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Press Release

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[Bridges & Tunnels](#)

IMMEDIATE

Milestone For E-ZPass On-the-Go: 100,000 Sold In Cash Lanes

Sales of E-ZPass *On-the-Go* tags in cash lanes at MTA's seven bridges and two tunnels reached a milestone figure today (**Tues. Sept. 4th**), topping more than 100,000 tags sold since the program began in June 2011.

"What began as an experiment has turned into one of the most successful programs since the original launch of E-ZPass by MTA Bridges and Tunnels in 1995," said MTA Bridges and Tunnels President Jim Ferrara. "Through this program, we're pleased to introduce more customers to the convenience of E-ZPass."

MTA E-ZPass *On-the-Go* tags can be purchased in cash lanes for \$30, plus the price of the current trip. If linked to a credit or debit card, it can be used to pay up to \$30 in tolls. There is a \$10 tag deposit if it is not linked.

Those who prefer using cash can try E-ZPass and use the new MTA Reload Card to conveniently refill their accounts at thousands of locations throughout the region. By using the MTA Reload Card, motorists can still use cash **and** receive the E-ZPass discount, which is \$1.70 each trip at most MTA crossings. (Learn more about the MTA Reload Card [here](#).)

A pilot program to sell *On-the-Go* tags in cash lanes began at the Henry Hudson Bridge in June, 2011 and was expanded to the other eight crossings in March and April of this year. Sales of *On-the-Go* E-ZPass tags have consistently ranged between 14,800 and 16,400 each month, with an average of 16,000 sold during peak summer driving months.

The program, along with the *On-the-Go* retail program where tags are sold at 575 retail locations around the city, has helped raise E-ZPass use at the MTA crossings to nearly 81 percent in 2012, which is an average 630,000 customers daily.

Through August, a total of 23,069 *On-the-Go* tags have been sold at Robert F. Kennedy Bridges Bronx and Manhattan toll plazas and 20,560 were sold at the Throgs Neck Bridge.

On-the-Go tags must be registered within 48 hours of its first use, or the tag is deactivated. This can be done on line at www.ezpassny.com or by calling a toll free number at 1-800-697-1554.