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Press Release

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[Bridges & Tunnels](#)

IMMEDIATE

### Sale Of E-ZPass On The Go Tags At Henry Hudson A Hit With Customers

#### *Pilot Expands To Throgs Neck And Bronx-Whitestone Bridges*

The pilot program to sell E-ZPass *On The Go* at the Henry Hudson Bridge cash lanes is so successful that MTA Bridges and Tunnels is expanding it to the Throgs Neck and Bronx-Whitestone Bridges starting today (**Monday, March 5th**).

"Customers love it. It's been more popular than we ever envisioned it would be," said MTA Bridges and Tunnels President Jim Ferrara, "and we're pleased to be able to bring it to other crossings."

Nearly **9,000** *On The Go* E-ZPass tags have been sold at the Henry Hudson Bridge since the pilot began in June 2011. The program is expected to be expanded to both the Bronx and Manhattan plazas at the Robert F. Kennedy Bridge by **Monday, March 19th** and the agency's other crossings, including the Verrazano-Narrows, Cross Bay Veterans and Marine Parkway-Gil Hodges Memorial Bridges and Brooklyn-Battery and Queens Midtown Tunnels, before Memorial Day.

Here's how it works: Motorists can purchase an *On The Go* tag in the cash lanes for \$30, plus the cash toll for the trip (\$34 total at the Henry Hudson and \$36.50 total at the Throgs Neck, Bronx-Whitestone Bridges and soon the RFK Bridge). The E-ZPass tag can then be used to pay up to \$30 worth of tolls if linked to a credit card or \$20 in tolls and a \$10 tag deposit if it is not.

Customers have 48 hours to register the tag after the first use by going to [www.ezpassny.com](http://www.ezpassny.com) or by calling the toll-free number 1-800-333-TOLL. If the tag is not registered, it is deactivated. Those who do not want to link their E-ZPass to a credit or debit card can also request the **new MTA Reload Card** at the above mentioned website or phone number. The MTA Reload Card allows drivers to load cash directly into their E-ZPass at about 2,500 retail locations that participate in the Visa ReadyLink network. For more information about the Reload Card take a look at the [How-To video](#).

An MTA *On The Go* tag is the same as a regular E-ZPass; the only difference is the point of purchase. Instead of waiting for a new E-ZPass to arrive in the mail or standing in line at a Walk-In Center, *On The Go* tags can be purchased at 526 retail stores in New York City and Long Island. To see a list of retailers [click here](#). They are also sold at New York City Transit Metrocard vans and buses.

Since *On The Go* was introduced in February, 2008 nearly 166,000 tags have been sold.

"It is no secret that E-ZPass is the best value and easiest way for customers to pay tolls at MTA crossings," Ferrara said. "It also helps keep traffic moving and it is the most efficient and environmentally-friendly way to collect tolls."

Drivers with E-ZPass accounts from the New York Customer Service Center save \$1.70 per trip at most MTA crossings and \$1.80 at the Henry Hudson Bridge. E-ZPass is the preferred way to pay tolls at MTA Bridges and Tunnels crossings. It is used by nearly 80 percent of motorists, or an average 615,000 drivers each day.

