



Ride Guru Offers Side-by-Side Price Comparisons of Taxis, Uber, Lyft and More

Travelers are used to comparing the prices of hotel and flight options before they book. Now, thanks to TaxiFareFinder.com's new RideGuru calculator, they will be able to do the same research before hailing a taxi or a car service.

Boston, Massachusetts – January 16, 2015 – TaxiFareFinder unveils the travel industry's first comprehensive ground transportation comparison calculator today. This new feature, called RideGuru, is an online tool that calculates potential fares for taxis, Uber, Lyft, Sidecar, Hailo, Flywheel, and Curb. RideGuru provides a free side-by-side comparison of what a ride from point A to point B will cost. If users do not have an exact address, RideGuru supports searching by town/city names, landmarks, business name, zip code, or even latitude and longitude.

In the result, RideGuru offers a list of options and estimated fares for the given route. It also displays a bar chart to help users compare the pricing faster. Clicking on any of the options will bring up additional information such as the fare breakdown, potential traffic impacts, and additional notes about the fares and routes.

For those travelers who are unfamiliar with rideshare services and concepts, RideGuru also provides beginner's guides, tips, and tutorials on its page.

TaxiFareFinder president Ippei Takahashi states: "With an abundance of options crowding the ground transportation market, people need a faster, more comprehensive way to research the cost and conveniences of selecting one car service provider over another. RideGuru is the ground-breaking calculator that will bring more transparency to the taxi and rideshare market."

[City councils](#) and [airport commissions](#) around the United States are opening up their cities and drop off zones to alternative car companies giving business travelers and adventure seekers more ways to reach their destinations. These ridesharing services have disrupted the local taxi operators, who have always been subject to state regulations. The newer car services have grown in popularity due to their leveraging of mobile technology that allows customers to request a vehicle to transport them, pay for their ride online, and then rate the quality of the driver and its vehicle.

[As more and more of these rideshares and car services are being accepted by city councils](#), the person-to-person ridesharing options are following suit and riding the coattails of efforts from Uber and Lyft to open up the industry. The increase in the new "sharing economy" began during tough economic times when it was more financially feasible to borrow a car, bike, or a guest bedroom from another consumer than to rent or buy one from a branded supplier. Combined, these two alternative options have shaken up the travel industry's way of doing business, even more so than travel websites like Expedia and TripAdvisor.

This new comparison calculator will be a priceless feature for those needing to research the cost of a trip before leaving home. TaxiFareFinder is encouraging everyone to try the new RideGuru feature in advance of their travel plans, and is asking for feedback on its accuracy on their website. RideGuru is expected to be the utmost destination for all types of travelers.



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RIDE GURU
TAXI FARE CALCULATOR
RATE CHART
NEWSROOM



RIDEGURU

Welcome to RideGuru. A ground-breaking fare calculator that brings transparency to the taxi and rideshare industry. It is capable of calculating potential fares for various rideshare services including local taxis, Uber, Lyft, and others available in the area.

Enter your pickup and dropoff locations, and RideGuru will look up the proper rates and car services available in the area. If you don't know the address, that's ok. RideGuru supports town/city names, landmark or business names, zip code and even latitude & longitude!

RideGuru currently supports rates from taxis, Uber, Lyft, Sidecar, Hailo, Sidecar, Flywheel, Curb, etc.

What are Rideshares?

Rideshare Guide



TAXI VS. UBER



Press Release: Introducing TFF Ride Guru

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About the Company

TaxiFareFinder.com was launched in 2007 to help improve the communication between providers of ground transportation and their customers. The calculator tool is based on a proprietary algorithm that takes into account a multitude of considerations. TaxiFareFinder utilizes up-to-date taxi rates from over 1000 localities, covering thousands of cities. This information is carefully and constantly monitored for its accuracy by their staff and supporters from an active taxi community. TaxiFareFinder also offers tools, such as APIs and WordPress plugin, that enable taxi companies and travel authorities to provide their own fare estimates on their websites or mobile applications. For additional questions or inquiries, please contact through <http://www.taxifarefinder.com/contactus.php>.