Interviewer So the first question is just if you could describe the system, you've got in your car. And as you were saying, it's a fairly new car, so you haven't been using it for a long time....

P16 So we've recently went to an EV so...first electric car er.... We have got erm.... Renault's version of one of these systems, which is a mixture of stuff that comes from the mapping software on the car. And erm.... number pl- er.... it's got a traffic signal, traffic sign recognition camera on board as well. So it..... on the dashboard, as we drive through an area it will instantly update...as you go past a... it will spot the traffic sign up the road and as you drive pass that traffic sign...I think it works probably in coalition with the erm... with the satnav that you know ..as you drive past it instantaneously changes on the dashboard, which is great to a point until like...you hit that.... you come from a 60 into a 30 and then it starts screaming at you very quickly to decelerate without kind of like any prior warning and there's a big change in speed happening. You get nagged at, you get buzzed at, you get the er.... along with kind of lane assist, everything starts vibrating at you, and then occasionally the car will start to kind of like decelerate itself as well..... which can be a bit of a kind of like....especially if you're doing quite a big change in speed erm...it sort of lets you get 10 15 percent over the limit quite comfortably. But then it will kick in at that point where you probably will get you a....you get the points on your license threshold, it starts to kick in, which is fine in a... in a 60 or 70 zone erm... and you occasionally...like on the motorway you need to accelerate around something and it....that 10%'s fine. We live in a 20 zone here. And so actually, you feel like you're constantly on the edge of just having the brakes slammed on you... or the alerts coming up on the car and like you're dealing.... so you end up driving... below, which is not a bad thing but you end up driving below the speed limit erm.....through 20 zones because there's no give in the system, but you can push it a little bit more as you get faster and faster through the speed limit so.... yeah it's been, it's been a learning experience. My wife hates it because it nags her and... but it's also shown how heavy erm...on the acceleration it is. I think it's worse in an EV, as well.... It's worse and it's better because you can get to the speed limit quite quickly in an EV but you're also completely unaware of how fast you're going because there's no noise. And so it probably has saved us a couple of times already because you get ....because you get to 30 quickly and you don't realise you've got to 30 because there's no sound. And so, yeah, the buzzing, the noise, the flashing on the dashboard all helps.

Interviewer So have you got lots of systems in your car then...are you using it alongside lots of other systems.

P16 Yeah, So we've got everything switched on by default. So we've got active... active braking system. There's erm... speed assist, there's lane assist, there's lane keep. It's not.... It's... it's like the basic.... it's the most basic EV you can buy on the market, but it's still got all the bells and whistles, that you expect... so it's been.... it's been a bit getting used to it. But I think if I had one big criticism, it's like you get no warning of what's coming up. You get told quite a harsh, quite harshly..... as you hit the zone.

Interviewer Okay. And you said so it brakes for you sometimes. Is that the speed limiter that does that?

P16 So we have noticed that the speed limiter kicks in occasionally. So if you like.... if you... I think my wife did it once where she was, she went from a 30.... from a 50 into a 30, and she found the car pulling back on her at that point. But yeah, very much kind of like most of the time it is that.... I think if you flagrantly break the speed limit, it starts to pull you in a bit. What I also have found is that you can override it quite quickly. So a couple of like flicks of the stalk on the.... and you can kill it and so occasionally on the motorway when you're in traffic that's doing a decent 70, flowing at 70 75, well you still need to get past people. You need to push 80 occasionally. And so, yeah, yeah, you can override it for the time you need it and switch it back on when you need it back on again...so flick on and flick off......which is.... the temptation is to leave it off all the time and not be nagged by it. But actually, I quite like it. I like it because it's... I need... sometimes I need to be told to slow down or I'm just not aware of my speed.

Interviewer Yeah, so that sounds like you can just turn it off quite easily while you're driving. Do you also have the override on the pedal? So if you press down, it will override....

P16 No, it's on the stalks..... because there's no kickdown ability on...in an EV... you just keep... it's just a linear load of speed, so you need that ability to... the little flick of a switch. I think it's more... I think the temptation... if you had it on the pedals, you'd just punch through it all the time erm.... having a conscious thing where you have to... make the... a bit of friction in the system to kind of clear it out is actually quite useful and it kind of like makes you think before you... push down and it's like, you know, it's the thing with driving electric is that you are very quick, that instant speed is there for you. And so actually speaking about not using that speed is probably worth doing now and then (laughs)....

Interviewer because I think in most cars it is a kick down on the pedal. So as you say that might..., if you had it in that way, it would encourage you to just ignore it and kick through...is that what...

P16 Yeah, yeah. But there's no kickdown on an EV....there's no... and you don't need that... the sudden acceleration comes from just the car itself and you don't want.... like if you're...if you were in a petrol car and I think if we had our old petrol car we would kick through it quite a lot. But you'd do it as a kind of almost like a conscious thing. There's no feedback. There's nothing telling you you're going to do it. You just do it out of habit and actually I think with this, it sort of says to you.....it sort of tells you... don't... Do you really need to? It's almost like, do you really need to do this erm.... which is fine, if that's the way the French cars want to go, that's fine erm...(laughs)

Interviewer It sounds like it's almost like a sort of little bit of a teaching system because you were saying it sort of gives you feedback about your driving that you wouldn't otherwise have got from another car.

P16 Yeah, I also think it's kind of a thing with..... I think it's more an EV thing because you are also quite conscious when you're driving... I think our speeds have come down because we drive electric now because you're conscious of the range. So you are.... your willingness to kind of drive hard, hard and fast, for example, on the motorway is less because erm.... if you're trying to like.... if you want to get the decent amount of range out of the car, you're not...if you drive at 70 75 all the time, you burn battery quite quickly. Whereas I think you're less conscious of that in a petrol car because there's always a filling station where you can chuck another load of...another 10 litres in and away you go. So, yes, it's educational, but it's also kind of like, I think, something that erm.... I think it's just an EV driving thing. And I think like there's loads of stats coming out now about kind of like EV drivers drive slower, they drive more consciously, they brake less, you know, it's things like that that you kind of....I think it's also kind of the learning curve of driving an electric rather than driving petrol.

Interviewer Yeah. And do you think that's a sort of fuel efficiency thing.....

P16 I think it's a range thing. I think the car...I think it's a conscious thing. Er...I think in, Teslas do it right... so like, they all do it. I think it's a very easy thing to do to kind of teach people to look after their range. And yeah, if you burn your range through you're stuck at a charging point for an hour, you don't...you don't want to be doing that...

Interviewer And was the system active in your car when you first got it or did you have to go and turn it on.

P16 No, so the car's a lease car as well. So it's from a leasing company. So they... I think they've turned it on by default. They can also monitor what's going on in the car as well (laughs) so...yes, I think it's set to Renault's defaults...out the box...so yeah...

Interviewer and is it easy to change the system if you want to like if you wanted to turn the system off, would it be easy for you to turn off

P16 so the override's easy enough... but you...it's a conscious kind of like two or three steps through a... through the infotainment system on the car. So it's like you have to make a very conscious effort to go through and turn off.....the ISA system or to turn off active braking or to turn off.... blind spots, or lane assist and all that kind of stuff. So yeah, I think they bury it far enough down the stack in the erm.... infotainment system to not.... not be found. And so you kind of like it's not....yeah...it's there to be switched off if you really want to switch it off, but you have to make an effort to switch off.

Interviewer Yeah. And how do you feel about it being set up like that that you have to make the conscious decision. So it's less of a choice for you to turn it on. It's more for you to turn it off.

P16 I think that's probably the better way to do it. I think.... I think safety should be by default. And if you want to make.... if you want to take a risk.....if your risk appetite is high enough to play.....play about on the motorway without your blind spot detection on and your lane assist off... And your erm.,..., if you fancy taking on the traffic l-....the cameras on the M25... then like, knock yourself out. Good luck. I'd rather...my risk appetite isn't that any more. So yeah, I quite like the having that....like the bells and whistles, they're on. And if if I find it annoying, I will switch it off but until I find it annoying, I won't switch it off.

Interviewer Yeah, so it sounds like you sort of you really do see the benefits of the system, but you were also talking about it nagging a little bit. So do you have a little bit of sort of mixed feelings about the....

P16 Yeah, it's the classic thing about these systems, which is they don't understand context very well. And so.... you do like.... I wouldn't do it in a 20, but if I was going.... like, you want to.... if you're going from 30 into a 50, and you know you're going from 30 into a 50, you want to be able to accelerate into that 30 into 50 and actually you probably are.... watching a couple of hundred metres away from it. You want to be accelerating into it so you not.... you're not caught cold as you go into it. And so when you're trying to get through from 30 to 40 and it's going...the screen's...like, you know what you're doing, like you consciously know what you're doing. So I don't need it.... I understand the context of the road better. It's actually why I tend to drive with.... I won't drive with adaptive cruise control on.... because I always find adaptive cruise control just.... plays to the 2, 3 car gap...but doesn't understand the context of the road that's going on around you. And so.... where I think there's sometimes a driver's judgment can be better than the computerised assistance onboard. I will like take my.... like, that's why I find it naggy at that point. And also like the lack of understanding that you're going to go 50 to 30. Tell me that if I'm in somewhere I don't know, like flash up on the screen, like go buzz at me and say, 400m-... 400 yards to 30.... And so I'm aware of the context of the area rather than like having to slam the brakes on when you suddenly tell me, I'm going to erm...go into a 30 zone... So, yeah, lack of context is.... I think... just that kind of situational awareness is the kind of things that it lacks erm.... to kind of make you feel comfortable and actually you know.... tell me there's traffic coming up and.... So it's just that kind of like, that's probably the next generation on that.... it will see what's happening on Google Maps or Apple Maps or Waze??, and it can tell you that two miles down the road, there's a traffic jam coming erm....and you need to....and actually advisory speeds and things like that, something tells you there's an advisory speed coming up. The other thing it's not very good at is it's completely unaware of over.... over gantries.... erm... as well. So we live, we live a bit on the M25, which is erm... variable speed limits. Actually, I want.... I've got enough going on around me trying to get...there's like loads of junctions going on. Sometimes the gantries not....like you've also got to keep an eye on the gantries cos they could easily flick.... actually I want the camera to pick that up. And they have no....they have actually no context around what's going on on the gantries. And so you're constantly having to read 2 or 3 gantries ahead to what the speed's going to be. And actually I want the...., if the camera could do one thing really well, rather than picking up the erm.... traffic signals at six foot above the ground, look up occasionally and see what's going on on the motorway and tell me.... that I'm going to go...I need to go from 70 to 50. Like, read ahead for me erm.... and they're not very good at that.

Interviewer OK, so it's that something it's reading the ones that are sort of closer to the road, but it's not reading the.... higher ones...

P16 Yeah. So I think, I think almost the cameras are set up in a way that they probably erm.... they can probably look eight foot high and they are contextually aware of what's going on around, like a pedestrian walking out or a cyclist or a..... they can pick up that kind of stuff to do active braking. I think what the cameras don't do is do the bit that's 15 foot above your head and those gantries that are live, and it may be that on more expensive cars that that's less of an issue. But you know, there's the field of vision.... you're probably seeing the gantry coming up. Why can't you read it and so yeah.... that's that's one of the things I find a bit annoying.

Interviewer OK, so what do you think the main sort of benefits of the system is it sort of speed camera thing? Is it or is it more of a safety thing? What do you think are the main....

P16 for me....like I say, I've still got no points on my license, so I'm doing alright. For me, it's a safety thing. I think it's erm.... it's an awareness thing. I think it's been super useful where I have driven in areas I don't know. And you're never quite sure...you know, you're already kind of like listening to the sat nav, trying to work out where you are, erm.... just trying to be aware of your speed in that area. So, are you going from 30 to 20, are you going to....I think I went into a 15 mile an hour speed limit yesterday and the cameras picked that up for me and it told me, and it was great. So it's just that... and I think for me, it's a safety thing. I'm not particularly erm.... I'd like to keep my clean license and so I'm not a massive speeder and I'm less of a speeder now erm... with the car we've got

Interviewer and that sort of.... So there's journeys where you've found it really useful like that... Are there any journeys....are there any other sorts of journeys where you found it a really useful system or where you don't find it useful maybe....

P16 I find... I find it less useful on a motorway, and I think I find it less useful in... variable speed limit zones. So I think where the speed limit can chop around and on a motorway it's like... it's worse than useless. The dashboard still says 70 and the gantry says 40 above your head. So that's that's less useful. I think it's really bad in erm....I think the cameras aren't fantastic with picking up stuff like roadworks erm.... and you know, picking up the kind of like the temporary speed limits that come up around roadworks erm..... like the sign needs to be like super clear and super perfect and erm... the computer needs to be able to process that and once it's got a bit of like a cone slightly in the wrong place or erm.......or someone's walked just in front, a workman's walked in front of it at the wrong moment erm... you lose that erm.... usefulness. It's got better. I think there's probably been a couple.... like I think there's been a couple of software updates in the last couple of months, so it's got better at it, but it's still not....useful. I think one.... the interesting thing will be is like, what happens when we take it, essentially take it to Europe next year, how well it copes with the switch from mph to kilometers and erm.... what the dread is it's going to tell me something like, oh, your speed limit's 120 miles an hour, rather then realising that's 120 kilometers an hour and I don't.... or actually what will be really useful is it sees a 80km speed limit and translates that... translates that to me as 50 miles an hour. That's to be seen.... I don't know how much work it is or are we going to be heavily reliant on stuff like Waze, Google Maps and Apple Maps telling us the local speed limits because obviously the way that you of the UK and you have to, you eventually have to switch it off because it's just like.... it doesn't understand the local context, and you end up relying on one of the big free mapping services to do all the heavy lifting for you

Interviewer So that's sort of an accuracy thing, isn't it? So it sounds like you have to keep an eye open at the same time because of the accuracy thing, you're not completely trusting the system. So if it was completely accurate would you find it useful on motorways with variable limits and things?

P16 Yeah, I think I would. Yeah, I think it would be.... I think it would be more useful. I think it's like the car is very much a city car. So it's like, I think it's built around the kind of like, what would happen within a city. And like, it's useful for things like it can pick up a no entry sign and tell you that as well. And that and that's great and that's useful. But yeah, it's accuracy, around that. It's kind of yeah...I think it's got very tunnel vision... in terms of the camera. And I think, you know, I think while also one of the things is it.... it hugely relies on the system that Renault have put in the car...for SatNav erm...and actually I would you know.... I trust Google and Apple Maps more for that level of data and updating the data and actually could it use some of the contextual stuff that it's getting from Apple and Google when we're driving around....traffic erm....and just give me a bit more info about what's coming up ahead of me.... like you know, Waze and Apple and Google can all tell you what the speed limit is going to be, like what the contextual sp-, like what the road's going to be doing in about 10 miles before you get there...like actually... So can you feed some of that information into the system to give us some more.....

Interviewer So it's more anticipation of what's coming rather than just dealing with what's on the road at that point....

P16 Yeah, and that's....that's the next stage. And that's probably machine learning and some A.I. a bit further down the line, and it's probably quite...you know, you are going to be heavily reliant on having a decent mobile signal in the car. Erm... but like, that's you know, my expectation of these systems is that, in 3 to 5 years, they are doing that kind of level of.... stuff, rather than just be relying on...a reasonably decent camera...

Interviewer Yeah, so ongoing improvements around that. So do you drive the system on all of the time? Do you ever turn it off?

P16 Yeah, I just can't be both switched off (laughs). And I think I'm very much one of those people if I switch it off I'll never switch it back on again ..... So, yeah, it's very much on all the time.

Interviewer Yeah. And do you find you often override the system? And if you do in what situations are you most likely to?

P16 Yeah, I think the only time I'll override... most of the time I override is motorway driving or dual carriageway driving where I need to occasionally break the speed limit to erm...get out of an issue or get out of a potential problem. If I want to... like I'm on a motorway or on a dual carriageway and there's like, I can see a string of trucks and some vans and it's all going about 55 60 on that... in that lane.... I just want to get past it and away from it, so I'd override it for the.... flick it off for a couple of minutes to go past it and then just flick it back on... once I'm clear of that problem...

Interviewer And do you find that OK as a system? Is there any improvements you would make to the override thing or are you happy having that feature?

P16 There's probably more granularity.... like probably...But it's again going down into the menus and profiles, a bit of granularity in the settings.... almost kind of like erm.... actually give me 15 percent over the speed limit erm.... you know, it's almost a bit like, if this, then that... like... if, if, if, if I go over, if like, let me have five minutes over at 10 percent over, give me two seconds, like 30 seconds over at 15 percent. It's that level of granularity. So you can... you can customise your phone and your laptop down to the nth degree. Cars are still very much at the kind of where mobile phones were 5 or 10 years ago, where you can customise a certain amount of it, actually let me go into the app on my phone, let me granuarly change some of these settings. And actually, in the future, let me exclude areas where I don't need the system on. So like, here's my postcode, within 5k of that... or 5 miles of that, just turn the system off for me. If I leave that 5k switch it back on for me erm.... contextually, like, I want this live information from Google or Apple or Waze fed into the system to give me more information. So it's just that kind of level of.... level of stuff that would be.... and sync with my sat nav. So, you know the routes I'm going on, you understand the routes I'm going on, give me the information I need from that route.

Interviewer Do you have any settings around the allowance of the speed limit at the moment or is it just set....

P16 I think it's what Renault ...yeah, I think Renault give you the 10%....before it starts nagging you. So yeah, it doesn't.....you know, coming down the road here, it'll go off at me at 22.... on a motorway it'll go off at me at 77. So yeah, that 10% tolerance, I think is fine. I can't remember what the rules are from the police at the moment.....

Interviewer but you you'd like more customisability of it around those sorts of things...

P16 Yes. Yeah. And actually eventually, when my kids are old enough to drive their own cars, I'd like to be able to customise it completely for them so (laughs)..... especially as they won't be driving petrol cars and like erm.... for example, I want to customise it to within an inch of their lives erm.....cos by then they'll be driving cars that can like.... accelerate at speeds that.... 18 year olds now can't buy. And so, yeah, I want to have that ability to customise it for the future.

Interviewer And so when you were buying the car, oh, you're leasing it, aren't you?

P16 Yeah.

Interviewer When you were getting that particular car, was it important for you to have these systems, what was your motivation to get the particular car that you were getting?

P16 I think the motivation was to go electric was the main, was the main motivation....the kind of like.... the bells and whistles, are kind of like pretty standard, like I think.... it's the thing with EVs at the moment, they're all pretty much top spec cars. And so you get everything chucked in with them. So even if we'd gone and got a VW version or a Citroen or a Vauxhall version of a similar kind of car, it would have had all the same stuff in it. So they all come with LED lights or matrix lights, and they all come with all the safety standard stuff as standard erm....

Interviewer So you were just expecting it to be there, but it wasn't your main motivation for getting it...

P16 No, the main motivation was to kind of like not be reliant on a petrol car. Now... and could we... could we live with an electric car moving forward before we ever made a big, big investment in the chargers and like buying our own....could we live with it and actually, the answer is yes and yes. So yeah....

Interviewer how did you feel about the sort of the sort of drive assist features being in the car and specifically the speed limiting one? Was it was it a good thing...were you...did you have reservations?

P16 No, it was like a pleasant surprise because like the car we had before had none of this stuff. So it was like, Oh, we've got.... We've got these new gadgets and gizmos on board erm..... So yeah, it was a nice thing to have. I think first couple of drives, it was like getting used to it. It's kind of like, it's just like background noise now in the car. Yeah, we get.....we get the buzzers and the beeps and the pings as you come up to erm....as you go over limits or you come close to speed cameras and stuff like that. So you're used to.....you're like used to it now. But for the first couple of weeks, it was like, ooh what's this new noise it's making at me (laughs)....

Interviewer Did you get a lot of information about how to use the systems when you were buying the car?

P16 No

Interviewer So how did you find out how to...use them?

P16 Erm.... just a bit of going online after we got the car and like working out what that noise was (laughs)....erm.... Yeah, we got it from a.....the cars come from a car subscription service, so they sort of drop the car off and leave you to learn about it. So, yeah, it's very much erm.... Very much a kind of trial and error like find out what this is.... what is this noise? One of us is driving and one of us is sat in the passenger seat Googling what this thing is (laughs).... and finding out what happens. And then like for me, it's like.... fiddling with the infotainment system and trying to like, see what's in there and what you can do and can't do and stuff like that. So yeah, I'm kind of like somebody that messes about with stuff erm....to see what it does....

Interviewer would you have liked any anything else from the dealership about these sorts of systems, any information or any opportunity to try them out or anything like that?

P16 Not really, no. I think like most people erm.... like, we didn't go into the dealership to get the car, so we did it all online for a company so....you're a bit blind to the car and we could like swap it next month for a different car and have to learn it all over again. So... dealers will show you what dealers want to show you on a car erm..... and I wanted to kind of find out what was really on it. So yeah, getting on it and playing with it and erm... seeing what's there and.... working out where the factory reset button is (laughs)....in case I mess it up as well.....

Interviewer So you have to be quite motivated yourself, don't you, to look things up and.....are you quite a techie person that enjoys that kind of thing....

P16 Yeah, I work in digital so like...... so yeah, that kind of stuff is like.... for me. My wife's out with it at the moment, and she's sick of the voice and the navigation sound that comes out of it, and she doesn't know how to fix it. So I've had to send her like a erm..... a step by step instruction on how to change it. So she's less bothered by it. But yeah, it's er.... yeah, I'm quite techie so I'm happy to play about with stuff as well.....

Interviewer Yeah. So you were sort of interested in all these systems when you first started using them, have any of your opinions changed through using them?

P16 Er... yeah, no, I still like them but I'd probably want like, I think when we get our...., I think I'll be more conscious of it now, I've had it.... So when we do, like if we do swap the car or go to a different car, I'll be quite conscious that it's still got these things.... or what's the Volkswagen version of this? What's the erm.... MG version of this moving forward? So I'm now.... I'm now conscious that like the next car I get, this is the baseline of what I expect. And then how how did they deliver that baseline moving forward? And it's always.... the car companies, it's like an arms race of stuff. So I'm sure when we pick up a new car in a couple of years time, it will be, you know.... it will have the stuff that I'm asking for now or well on the way to having the stuff I'm asking for.

Interviewer So you wanting these technological advances with it, you're expecting it to get better....

P16 Yeah, yeah..... like lots of it's being dragged along by what Tesla were doing and Pulsar?? are doing. And so.... what.... I think there's a bit of me looking like, what's on a Tesla now, It will filter its way down to erm.... the more basic, more standard... more normal people car over the next couple of years. Yeah, yeah, that's kind of my expectation that the market keeps chasing itself to make it.... make it better.

Interviewer So just in terms of the sort of speed limiting system, there's different ways you can set it up in your car. So you were saying earlier on that you think it's good that it's harder to switch off?

P16 Yeah.

Interviewer What would you feel if it was impossible to switch the system off? So it was just on in your car and you couldn't turn it off.

P16 Erm....I feel a bit kind of like... I don't know, actually, I think.... I think.... I'm not that kind of person who's like that kind of like, I'm super conf-, I'm not a massively..... I'm a confident driver, but I'm not someone like absolutely believes I can whizz along the M25 at 90 and like.... who cares what happens right.... I think for some people, they will find it hugely restrictive. I will find it.... it's fine. As long as I've got like some leeway and some tolerance and some ability to.... a situation that you deal with stuff on a motorway...in a scenario..... I will be...you know, it's just constantly on and you can't switch it off and there's a little bit of override, then so be it. But you know, we're still a long way from....cars perfectly talking to each other at 70 with the exact same speed, distance and across each other, and you know..... Yeah, like for me, I'm comfortable with it, I think for some people, they will find themselves deeply offended by it.... but it is what it is right....

Interviewer what kind of drivers do you think it would be harder to get them to want to use the system....

P16 I think people who consider themselves professional drivers erm.... and the kind of, you know, people who buy very expensive German cars (laughs)...to drive on the motorways.... And people who kind of like see themselves as kind of like, oh you know...... it's infringing their pers-...it's the kind of people who got upset by wearing masks right erm..... it's er.... it'll be that kind of people like, the kind of people who think their individualism is more important, than kind of like, wider good...

Interviewer Yeah. So people who want to feel like they're in control of the car rather than the car doing it

P16 Yeah, the car's in control of them yeah....

Interviewer So you were mentioning that the car kind of nags at you sometimes. Does it give you warnings if you're going over the speed limit?

P16 Yeah it will flash, flash, flash...and then it will buzz and then it will.... like the steering wheel will rumble every now and then erm.... I don't mind it. I think it's sometimes it's kind of like you can daydream in the car erm....or, you know... there's enough things to worry about on the road. Actually, that kind of gentle.... nagging is probably the wrong word... like a gentle reminder that erm....you're not quite doing what you're supposed to be doing is quite useful every now and then. And I don't mind it erm.... like it can get a bit naggy.... if the kind of like... I find it really annoying when the speed limits are changing quite a lot.... like you get....you're driving to London and the kind of different boroughs, for example, have different speed limits and..... one road...you're going from one residential road into another...and one's 30 and one's 20....and that gets a bit ...give it a break for a minute erm.... But..... Yeah...other than that I don't find it kind of like hugely, hugely annoying,

Interviewer which feedback system do you prefer? Do you prefer a sort of visual or an auditory or.....

P16 I think so....you're trying not to look at your dashboard. So the auditory like.... a certain kind of ping, that says like erm....it will flash on the dashboard for about 10 15 seconds, then it will ping at me. And then that ping goes like...Oh, I'm, I try not to like.... if I've got the SatNav running on the car, it will be erm.... switched to alerts only, for example..... So it's like er..... those kind of things so I try not to look.... I don't want to be looking... that way. I want to be looking that way. So the audio... audio thing just pings at me. Not a voice but like a.... like a little trigger noise that tells you to erm.... just be aware of what's going on.

Interviewer Did you say your wife found it nagging?

P16 I think she just get a little bit annoyed by the kind of different noises erm....that's going on in the car erm.... so I think she finds that bit of a sensory overload sometimes.

Interviewer Yeah, yeah. Especially when you've got so many systems working.

P16 Yeah, exactly. Yeah, there's so much going on.... you want the right noise at the right time...

Interviewer And what's your feelings about these kinds of things being rolled out as being compulsory in all new cars if they were to be fitted in all new cars? Speed limiting systems sort of specifically.

P16 it's fine. Like it's.... you know, 30 years ago, 40 years ago we were having the debate about seatbelts right.... and no one bats an eyelid about those erm....we were having debates 30 years ago about anti-locking braking.... noone complains about that.... 20 years ago, about seatbelts in the back.... So like technology, the evolution of technology in cars is getting better and better all the time. And anything that helps drivers do things safer and better erm.... is for the good right...and so.... there was a huge drop in fatalities on the motorway...on the roads when seatbelts, front and back were introduced... we've seen like... with airbags and stuff like that. It's just like another.... it's an airbag.... It's like that kind of thing. I don't see my civil liberties being hugely infringed by that (laughs)..... And so erm...yeah, for the greater good of like... the people I'm on the road with... I think, yes, it's a good thing.

Interviewer And how would you set it up in cars? Would you have it so you couldn't turn it off? Would you have it so that people could turn it off? What would be the best way....

P16 Erm....I think if you don't allow people to turn it off, people will just hack into their car and just chip it. I think you have to give people the.... It's the iPhone versus the Android debate, right.... So do you want to be able to live in a lovely walled garden..... or do you want the ability to erm.... play around with stuff and do things that you feel like you have erm.... I think you should be like.... it should be very conscious erm...and it should be something that....that people should be able to switch off but they should also know the consequences of switching it off right..., so if you are in an accident, the police can download the information from your car and say.... this person had this on and they've turned it off, and by the way, they were doing this. And erm.... yeah, I think there's like, people have to understand the kind of consequentials of switching it off..... that, you know....if you are caught speeding, one of the things they will look at is whether you've switched off the system in your car to stop you speeding...

Interviewer so it almost has a monitoring role as well to.....

P16 Yeah, yeah, and I don't ....I don't mind, like you... the insurance company expects you.... lots of insurance companies now expect you to have a black box onboard or webcam...a dashcam that can tell you how fast you were going erm..... I think insurance companies, for example, will expect it on by default erm.... and there will be consequences from your insurer... like your insurance terms will say this has to be on. So, erm.... yeah, I think it's like, yes, you can turn it off. But you know what the consequentials are if you do....

Interviewer and do you think it would make driving safer if ....if everybody had this system in their car....

P16 I think people will still be idiots in their cars.... you can still be an idiot at 20 miles an hour erm.... so I think it will get people..... I think it's.... most beneficial places for these is going to be.... I think less motorways, but more erm... more urban settings where 20 mile an hour speed limits are involved and it keeps people under control....and like this temptation for lots of people, is like I've always driven at 30 through this area and I've not hit a kid erm...., and actually, getting people into the kind of habit of..... 20, and 20 becomes... 20s and 15s and.... 30... you know, it's fine.... I think they have less ben-...I think they have less benefit in a fast moving environment. So yeah, I think, the real safety benefit is going to be felt in urban settings rather than in erm... sort of intercity settings or motorways....

Interviewer So how do you think you would encourage people to use the system more, you know, like you're saying there's groups of people who would be more resistant to it, how would you encourage or change their minds about it, do you think?

P16 Yeah, I think you incentivise people through the kind of like, I think for me, incentivisation would be through things like erm....your insurance premiums erm.... through... potentially through the tax system. I think it's like more and more.... we kind of..... incentivise people by like... the benefits you can get from like not driving so fast erm.... and you... you fit it into a wider package of things rather than... don't drive this quick, where it's actually the wider package of things is like..... this is the benefits of this, and like...inflate your tyres properly and you drive at the speed limit set... in the area and.... that... when you look after your car in the right way and this is part of looking after your car in the right way.... You might influence those people but like behaviourally... I don't really think...you know, it is quite difficult to change a certain type of mindset, and there will always be people who just won't agree with it. And that's fine. Let them be and let them, let them complain erm...... But yeah, you incentivise through.... insurance....risking the criminal system, if you are involved in an accident erm....and the kind of like benefits you can get like... if you don't want to pay 175 for a litre of fuel.... drive like this and listen to the speed advice on your car erm....and those things I think will help erm.... but yeah...

Interviewer yeah, it's sort of looking at the benefits, but you're likely to still have resistant people...

P16 Yeah and like.... And there's behavioural theorists who probably know what the kind of like nudge theory is behind that that will make the changes. But I think, yes, very much a kind of like.... I think incentive driven like... lots of... you can look at what happened with vaccines, like the incentive to have the vaccine was to get your normal life back erm....., the incentive to drive with er...your speed assistance on is that your insurance will be £15 cheaper a year...or your petrol bill will be £50 cheaper a year.... And like I think.... very much in the kind of at this present time that erm..... That kind of cost benefit will be the thing that will convince people and then you probably move on to the safety benefit, which is like if you hit someone at 20 you're x percent less likely to kill them erm..... And that's the.... that's the thing in the future for me....

Interviewer And what's the best way to give people that information, do you think? Is it dealerships? Is it a sort of more general information....

P16 no, cos I think dealerships, just like.... I don't think it's dealerships jobs to do that in a weird way. I think, you know, dealers don't care...they want to sell you the car. I think it's... the Department for transport. I think it's insurance companies. I think it's the police. I think it's erm.... civil society as a whole....doing it erm.... like why is it unacceptable to smoke. It's a mixture of these public health interventions, and it's a mix that it's probably a very similar kind of a mixture of public health type interventions that erm....should do it.

Interviewer Yeah, sort of come in over time as well, doesn't it...and change general attitudes?

P16 Yeah, yeah.

Interviewer Well, that's great. I've asked all of my questions. Was there anything else that you'd thought of or....

P16 No, that's great. Thank you very much.