



**YOUNG DRIVERS[®]
OF CANADA**

Protecting Commercial Drivers This Winter

Two proven driver training programs designed specifically for Canadian commercial drivers: Winter Readiness for all drivers, and Specialized Training for skilled trades professionals.

\$200 Investment Prevents \$20,000 in Losses

The Winter Risk

Every winter commercial drivers face snow, ice, and unpredictable conditions that increase collisions. Most drivers enter the season unprepared, exposing fleets to preventable incidents.

The **Winter Driving Course** by Young Drivers of Canada introduces commercial drivers to **proven defensive driving principles** - these help to anticipate, adapt, and react to changing conditions – including reacting to other drivers who have not made the necessary driving adjustments.

Young Drivers of Canada's **Winter Driving Course** equips your team before the first snowfall—at just **\$200 per employee**, delivering exceptional ROI by preventing costly collisions.



"Winter happens every year, yet most drivers approach it as if it's a surprise. This program helps drivers shift into a winter mindset before the roads turn slippery."

— Maria Bagdonas, COO, Young Drivers of Canada

Be Ready Before the First Snowfall



Mental Shift Training

Learn the cognitive approach required for winter conditions—anticipate hazards before they appear



Black Ice Recognition

Identify dangerous low-traction surfaces and adjust driving behavior proactively



Braking Distance Adjustment

Understand increased stopping distances on snow and ice to maintain safe following gaps



Low-Visibility Scanning

Improve hazard detection techniques for fog, snow squalls, and reduced sight lines

Convenient Online Delivery

Accessible 24/7 on phone, tablet, or computer. Drivers complete training on their schedule, earning a completion certificate.



The Financial Case for Winter Training

45%

Winter Collision Rate

Of all collisions occur
November through February

64%

Higher Likelihood

Increased chance of
collision during winter
months

\$20K

Light Commercial Cost

Average collision expense
for light commercial
vehicles

\$148K

Heavy Vehicle with Injury

Average cost for serious
heavy-vehicle incidents

ROI Reality Check

At \$200 per driver, preventing just **one collision** can offset training costs for your entire fleet. Winter readiness isn't just a safety decision—it's a financial imperative.



Proven Results From Canada's Gold Standard



Professional Driver-Focused Training

Tailored specifically for **commercial, delivery, and service drivers** operating in Canada's demanding winter environments



Defensive Driving Proficiency

Key concepts including braking on low-traction surfaces, hazard anticipation, and recovery mindset for proactive risk reduction



Industry-Leading Track Record

97% of YDC graduates are collision-free or not-at-fault according to the 2023-2025 Graduate Survey—measurable proof of excellence

As the recognized **Gold Standard in Driver Education**, Young Drivers of Canada delivers measurable safety outcomes backed by 50 years of expertise.

Introducing TradeSafe: Training Built for the Trades

Your work van is a workshop on wheels. Tight timelines, tighter job sites, winter roads, trailers, and constant stops—trades driving isn't "everyday" driving.

TradeSafe Collision Avoidance is online driver training designed specifically for electricians, plumbers, HVAC techs, carpenters, landscapers, and service contractors facing real Canadian road risks.



Meet BRUCE: Your 24/7 AI Teaching Assistant

BRUCE is your always-on assistant, answering questions in plain language—anytime you need help.

"How much extra following distance is needed with a fully loaded van?"

"What is the safest way to back into a driveway if you have a spotter?"

"What changes do I make when towing a 6x12 trailer on black ice?"

What You'll Learn

**Pro-Grade Defensive Driving**

For vans, pickups, and trailer towing—handling unique to trades vehicles

**Low-Speed Precision**

Backing, spotting, mirrors, and camera use in tight job-site conditions

**Load Security & Visibility**

Managing racks, ladders, tools, and cargo for safe transport

**Intersection Strategy**

Preventing the most common serious collisions at complex intersections

**Weather Awareness**

Smart driving techniques for snow, ice, rain, and low-friction surfaces

**Distraction & Fatigue Management**

Staying sharp across multi-stop routes and demanding schedules

Ready to Protect Your Divers and Insurance Expoure?

Winter Driving Course & TradeSafe Collision Avoidance

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Scope

- Enroll your team or sign up individually
- Course completion certificate
- Training management dashboard
- Consumable on mobile, tablet and desktop
- Drive trade-smart. Prevent collisions. Keep projects moving—safely.**

 **About Young Drivers of Canada:** Canada's leading driver-education provider with over 50 years of experience and more than 1.4 million graduates nationwide. Our mission: reduce collisions, injuries, and fatalities through advanced defensive-driving habits and situational awareness.