from Atlanta – proof that the Geotab-powered model can scale globally.

## Geotab solutions used

- Geotab GO9 device
- Geotab Keyless
- Geotab Open API / SDK
- Geotab Roadside Assistance
- Geotab Predictive Maintenance
- Geotab Geofencing
- Geotab Vitality (future/in progress)
- Bosch RideCare (via Geotab Marketplace)

## From the CEO



Geotab's open API system allowed us to really customize and think outside the box and use their system to build tailor-made applications that fit our needs. Other providers with closed systems force you to be confined to a specific sort of workflow. With Geotab, if we have anything that we feel could be made better, we can simply build it – and the tools are there to build it.

– Sani Abdullah, CEO, Swift Ride



Want to learn more about how Geotab can help you cut rental fleet costs?

[Click here](#) or scan the QR code.



Discover how fleet management technology can improve your business:

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or email [info@geotab.com](mailto:info@geotab.com)

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