

A large blue triangle pointing to the right, positioned to the left of the 'TollGuru' text.

TollGuru

Media Kit

TollGuru adds the most requested feature - toll information - to Google, Apple and other maps. TollGuru brings transparency to travel decisions by allowing travelers to compare between time and cost (toll and fuel cost) to pick an optimal route.

TollGuru, a MapUp product, is building a unified routing intelligence and payment platform by integrating disparate & dynamic data sources like tolls, parking, curb data, weather, traffic and payments. MapUp is growing fast with a network of 3 million+ users and ~700 last-mile delivery, rideshare, logistics companies and owner operators relying on its route intelligence platform TollGuru.

The TollGuru Story



The idea behind TollGuru is simple! Before you fly, you get to compare and pick your flight based on flight time and ticket cost. But when you drive, the common mapping apps such as Google or Apple only show you travel time. You do not get to choose your route based on travel time and trip cost. You can either "avoid tolls" or go on the fastest route.

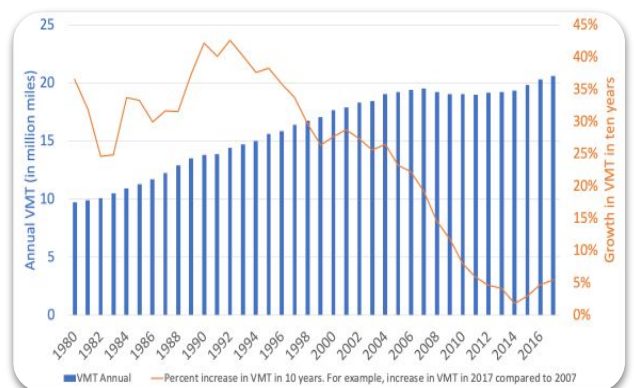
There was no website or app that let you choose your route based on both cost and time. There are a few websites that show gas expenses and a few others that show you tolls. TollGuru calculates tolls & gas costs for different routes and lets you choose from the cheapest, the fastest, and the compromise routes.

That's good you say, but ask: will I still be stuck in traffic?

Our goal is to reduce traffic congestion

The usage of better traffic information from mapping apps like Google, Waze, Apple has not reduced traffic congestion.

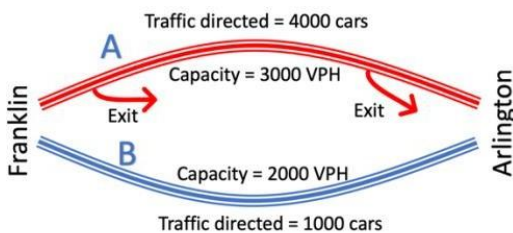
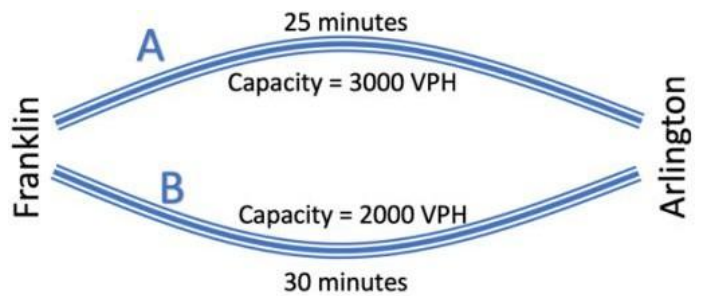
Even when the overall [vehicle miles traveled \(VMT\)](#) has hardly changed in recent decades.



Let's use a hypothetical scenario to see why congestion has become worse.

Say 5,000 travelers need to go from Franklin to Arlington.

There are two roads: A and B. Road A is faster: it takes 25 minutes and can handle 3,000 cars per hour. B is slower by 5 minutes and can carry 2,000 cars per hour.



Routing based on standard mapping apps

Now say 4,000 travelers check mapping app on their phone. Almost all of them use road A (since that is the faster and they don't know the cost). But the road can only handle 3,000 cars per hour. Without an ability to handle traffic flow of 4,000 cars, the road gets congested. It can now carry a fraction of original capacity (in technical language, it is now operating in Level of Service F).

The mapping app now start directing cars through neighborhoods and on to road B. Since more than 2,000 cars now head to road B, it breaks down as well. During the traffic peaks, everyone is stuck in traffic gridlock like in the movie Deep Impact.

One of the reasons: the mapping apps “hyper- optimize” for one variable, travel time. The cumulative choices of all travelers to use the fastest route ends up making travel time worse.

TollGuru users get to see both the travel time and cost. If you add up gas and tolls, it takes \$3 more to use road A. The users have a choice: spend 5 minutes more in traffic or pay \$3 more.

About 40 percent to 50 percent of our users choose the “cheapest” route or a “compromise” route. In this case, about 2,000 cars would have gone on the “slower” road. The traffic congestion would not have occurred in the first place.

We know that travelers use our app and website to find their toll cost and gas expenses. But like Adam Smith's “invisible hand”, travelers' choice to consider travel cost, in addition to travel time, ends up making traffic better for everyone.

Product Information

TollGuru calculates and compares between travel time and travel costs (fuel and toll) to show the “cheapest” route, the “fastest” route and the compromise routes. We overlay mapping apps (Google maps, HERE maps, Apple maps) with cost information to allow users to choose between their routes. For trucks, we show truck specific routes so that they are not routed on roads where trucks are prohibited. Its Toll API is especially handy for rideshares, logistics and last mile delivery businesses to pick cost effective routes and accurate billing.

TollGuru is available as:



[Web Calculator](#)



[Play Store](#)



[App Store](#)



[Toll API](#)

TollGuru Features

TollGuru makes travel decision better. With lots of features, TollGuru products benefit over a 3 million travelers, truckers and business in North America, South America, Asia, Western Europe and Australia.

Complete coverage

All types of toll roads, turnpikes, bridges, tunnels, tollways, motorways, expressways across geographies.

All vehicle types

Supports cars and SUVs (with trailers), trucks (up to 9 axles), RVs, buses and motorcycles (with or without trailer).

All toll payment options with discounts

Shows toll costs & discounts for all toll payment options: Mainly; Cash, Tag Transponder (e.g. E-ZPass, SunPass) and Video (e.g. Pay-by-Mail, Toll-by-Plate).

TBT Navigation

Voice enabled Turn-by-Turn navigation to ensure that you reach your destination without any hassles.

Share your route

Save, print or share your route results with family and friends .

Cost and time trade-off

Lets you compare routes based on tolls & gas costs, time and distance so that you can decide on our own.

Truck compliant routes with HOS stops

Offers truck only or truck compliant routes across geographies with Hours of Service stops and recommendations for parking, rest areas, shower, fuel stops.

Time based tolls & tolls on the map

Shows tolls at the time of your travel (select departure time): peak, off-peak, weekends. It shows toll locations, rates and eligible tag transponders on the map.

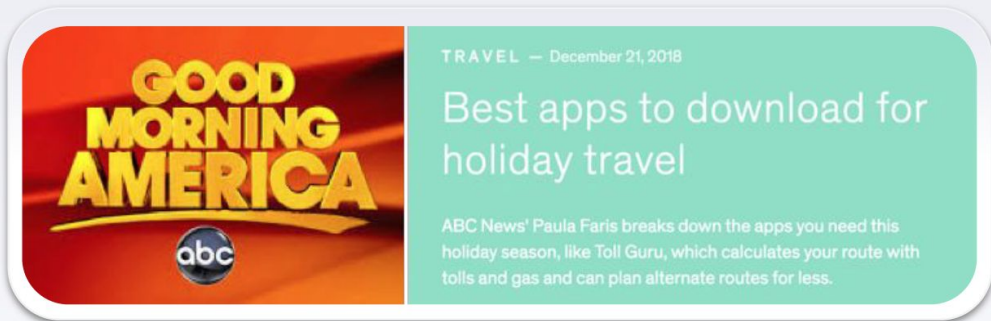
Post trip analysis

Fuel and toll tax reporting, additional visibility into past trips, lane analysis, toll savings & recommendations & State Mileage.

Interested to know more about how TollGuru works? Try our [FAQs](#)

Media Presence

Some mentions that we have earned:



Patch

[11 Apps to Make the Most of a Trip Down the Jersey Shore](#)

tom's guide

[Best Road Trip Apps](#)

Reader's Digest

[The Best Road Trip Apps You Can Get for Free \(2020\)](#)

Condé Nast Traveler

[Everything You Need to Plan a Stress-Free Road Trip \(2020\)](#)

 **techlicious**
TECH MADE SIMPLE.

[Get these Apps Before Your Next Road Trip](#)



[Best Road Trip Apps for Android and Apple Users](#)

AUTO SLASH

[Use a Toll Calculator to Estimate Your Road Trip Costs](#)



[Best Road Trip Apps](#)

 **ProgrammableWeb**

[Programmable Web's Most Clicked, Shared and Talked About APIs of 2019: Mapping and Location](#)

Christian Brothers Automotive

[Summer Road Trip Hacks And Smartphone Apps](#)

Testimonials

Praises and encouragement from our users:



Mom-on-the-road, 03/16/2018

Wish I had this app years ago

This app is more than just a toll calculator. It is truly a one-stop shop for all traveling needs. We often go on family road trips and this app is so useful in helping us plan out our trip including duration, best route, cost of gas, traffic congestion and most importantly cost of tolls. What makes this app unique is that for the toll roads, the app tells you what type of payments are accepted (cash, credit card). Believe it or not some tolls only accept cash and knowing this ahead of time save us from embarrassment of not having enough coins. I highly recommend this app and best of all it is FREE!



Joe90jnr, 05/24/2019

A great way to save money!

We're from the UK and so the toll system was not easy for us to understand. This app made the stress of toll charges much easier to avoid. Our car hire company wanted \$500 to "hire" and easypass system for the six week hire.... we were told without it we would get a \$15 fine for each violation, this app told us the charges and if we could pay in cash or not. Together with Google maps (avoid tolls option) we paid for only one toll in Rhode Island, all others were clearly identified. Apple do offer a similar app "Toll calc", but I think Toll Guru was a much stronger app.



Evis Daison, 11/08/2018

Great developer

These guys are unbelievable. I've emailed them about some features I'd like to see added to the app, not really expecting anything. Boy was I surprised at their quick response. They care about the user experience and work to make it better. A+ developer.



smokeysey, 01/10/2018

Great app for Truckers

This app allows you to put your vehicle dimensions and weight. It also shows you where tolls are and the cost to you. You can also see your fuel cost, so great for calculating profitability. Brilliant app so far.

Testimonials

Praises and encouragement from our users:



Melissa Stepherson

★★★★★ July 2, 2019



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Excellent tool. Almost picked someone up from Miami to bring back to Orlando for just \$100. This app saved me a bunch of money. The cost of just one way trip wouldve been almost \$100. Thank you!



R Rdgz

★★★★★ July 12, 2019



10



BEST APP EVER! I'm an O/O, this app figures out tolls, fuel expenditures, and it does truck routing. Before you take a load you know, EXACTLY, how much you're going to spend to run it. It just doesn't get any better than that. It has frozen on me a couple of times, but I still use my truck GPS, so it's no biggie.



Jo Ho

★★★★★ May 12, 2020



Trucker. Was wondering how many tolls I was going to pay going to the northeast for the 1st time. Found out tolls on the route were 32 bucks. Alternate route had 12.50 toll with 5 more miles total. App exceeded my expectations, even able to input my 18 wheeler's weight and axle count.



Tracie Brown

★★★★★ November 6, 2018



3



This app is a huge help in the trucking industry. It has saved me tons of time not having to go from site to site to figure out tolls. Customer service is top notch. I noticed a toll not picking up. I sent in the issue and had a response back showing it had been fixed in a short time. Totally impressed! A must have app for me.



For Publishing

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Press Contact

For any media related queries, please contact us at
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