Interviewer So if you could just describe the system that you've got, what it's called, how it works and how long you've been using it?

P10 Absolutely, yeah...so to be honest, I've never really.... well, I'll start at the beginning. We've got ....we've got two Fords in the house, really, we've got an S-Max, so like a bit of a bigger car if you like, and we've got a focus as well, Ford Focus erm.... and both have got the system in .... I didn't really know much about them at all until doing the initial kind of, you know, the initial study and sort of made me think, kind of... which system have I got and kind of... what does it do kind of thing because you just... I suppose you just... take it as a given that it kind of works if you like. And I was I was quite curious, really, as to whether it did it on the, you know, the GPS or the... or the camera. And it turns out they both go by a camera and the road signs, yeah...which I.... which I didn't really realise and it's... it's quite interesting once you... once you know something and kind of take a little bit of notice how it works. But yeah erm....

Interviewer so that's interesting that the study made you look into the system?

P10 It absolutely did. Yeah. And you kind of like, you know, it's there and you see it, but you don't really think about it, I suppose. Yeah.

Interviewer So just tell me, how long have you had the cars with the system in...

P10 well, they're both 2020 I believe erm... maybe I think one might've been made 2021, but both 2020 kind of reg. So we got them new erm.... so coming up to 2 years....

Interviewer So how do you use the system? Do you have it turned on in the car?

P10 I have yeah...yes generally

Interviewer So you are using the system... so if you go over the speed limit, it will slow back to....

P10 Yeah.

Interviewer So how do the 2 cars compare then... are they exactly the same system?

P10 Yeah, yeah, they are, yeah.... they're the same system, but I suppose the the Focus is a bit of a bigger engine and a bit faster generally. And the S Max is more or less the family car, if you like so.... the Focus we tend to drive a little bit differently, I suppose erm....which is, you know, not necessarily a difference in the system, but a difference in driver habit, if you like.

Interviewer So if you just tell me a little bit about how you find using the system, like whether you.... the good things about it or any bad things?

P10 Yeah, I suppose in terms of me personally, you know, I've had a few speeding tickets here and there, prior to getting these erm.... and it is it's just habits, really, you know, when you're just kind of driving a little bit long distance. You kind of...your foot gets a bit heavy, I suppose, and you just you just go for it, you know? Erm... so I suppose one of the things when we got it, we didn't we didn't buy the cars, if you like for the.... for this system, it was just a feature that we realised we had erm.... in terms of using it, you sort of.... you get used to it... like now, nowadays I kind of.... it does do it automatically and they're turned on.... But it kind of.... you don't really realise that it's kind of adjusting your driving habits if you like. You know, we're not we're not going sort of 70 mile an hour on a 30.... It's just a couple of miles per hour erm.... And it just kind of.... it's like that little check and balance that kind of adjusts your.... driving behaviour, I suppose. Erm.... in terms of using it, it's good. I mean, I haven't had a speeding ticket since so.... I suppose it's good... I don't know, really. I mean, I've not taken that much notice of it until doing this research. So I'm quite intrigued as to whether it accurately does it, you know... I don't actually know, does it go by, you know, like road signs....

Interviewer So the camera picks up the road signs and usually they use GPS as well.

P10 So I'm interested as to whether, you know, you see like damaged signs every now and then. Like how good is the system, I suppose....

Interviewer How do you find it then? Have you noticed any inaccuracies.... it sounds like you've got it on and you're using it and you don't really even pay that much attention to it.

P10 Yeah, well maybe unfortunately for your research, yeah, that's probably how erm.... how we kind of use it, yeah.... and my wife's the same, to be fair, we've had them a while and.... it's just, you know, you get used to things, I suppose..... I've not noticed any obvious errors or anything like that since since doing this and taking a little bit more notice but we haven't been very far, really....

Interviewer Do you find it does slow you down very often?

P10 Erm.... you know.....Yeah, I'd say so. Yeah, I think it does sort of.... it just sort of brings you down and it automatically makes you think, I suppose.... especially now that I know that.... you know, I have been taking a bit of notice... I mean, perhaps it might change after, you know, after having done this and then further down the line and kind of, you know, switch off a little bit from it again... but yeah, I think it does. I think it's good.

Interviewer So you've got it turned on all the time and it just does its thing.

P10 Yeah

Interviewer So have you an override feature on it, so that if you needed to go faster, you can....

P10 yeah, yeah....

Interviewer have you had to use that very often.

P10 Yeah, because I drive erm.... on the... on the motorway, you know, I drive quite a distance to go to work kind of thing. And I'm on the (motorway) a fair bit. So when you're overtaking, for example, and different things like that, I think it's nice to just have that, you know, a bit of a.... the ability, if you like to kind of just kind of get around someone or something, you know. So yeah, we've... I have used that....

Interviewer How do you find that as a as a system? Do you find it easy to use? Are there any disadvantages to it?

P10 Erm.... I think it was a similar question, asked in the second study, but I think it's not difficult at all to kind of do that. And I think, I suppose a disadvantage, when I was thinking about it. ...a disadvantage is, if you know that's there, then it kind of defeats the object a little bit, doesn't it? You know, you kind of.... old habits, I suppose, die hard, don't they and if you know, you can get around the system, then you kind of do by default, anyway, I suppose, you know, so I think that's probably a disadvantage. But then, you know, I think it's it's a safety measure as well isn't it, because sometimes you need to get out of the way of hazards or whatever... and you need to have that little bit of pace, if you like....

Interviewer Can you tell me a little bit more about what you think those like sort of hazards might be where you do need that override feature.....

P10 Anything that might crop up when you're driving, I suppose... so say if a car is.... someone else is kind of, you know, coming, relatively speedily towards you and you identify that and need to kind of quickly get out of the way and you maybe need a bit more acceleration for that. Erm.... I mean, it's happened to me before when, you know, like ... if an ambulance or something's coming behind and you just kind of need to quickly get out of the way and nip out of the way.... So, yeah, just situations like that, I suppose.

Interviewer Do you find that it adds anything into that trying to get out of the way? Does it make it take longer to get out of the way or anything?

P10 No, I think it's quite fluid, to be honest. I think it's kind of it's just more of a.... it's like a flash, like a split second, I suppose, and you're okay to do that. Erm.... so when you need to, it's it's fine, you know....

Interviewer Did you have any reservations about that when you first started using the system... you know, how responsive the override would feel?

P10 Erm.... like I say, I kind of.... I didn't buy the car with that in mind... but I suppose I did think about that and how it might work erm.... and sort of whether it would be a bit of a hindrance. But no, not at all.

Interviewer So it's like trying it out and then finding that it wasn't a problem...

P10 Yeah, yeah... absolutely... I'm I'm glad to be fair, it would have been a bit of a nightmare, you know, if you had to, you know, pull a lever here and press a thing there and get around.... But no, no, it is.... It's it's really quite fluid.

Interviewer So you mentioned that one of the advantages to having the system was that it stopped you from getting speeding tickets. And I think you said you've had speeding tickets in the past....

P10 I have, yeah... unfortunately. Yeah, yeah.

Interviewer So do you see the sort of advantages of the system being more around that aspect? Do you think there's a safety aspect as well?

P10 Oh, absolutely. Yeah, I mean, I've got children as well, and I think, you know, having had speeding tickets before, I've done speed awareness courses as well. And you kind of ... you do ...you do understand a bit more about your speed. So, for example, you know, going at 50 rather than 70 and then the chances of, you know, killing someone if you hit them is ridiculously reduced. So I think there's a lot of personal safety built into that as well. And, you know, it's sort of safety of others as well. And that's a massive advantage... absolutely, yeah... I think if if this was in every vehicle across the across the country or across the world, for example, then you know, everything would be improved, really wouldn't it.... I mean everything down to... I don't know, road safety, fuel efficiency.... It would be, you know, across the whole piece, I think would be improved.

Interviewer Yeah, that's interesting what you say about fuel efficiency. Tell me a little bit more about how you think it impacts that.

P10 Yeah, I'm kind of a statistics kind of guy, if you like. So I think I remember watching Top Gear when I was younger and Jeremy Clarkson mentioned, if you if you do sort of 80 mile an hour constantly, then you use double the fuel that you would doing 70, for example. So I think just anything that kind of keeps your head on the kind of, you know, this is the speed limit.... do the speed limit kind of thing. I think anything like that is only a benefit. And, you know, you'll have seen yourself if you're a driver, the price of fuel nowadays, anything anything to help that is a bonus. And I think this is... the system is quite a good way to do that because the driver still retains an element of control. But it's just that kind of a... second line of defense, really, isn't it... kind of stopping you.... giving you a bit of a.... hold on check your speed kind of thing like that... and its not thrown down your throat...it's just kind of there... so yeah.....

Interviewer And a few people have mentioned fuel efficiency as being an important sort of aspect of it alongside the safety features and stopping you getting speeding tickets.

P10 Yeah, yeah, no.... It's it's good for a lot of things. And yeah, it's it's.... quite a genius system really kind of using the.... you know, road signs and GPS to kind of just monitor that if you like....

Interviewer and you haven't noticed any inaccuracies or anything.

P10 Not since I've been taking notice of it... I mean, potentially, I suppose, to be honest I haven't been on the motorway since kind of taking notice of it...but I'd be curious to know whether or not it does work say at 70 miles per hour erm....across the various signs on the motorway. And it'll be interesting that..... I mean, what... what feedback did you like so far as to whether... do they generally work for people?

Interviewer Yeah, I think so. I think a few people have said it's not been always been 100% accurate, but on the whole, I think it is. But that might be something that people who don't have the system might worry about... or if they've had previous systems that warn you about speed limits and they've not been accurate so.... So over the time that you've used the system, have your opinions of it changed at all?

P10 Erm....I mean, I would say that I didn't really have an opinion on it to begin with, but I think in terms of my thoughts on it or my, you know, kind of... the feedback I've got on it is that it's a it's a great system.... and I'm I'm pleasantly surprised how easy it is to use and I'm interested to see kind of how things do improve, you know, as more and more modern cars come on the road and whether or not that kind of does become a universal thing. So yeah erm....

Interviewer Does your car have other systems...other driver assist systems alongside the speed limiter. Do you have anything else that you use....

P10 like cruise control or lane assist..... Yeah, it's got those. It doesn't sort of change lanes for you or anything like that.... I mean, maybe it does, who knows.... But yeah, cruise control, I use that a fair bit.... just to kind of, you know, longer distance kind of, stay at the speed limit kind of thing... erm...which works absolutely fine, really. And I suppose that's another, you know, check and balance, keeps you under the speed limit.

Interviewer So how is the speed limiting system different from the cruise control...when you use those 2 systems.....

P10 So with the cruise control you just sort of select your speed, I suppose, and it keeps you there.... but I suppose when you're not using that and you're kind of just going round the doors, if you like, then then erm... it tracks the, the other system track the speed limits when you've kind of got a bit more control....

Interviewer What kind of journeys do you find it most useful?

P10 I'd just say around the doors, I suppose... we live fairly rural, erm.... so the speed limits go up and down from 30 to 60... and down to 20 and things quite a bit. So you're just kind of doing the school run and things so erm.... just door to door, really..... that's usually the the journey that we do erm.... and then I obviously drive... I've got quite quite a commute erm.... so I have to go into the office. It's a... sort of... country roads.. onto a motorway... round the doors and then....yeah, so up and down a bit.

Interviewer So does that mean you don't have to look out for speed limits and things, you can just leave it to do its thing.

P10 Yeah, most of the way, because it does....it does chop and change through little villages and things. Yeah, yeah.

Interviewer And so just just thinking back to when you were buying the car that you've got with these systems. So it sounds like you didn't purposefully go with this in mind.

P10 That's right, yeah...

Interviewer So what did you get told about the system when you bought the cars?

P10 Very little to be honest.... It's it's testing my memory, really, I suppose. But maybe it is mentioned in the, you know, just when the salesman talk, I suppose, but nothing that I can remember about it, to be honest. Erm.... I suppose.... at the time, I'm kind of looking for a car that I like the look of or.... I like the dashboard of, for example..., but I don't recall, you know, any detailed explanation of anything like that or.... you know, by default, then the... the advantages or anything of the system erm.... unfortunately.

Interviewer So what was it about the cars that you've got now that appealed to you, what was your main motivation....

P10 Well, we've got 2, so the S-Max is obviously just a family car when we're going say, on trips out on a weekend or whatever. That's nice and big for that. And the focus, I suppose... the wife just kind of wanted one for a while and... nice, nice enough looking car erm.... so we got that yeah.....simple enough really....

Interviewer So how did you find out about the speed limiting systems then? Were they automatically turned on when you got them or did you have to turn them on?

P10 No, no. Well, I can't remember if they were automatically turned on, to be fair. But I suppose just when you get... the new toy, I suppose you go through the systems and different things like that, through all the settings, menus and yeah.... I was just playing around with it really. And I came across... came across that especially.... well in the Focus I did anyway... I'm not sure about the S-Max.... I can't remember.

Interviewer So it was a case of you going into the systems and finding out how to..... do you find that easy enough with those cars? Was it easy to go in and switch things on?

P10 yeah, yeah, fairly intuitive, I think. Yeah.

Interviewer And how did your wife find it? Is she the same? Does she go through all the settings,.....

P10 Erm.... No, she's she's not quite the same as me, you know, with like, I suppose, gadgets and stuff.... and the techie side of stuff. But I suppose she probably just er.... just gets in and drives it and isn't really bothered by that I suppose..... if I'm honest, I don't know, to be honest.

Interviewer So you haven't tweaked around with the system too much...

P10 No, no

Interviewer You've just sort of turned it on and....

P10 yeah....

Interviewer if you wanted to turn it off, would it be easy to do that...

P10 Yeah, I think it'd be easy enough to turn it off, yeah....

Interviewer But you just keep it on because it's....

P10 yeah, there's no need to turn it off, really, because if you, you know, if you... if it's being a bit too intrusive, let's say you can get around it in in a flash of a second. So it's not really a problem.

Interviewer Is there anything when you were buying the car.... Was there anything more you would have liked from the dealership about the systems that have helped drive them?

P10 No, I think.... maybe at the time, it kind of was quite a minor consideration, but I mean, I think if if this was explained to people better and the advantages of it and you know, the the shortcomings or perhaps like, you know, the the benefits of using a system like this, I think if that was, you know, advertised a bit more or kind of said to people, then I think it would be.... it would... it would encourage them to buy that... and it would... it would only do a good thing, you know, I think it would be a good thing.

Interviewer So there's different options for how you could set up these systems in cars. So it sounds like yours is easy to turn on and off..... and you just leave it on. But it could be made to be impossible to turn off or difficult to turn off.....How would you feel about, you know, doing it that way round so making it more so you have to be proactive to turn it off....

P10 Yeah... erm..... I don't know, really, I mean, I think it's a bit it's a bit sly, isn't it I suppose, really but....you know, I can see why, you know, if it was a universal across the board thing then, you know, if you think about it from, you know, from government agencies and road safety kind of thing, then it's a positive cos it would... it would increase that.... it would increase the statistics and everything wouldn't it but.... I think, you know, the better way to do it is to kind of just encourage people, show them the benefits and have them kind of... do it... do it themselves, really...

Interviewer Yeah. You think it might sort of put some people off?

P10 I think so, yeah. If if it was kind of thrown down your neck, it would,... it would, certainly,.... especially with the limited erm.... education around the system. If if I went to the dealership and he said, Look, there's this system and you can't turn it off and that's the way it's going to be, then it would automatically put you off buying it really.... I mean, everyone likes functionality, don't they, everyone likes the control aspect, especially when it's your own... your own erm.... you know, property, I suppose. So I think it would put people off....

Interviewer So you want to have that control over the system?

P10 Yeah, absolutely. I think so.

Interviewer And how do you feel about warnings when you go over the speed limit. Do you have any system like that? I mean, you're using the limiter, so it probably doesn't happen, but where you would get a little warning light or you'd get a beat that would warn you if you go over the speed limit?

P10 Erm.... I mean, I don't even know if it's on the on the sat nav in the car. But I remember prior I've used erm.... you know, SatNavs on your phone... and it's got the little er.... if you're doing a 70, it's got a 70 indicator there and if you go over it, it brings up like an orange light. Erm.... so I've kind of used that before, but that was a little different in that it's not exactly..... it doesn't change anything, it just puts that little tiny light up in the corner and you kind of.....easy enough to erm.... not notice it or.... ignore it, you know...so slightly different.

Interviewer So you don't find that as useful as the system that you've got....

P10 No, definitely not, no.... because it's sort of.... it is a change.... It's a physical change in your environment, I suppose, rather than just something in the corner of your eye that you might not notice.

Interviewer So there are other warning systems that you can get in cars such as a light that flashes or an alarm that goes off if you go over the limit. Or you can also get systems where the pedal would give you some feedback......do you have any thoughts about those kinds of features? Or do you still prefer your system where it actually slows you down?

P10 Yeah, I think it's it's difficult, really, because I've not really used anything other than.... other than this, really. But what I would say is, you know, this system it doesn't.... you know, it doesn't. If you just put your foot down and do 80 miles per hour, you know, it doesn't like slam the brakes on and stop you, it's kind of a gradual thing so.... it's it's it's not exactly a, you know, like it's not jerky.... It doesn't kind of like automatically drop you to the speed.... It's gradual and it's quite a smooth transition. But in terms of.... in terms of the other ones, I think I recall I had an Audi previously and it's got erm.... you know where your mileage and things are in the middle and it brings up.... if you've got a set and turn on, it brings up like a little warning triangle erm.... So I suppose all of those little systems, they're they're not intrusive. It's kind of a, you know, it does warn you, it does give you the ability to make that choice.... erm.... whereas I think this it kind of spurs you on a little bit more to kind of .... it goes a little bit further without taking the control away from you, which I think is necessary and a good thing.

Interviewer Have you used any systems that you do find intrusive? Have you had anything in your car where you think, Oh, I don't like that?

P10 Erm.... I don't I don't really think so really, I've drove a.... my dad's a bus driver, and he's obviously there's there's there's a restrictor on that at like 62 miles per hour or something. Erm.... so that that can be a bit of an inconvenience sometimes, I suppose. I suppose bringing it into this kind of context, if there was going to be a 70 mile per hour limiter on every car, on every road, that that sort of flexibility is taken away a little and if you need that extra couple of miles per hour to get around a.... you know, a slow moving lorry or something like that erm.... safely, then I think that would be an issue erm....if there was a hard stop restricter....

Interviewer So you definitely need that override.

P10 I think so. Yeah, because I think that it.... by default, it's a little bit more safe than than having a hard stop number, you know....

Interviewer And does your system have any allowance around the speed limit or have you got it set dead on the limit....

P10 as far as..... I think it's bang on, yeah... I think it's set bang on.... I imagine it probably would have a couple of mile per hour erm.... maybe a bit of flexibility in that, I feel like...I haven't really explored that to be honest....

Interviewer So that could be an option, that the system could give you a little bit of allowance around the speed, so you could set it to go a couple of miles over....Do you think that would be a useful feature or... would you just stick to what you've got?

P10 I think, you know.... depending on the system, I think it probably could be useful. But in terms of what I use, it's so.... fluid to go between, you know, that limitation and kind of just getting that extra little bit. I think it's not really necessary in my situation, no....

Interviewer Do you find any roads where it feels like it's less appropriate having the speed limiter... like any roads or speed limits where you find them quite restrictive?

P10 I think.... sometimes they're wrong, you know, it's it's circumstantial, isn't it really, it depends what.... if you're driving on a Sunday night and there's not not a single car in front of you and you're down to a 50 and you can see... for 2 mile in front of you, maybe, maybe there's not really an issue with erm.....with that being increased a little bit, I'd say, but in terms of, you know, there was a bit of media going around previously about increasing the speed limit on motorways to 80 mile per hour. Erm.... I don't really think that's appropriate erm.... you know, it's you know, if you if you hit someone at 80 miles per hour, they're not going to get back up are they if you.... I suppose there's not much difference between 70, but.... you know, 70's reasonable... yeah, I think so.

Interviewer Do you ever find, like you were saying, sometimes on a road, you look at it and you think it is appropriate that you could go a bit faster. Do you tend to go faster then or do you tend to just hang back and stick to the limit....

P10 Erm....no, being honest, I probably do erm.... you know.... coming home from work, I suppose and there's a road in front of you... I suppose you just kind of... like increase a little bit erm.... for right or wrong, but....

Interviewer So would that be a case of overriding it...?

P10 Yeah....yeah... But again, it's so fluid it it gives you that.... the... it does give you that check and balance. But you know, if you kind of.... if you tell the engine that you kind of want to go this speed, then it leaves you alone if you like.....

Interviewer So it's kind of it's the best of both worlds. You've got that option, but then it's...holding you back in other places.

P10 Yeah, absolutely. I think so.

Interviewer So I think you've said a little bit about.... the idea of a national rollout and it being compulsory in all cars. So is that something you generally think would be a good idea?

P10 Yeah, I don't see why not? The benefits of it are good and it has.... it's improved my sort of...understanding and awareness and probably my driving habits at least a little bit. Erm.... so I think it probably wouldn't be a bad thing and it hasn't sort of.... hasn't taken away sort of the driving experience or made it sort of... that it's out of my hands, if you like. So I think the benefits do by far outweigh the negatives. And I think it would be a good thing...

Interviewer is that the sort of driving experience is your enjoyment around driving.

P10 Yeah, I think so. Yeah. So if you know, if you're... if if yeah, if someone, if something is dictating the speed you have to go all the time, then that kind of... would take something away, I think...personally. But if if it is a little bit flexible erm.... when necessary, I think that that kind of is about... it's a good balance, really,

Interviewer So if if it was a compulsory system. I think you've said it would be good for it to be one that the driver controls, so not a system that's default on in the car and there's nothing you can do about it. Is that right?

P10 Yeah, yeah, I'd say so, yeah.

Interviewer And do you think if if all cars have the system, do you think it would make driving safer generally on the roads? And can you just say a little bit about how you think? So if that's the case...

P10 erm.... using my own personal experience, I would probably say so, yeah..... I mean, it depends on.... it obviously always depends on the driver. But I mean, on a personal note and from my experience of the system, I think it probably would result in a bit of a safer environment, yeah. But then, you know, if you want to.... it comes down to driver.... driver personality, I suppose, really, because if you want to completely ignore the system, you can turn it off and you know, everything's the same as it was before. But if you keep that on, it's a bit of a check and balance. I think it can only be a good thing, really, and it would improve safety.

Interviewer And do you think there's certain types of drivers who would be quite resistant to using the system and would just turn it off?

P10 Yeah, absolutely, really, I think..... I think there would definitely be some drivers who just totally erm.... don't care, really. I suppose, you know, when you're walking down, let's say, the high street or whatever, and you see someone flogging it in a 20 mile an hour zone like they're..., they're never going to really care, are they really. I suppose people don't really care until something happens like they're in a car crash or, you know, they hit someone or something. The reason for that, who knows but er.... yeah, I don't think they'd be really willing to follow that.

Interviewer What do you think it is about those sorts of drivers that make them......Is it that they just enjoy driving fast or they enjoy not following the rules?

P10 Who knows, really....I mean, in my opinion, it's it's just a bit sad, really, isn't it, when you see them and you just think, wow like...., sort of grow up a little bit but er...... I don't know what it is, really. I suppose they just like showing off... they're egotistic maybe.... I don't know.

Interviewer And how do you think people could be encouraged to use this sort of system if they had it in their car? How would you encourage people to use it... so it could be incentives or it could be information....

P10 Sure...I think there's a.... there's a lot more that could be done. Like I said when I purchased the car, I don't recall any sort of information being given on... on the system at all. And so a bit more education about, you know, well, education across the piece really so...., you know, thinking back to the speed awareness course.... I think it would be really handy if, you know, across the population, people did go on a similar course like that or there was some... I don't know how it would be done, to be honest. But you know, looking at that, it really brings it home, especially the, you know, the difference in driving at 30 to 50 mile an hour or 50 to a 70, you know, the percentages of someone living if you hit them, that really brought it home to me. And I suppose you only get taught that if you do something wrong... but why not.... why not give that to people to stop people doing something wrong? It's the same across the board and probably comes down money really but.....it is what it is. Erm.... so I think education around that and about kind of managing your speed ... without a system. Erm... and then as a bolt onto that, this can help you manage your speed erm.... and all the benefits of the system erm.... throwing a bit of, you know, improved fuel efficiency, improved... I don't know, tyre life erm.... you know, sort of hit people in the pockets if you like, where...., when times are hard, you know. So I think it's about education and about kind of, erm, you know, some people would have concerns about a system like this, but I suppose, you know, reassuring them about the.... the limitations of it and kind of the benefits of it.... I think would be.... only be a positive.

Interviewer So what's the best ways of reassuring people, if they've got worries, for example, that the override won't work properly? What's the best way of sort of reassuring people, that it will work?

P10 It's a difficult one, really, isn't it but I suppose, a lot of people don't have a clue what these systems are... So I suppose education generally around what they are, what they do and then, you know, dealerships and people who are selling cars.... there could be a bit of.... a bit more of an onus on them to kind of explain the systems and show them in practice. Erm.... you know, listen to people's issues and worries and then kind of, you know, try and comfort them and show them that those worries aren't necessarily erm.... you know, an actual worry. So, yeah... I think more could be done, definitely.

Interviewer So, yeah, I thought it was interesting what you said the speed awareness course, but as a more general thing, rather than just for people when they've already sped.... because that sounds like it would almost be like a sort of public information.....

P10 Absolutely. Yeah, yeah. .... I mean, it's, you know, the speed awareness course...it was a few hours long... back when I did them but.... I mean... thinking....I work, I work for quite a big corporate and if you think about, you know, like e-learning and mandatory modules and things, you know, I don't know how logistically it could be rolled out, but something like that erm.... across the driving population..... I think it would be.... it would be a good thing because it's kind of fixing a problem when the problem's already happened, you know, why not get ahead of it.... And so I suppose it could, you know, and erm... in terms of people doing... you can't really fix the problem for the driver population now. But in terms of people taking the tests and people doing the theory.... have an element of that in there... sort of just pointing out, you know, kind of the differences in speed and and things like that. So kind of bulking up before they're even on the road.....

Interviewer And you also said to link that with all the benefits that this system would give.... so around fuel efficiency and tyres as well. And it sounds like the format would be like an online campaign, is that what you think would work....

P10 Yeah, but I'm probably a bit biased given given kind of the area I work in. I mean, I think that that could be a good way to do it. I mean, I think there'd be like... 98, 99 percent of the population are online nowadays. So I think that could probably hit the vast majority of the population online, yeah.....

Interviewer And get dealers to give a bit more information when they're....

P10 Yeah, absolutely. Because I mean, you know, you see the.. you... you know the.... I suppose the historic thing about a car salesman, just getting the sale no matter what but.... you know, have a bit more regulation if you like or a bit more erm.... some further rules around, you know what they have to do, I suppose, and the education they have to provide the customers before they get off the forecourt.... erm....I think that's probably a good thing.

Interviewer Well, that's great. They sounded like great ideas.

P10 Well, I mean, they're all great, me sitting here on my couch, on a working from home kind of day that I can, that we can put all those in place but erm.... it's not my, not my budget..... it's not my my area, really, is it?

Interviewer But like you say, I've spoken to other people who got the system but they didn't have any information when they got the system. So it sounds to me like you have to be quite motivated yourself to go out and work out all these things. You don't necessarily know how to work them at the start..... there is a techie aspect to it.

P10 Well, there is and you know, cars are getting more and more techy as time goes on. I mean, I haven't drove a Tesla yet, but I imagine they are loaded... like front loaded with all of these things aren't they so.....

Interviewer How do you feel about the move towards automated driving in general? Are you sort of quite favourable to that or....

P10 If if it's going to be done well... I think it can only be a good thing. Erm.... you know, human error accounts for, you know, the majority of all the bad things that kind of go on, isn't it. So.... if we can do it, if if the tech guys can kind of get everything right and get it in place, then yeah, why not? I think why not?

Interviewer Yeah, it's just making sure everything works properly....

P10 Well, yeah, I think erm.... I think there was something about Uber when they tried erm.... driverless cars or something like that and they ended up killing someone, you know... it just takes one little problem like that and everyone loses their trust in something, don't they.... So it's just kind of has to... it has to be done right you know...really.... But bottom down, I suppose, and done right.....

Interviewer Well, that's great. That's all of my questions that I had. Was there anything else that you'd thought about the system that you wanted to tell us or have we covered everything do you think....

P10 No, I think we've covered quite a bit, really....

P10 (difficult to get sort of the right level to.... kind of, you know, roll out to the... to the UK, I suppose, isn't it because everyone has different ideas and.... you know, everyone batters around all of this erm.... you know, human rights kind of.... that'll probably play into it as well, you know....people are trying to control.....)