

FR8 Revolution Launches Load Tracking And Fleet Optimization Platform And Marketplace "FR8.guru"

"FR8.guru" to improve efficiency, reliability and humanity of the truck freight industry

San Francisco, CA ([PRWEB](#)) August 03, 2016 -- FR8 Revolution, Inc., a company that develops free cloud-based tools to improve efficiency in the \$700B US truck freight market, today announced the launch of its "FR8.guru" platform and marketplace. FR8.guru provides a simple and powerful way to help carriers to schedule, route and load their trucks, shippers to track loads in real-time and drivers to gain more visibility into their ever-changing schedules.

Since the investment of up to \$8.5M by MAN Truck & Bus AG, a Volkswagen subsidiary, FR8 Revolution has been quietly finalizing and testing FR8.guru in a closed beta with select carriers and industry shippers and brokers.

FR8.guru gives small and medium sized fleet owners more control and oversight of their complete fleet via a web-based dashboard. The software tracks a fleet of up to 500 trucks, providing carriers and their shipper customers real-time notification of estimated arrival dates and time. When fleets have excess capacity or backhauls to fill, FR8.guru automatically finds freight to fill it, helping carriers keep their utilization and profitability high, and reducing wasted fuel and excess carbon emissions from driving empty miles.

For drivers, FR8.guru has a companion driver mobile app that provides routing and schedule information, helps drivers establish a reliability track record and gives drivers details on when they can expect to pick up additional shipments or when they will be home next. By giving drivers input and visibility into their schedule and an easy and anonymous way to rate their experience with docks and shippers, FR8.guru aims to improve their lives on the road.

Overall, FR8.guru helps carriers reduce inefficiencies, helps shippers find and have visibility into better, more reliable spot market capacity and helps drivers have more of a sense of control over their lives.

"FR8 Revolution is building the operating system for the entire trucking industry," said Matthew Kropp, CEO of FR8 Revolution. "Our beta test has been well-received and widely successful and we are excited to open up our platform to even more carriers."

About FR8 Revolution

Founded in 2015, FR8 Revolution builds data-driven, cloud-based tools aimed at reducing inefficiencies in the \$700B US trucking market that result in lost revenue, more pollution and traffic, and poor working conditions for the 3.5 million drivers it employs. FR8's free tools help carriers manage their fleet schedules, identify available capacity on freight truck routes, and sell this capacity to shippers that need it. The platform allows shippers to manage and track their spot loads in real time and the FR8 mobile app provides truck drivers with tools to manage their life on the road.

At FR8, we have a passion to lead the digital revolution driving change in the industry that drives our economy.



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