Interviewer So.... had you heard about the Intelligent Speed Assistance before getting the survey?

M14 I've heard about it, yeah

Interviewer So you kind of had a little bit of an idea of it.

M14 Yeah, it was the kind of thing that I thought was more for your high end, maybe Tesla kind of cars than.... your normal cars, let's just say.

Interviewer So I mean, I'm sure you've read it on the survey and things, but the idea is that there's a camera on the car and it uses GPS and then the car can detect the speed limits. And what it would then do is reduce the speed of the car by just gently cutting the fuel to put you under the speed limit. And the car also has an override feature, which is to press down on the accelerator so that you can speed out. So what are your initial impressions of the system?

M14 Erm....I think it all sounds really, really good. And I was struggling to think of a negative for it, to be honest erm.... the only negative that I thought is when you need that acceleration in an...in an emergency erm..... obviously, it's going to slow you down from... to stop you from breaking the speed limit...but there are occasions where you do need to put your foot down erm.... and you do need to get it... get away. I know you said there's a.... override but you're still going to have more of a delay than what you'd have with.... a normal car.... I think that really was my only concern with it.... everything else, I thought, yeah, it's going to make the roads safer. It's going to mean you're less likely to get a speeding fine. Erm...yeah, it's going to keep you under the speed limit, which in itself is then going to improve your fuel consumption. So erm... I thought there was a lot of positives. My only negative is what I said but in itself that's a safety concern.

Interviewer Yeah. So is that sort of your concern is around whether it just takes that little bit longer to speed out if you're having to use an override?

M14 Yeah, cos I think if it's an override cos erm.... from what I understood by your...the surveys... you'd need to maybe tap the accelerator twice.... So you're not going to get that instant power... that you'd get erm.... I'm just thinking, an example on a motorway.... If a lorry is coming into your lane, for example, and you need to get away erm.... you're going to have that delay. And that delay could... could.... could be a matter of life and death.

Interviewer Yeah, just that split second.

M14 Yeah.

Interviewer So at the moment, if you've got if you have intelligent speed assistance, you can you can turn it off so people can decide whether they want to turn it off all the time or if they want to use the system on particular journeys and not other the journeys. How do you think you would use it in terms of turning it on and off?

M14 Ooh, tricky one that is..... erm... I think I'd be inclined to either use it or not, because like I said, my main concern would be when you want that power on.... on tap, you wouldn't necessarily have it, but sadly you can never.... say when you're going to need it erm.... in which case I'd be inclined to say that unless.... I knew that it was going to work exactly when I wanted it, then probably wouldn't want to use it.

Interviewer OK, so that would be enough of a concern to you that it would put you off having the system turned on...

M14 Yeah, I mean, I don't class myself as a particularly dang-....particularly dangerous driver, I've got no points on my license as it currently stands...touch a lot of wood (laughs)....so.... I think I'd be responsible enough to make that decision myself. I can't obviously speak for everybody else out there because we've all seen some of the driving. But I think from my perspective, if I wanted that... if I'd got erm.... my family in a car and a lorry was drifting over into my lane and I needed to get away, I'd want to make sure that I got away...

Interviewer Yeah. So that's interesting because it sounds like you can see quite a lot of positives to the system, but because of your concerns over the override, that would be enough for you not to want to use it

M14 Yeah, I'd want to know that that override.... there isn't going to be.... I mean, I know that there's going to be human error with.... the time you've got to react, to put your foot down. But even so erm.... I think that I'd want to know before I'd be confident using it, that when I put my foot down.... I'll be able to go.

Interviewer Yes. So that that would be a case of, you just not using the system at all. Is that right?

M14 Yeah, until I knew that it would give me ... like I said, I wouldn't want that delay.

Interviewer Yeah. And you mentioned that you could see some of the benefits. Can you just talk a little bit more about what you think they are? Sort of. Whether it's saving you money or the safety aspects, I think you mentioned.

M14 Yeah, I think saving, saving, saving money, obviously with er.... if you're driving at a lower speed, your fuel consumption should... should be less...and the price of fuel is only going one way at the moment. Erm...would it reduce your insurance... would you get a discount on your insurance.... as well, could be another money saving...er... tip... What else.... with regards to general... general road safety.... I think it would be... advantageous because it would keep most people, well under the speed limit erm... because not everyone is responsible enough to make that decision. So, yes, there are a lot of advantages, and I can only see one disadvantage... but I do think it's quite a big disadvantage. And it's that lack of control over the vehicle when... when you might need it.

Interviewer So do you think if you'd sort of had a go with the system and you felt like it was reasonably responsive, do you think that would change your opinion of it...

M14 Yeah, I think once... once I'd used it, or once there'd been erm.... a lot of testing erm.... and you'd seen it on the internet, seen it on the YouTube reviews of the cars or whatever erm.... and you knew that once you did.... need it... it was there erm.... but I suppose you'd also want to know then that.... you know, just think-... just thinking about it erm....you'd want to know that once you'd got that power, is it then going to maybe slow you down afterwards erm.... just to prevent the people from thinking...wahey, look at me, I've gone.... and then just continuing it. I don't know erm....interesting...

Interviewer Yeah....and do you think it's a system that would be more useful for particular types of journeys than other types of journeys?

M14 Yeah, I'm thinking long journeys and motorway journeys erm.... motorways, dual carriageways, A roads.... erm...I say that, you know.... I drop my kids off at school most days, and I see the way that some people drive past the school gates. So erm... I think..... the majority of it would be on the open roads, but it would also have its benefits round towns....

Interviewer Yeah. And do you have any other driver assist systems in your car like do you have cruise control or anything like that?

M14 Yeah, I've got cruise control erm... sat nav erm... that's about it, really...

Interviewer Yeah and do you find those kinds of things useful

M14 Erm.... cruise control... It depends how busy the roads are, to be honest, because the UK roads are quite busy, I don't really use it much..... we've been over to France a couple of times where there's a lot less cars.... and you use it a lot , lot more... because you do have the open roads so you can just get up to erm.... 70 and just... think... but in this country erm...apart from when we went into the first lockdown, the roads are just too busy.

Interviewer Yeah. So it's only suitable for certain kinds of journeys and traffic. Do you have anything on your car that tells you if you go over the speed limit, like some people have something on the dashboard that lights up....

M14 No,,, nothing like that on mine...The only thing that I've got so.... is if I'm using Google Maps on my phone, then Google Maps will do that...but nothing to do with the actual car itself, no...

Interviewer No..... do you find that useful on your Google Maps? So that's like a warning system that tells you you've gone over the speed limit without doing anything to the car...

M14 Erm, it's just... it's just a gentle reminder sometimes, really, because I find that it doesn't kick in unless you're going seriously over the speed limit....so erm...yeah.... but yeah, I don't want 3 points on my license....

Interviewer So if you were going to buy a new car... would you be looking for a speed limiting system in your car, or would it not really be a consideration if you were looking for a new car?

M14 Er.... I've got to be honest....prior to doing these studies, no, it wouldn't have been a consideration, but now it's brought it to my attention then erm...yeah...it potentially would... erm...you know, for the reasons that I've said, but also... you know, just thinking further... further ahead with the resale value. Because if this is a technology that's going to kick in and come in more and more.... in a few years time.....when you go to part X your car in a few years, it'll... it'll be .... has it got x, has it got y, has it got z... and that z is going to be... you know, what we're talking about.

Interviewer So if if you were going to buy a car and it had a speed limiting system in it, it wouldn't put you off buying the the car. It would be more likely to make you want to get it. Is that right?

M14 Yeah. Erm....as long as, like I said, you can override it.

Interviewer Yes. And would it be important to you that you can turn the system off if you decide you don't want to...

M14 Yeah....

Interviewer So it gives you that sort of option.

M14 Yeah. So you've got more..... you've got more control over it.... I definitely think it's a good thing to have on a car. But...I'd want the ability to switch it on and off.

Interviewer Yeah. So one of the options, to encourage people to use it, was to make it quite hard to switch off. Rather than at the moment, it's a system where you go in and you decide you want it. How would you feel about it being more difficult?

M14 I think... I think it.... I think from an insurance company perspective, I think that if they're saying we'll give you a discount, if you buy this car, they're going to expect you to use it all the time. So I get why they'd want you...or want to make it difficult to switch off, but.... from a driver's perspective, like I said, if I'm doing a long journey and I'm quite confident that I'm going to be able to stay within the speed limit erm.... then I want the ability to switch it off.

Interviewer So you have confidence in your own driving, so you don't necessarily feel like you need this all the time...

M14 I wouldn't necessarily say that I trust everybody else, but I'm quite confident in myself.

Interviewer So for other people, cos you're saying, you can see the use for it with other people and keeping their speed down, can you just say a little bit more about what you mean and what kind of drivers you're talking about?

M14 Like I said, you know, I gave the example of people driving outside the school erm...and I think that.... if there was something on a car that kept you...., I mean, they're usually 30 limits, but I think at school to...it's about time you dropped it to 15 20 and stop people from driving past the school gate, that's obviously a good thing. Motorways as well.... you know, you're regularly seeing ..... if I'm driving along at 70 and a car goes past, I dread to think what they're doing... the only thing that I think is if it hits something, they're going to die very, very quickly.... and I think to slow them down erm.... you know, wouldn't... wouldn't necessarily be a bad thing.

Interviewer Yeah, it's just difficult, I suppose, with an optional system, you know? I mean, it's the same with anything to do with speed, but how do you slow those people down that generally do drive fast?

M14 Yeah, it is. Erm....And...the only thing is, you know, we need.... we need maybe more erm... average speed cameras around the country erm...to catch people because, you know, when you see them going past you at 100 down the motorway, you never see a police car behind them.....

Interviewer So if you were buying a new car and it did have this system in, is there any particular thing that you would want from the dealership maybe around information or the potential of testing it out beforehand? What kind of things do you think they could do....

M14 Erm.... I'd probably have done a lot of the research myself beforehand, to be honest. If I'm looking to change my car I'll...., I'll look at YouTube reviews and read erm.... auto trader reviews and all that kind of thing so erm.... I probably like to think I'd have a fair idea of what I'm buying anyway. Having said that, it's always good for the dealer to give you a quick oversight of the car erm.... I've bought cars from dealers myself and, you know, even down to an automatic gearbox, for example erm... it's never the same as the last car you bought, and then you go to drive off and you're like.... I can't even put this thing into gear. So, yeah, a quick oversight from the dealer as to how it works, how you can switch it off and also what the benefits are. So, you know, are you going to get a discount on your insurance?

Interviewer Yeah. So that benefit side of it is important for motivating people.

M14 Yeah....so I think the first thing that people are going to say is... I don't want it. So I think from a dealership perspective that....they have got to sell it to you. And.... everybody wants to save money..... whether that's going to be on your fuel consumption or erm.... like I said, your insurance premiums.

Interviewer Yeah, I think at the moment fuel consumption is quite high up in people's priorities. Do you drive in a way to be more efficient around fuel?

M14 I try my best to.... but a lot of my driving is town driving. So it is stop, start and erm.....efficinecy is not at its best. When I'm driving down the motorway road I try to stick to er....the.... well not the best fuel consumption, you know, but I'll try and keep it as well as I can......

Interviewer So speed limiting systems sometimes have audible alarms and things, so when you go over the speed limit, they can give you an audible alarm, or sometimes the pedals can sort of give you a bit of feedback. What do you feel about those kinds of advisory systems?

M14 So did you say you can get feedback through the pedals?

Interviewer Yeah, that's one of the options so the pedal vibrating or having some resistance if you were going over the speed limit. So giving you some feedback....

M14 yeah...I think an audible warning.... I think for me, would be better, you know...I've been driving for 30 years, and if I felt some feedback through some of the cars that I've owned.... through the pedals, I'd expect the car to break down any minute now. So I'm not convinced that from.... an older drivers perspective that would necessarily be a good thing because you'd just think, what's what's wrong..... Whereas an audible.... advisory, I don't think would be a bad thing....

Interviewer Yeah. Do you sometimes find when you're driving that you sort of don't notice speed limits or you've gone above the speed limit just through not noticing?

M14 It does happen sometimes. Usually when you're on a dual carriageway and you expect it to be 70 and then all of a sudden it changes. And yeah, you know, maybe not paying 100 percent attention and it's dropped to 60 or even 50. So no, I don't think that... I don't think that would be a bad thing. And yeah, I've been guilty of it at times..... I mean motorways are pretty easy because they're either 70.... or you can't miss the sign.... Like I said, it's more erm.... your dual carriageways or your A roads where they're 70 or 60 and then suddenly it's 50 for a few hundred yards, but you haven't noticed it.

Interviewer So f it was compulsory to put this system into all new cars, do you think that would be a good or bad thing.....

M14 Yeah, yeah. I think I think I think that would be a good thing.

Interviewer Yeah, as long as it had the the ability to control when it was on.

M14 I think the audible warnings erm....would you want to switch that off... personally, no..... So that to me, wouldn't be as important to be able to override or switch off.....I can't see.... I'm struggling to see a disadvantage of that system.

Interviewer Yeah, it's just the when the cars limiting your speed, you want to have that...

M14 it's where the car is taking more control than you are because.... the car hasn't got the human eye.

Interviewer And if they started to roll the system out and it was in all cars, do you think that that would make driving generally safer....

M14 I'd like to think so. I I think it should, should do.... I think if people are going to break the speed limit, they're going to break the speed limit. But I think the majority of people.... sometimes aren't aware they're breaking it so.... I think an audible alarm within a car erm.... will make those people aware that they're driving a little bit too.... too fast which yeah.... that is obviously is going to make it safer....

Interviewer And if it was the limiting system well. So the limiting system was also in all cars. Do you still think that that would be...safer...

M14 Yeah, because I think the majority of people would probably still use it and I think particularly young drivers who.... maybe haven't experienced anything else.... that come into driving fresh erm.... And if it's something that they've always had, then they'll get used to it. I don't think yeah.... I mean, young drivers, if they've never experienced anything else, they'll accept it as the norm... whereas, you know.... the example that I've given is, you know, I've been driving down the motorway, a lorry's started to... you know, you can... you can see the lorry topple and you just need to get away. Erm...but you know, that just comes from experience of driving. Yeah, it's happened 0.001% of the time, but it's what could have happened....

Interviewer Yeah. So it's sort of drawing on your own experience of things that have happened while you've been driving.

M14 Yeah, yeah.

Interviewer So if these if the systems rolled out generally into cars, how do you think people could be encouraged to use the system so to turn it on and actually use it? So you were saying that you wouldn't turn it on until you were completely reassured that the override system worked.

M14 Erm, I think.... I say that I wouldn't switch it on until I knew that it works... I'd like to think that enough research will have been done beforehand anyway, and I'll be confident using it. Like I said, I'll read and watch... a lot of reviews, so I'd like to know that, yeah, you put your foot down, it goes...not a problem... in which case, I would keep it on..... but I think to encourage people to use it, it goes back to what we're saying about the dealerships selling it in many ways erm.... and making sure that people are aware of the advantages erm.... and keep it and keep it switched on. If you are going to get a discount from your insurance, will the little black boxes within the cars tell the companies when it's on or off...I don't know...

Interviewer So that's sort of a little bit of monitoring around its use.....and insurance...would you think that was sort of an acceptable part of the insurance thing if they did monitor it, but it changed your insurance? I suppose it's like a black box isn't it....

M14 I think if.... yeah, because if everyone says, yes, I'm going to use... well, if they say they're given a discount, well everyone's going to say, yes, I'm going to use it..... but I think it's only fair that if the insurance companies are giving a discount that it's monitored....

Interviewer Yeah. And that was interesting what you said about looking at reviews of people who are using the system and then you would want to listen to their perspectives of how well it worked and then that would reassuring to you.

M14 Yeah. And I think when a new car comes out and there's only one or two reviews on it, it's difficult. But you know, once the car has been out, you know, six, 12, 12 months...there's thousands of reviews and er....you know, you can...if thousands of people are saying this system is great, it works fine..... it's not a problem....

Interviewer So reviews would be one of the things that you were weighing up then when you were choosing a new car.

M14 Yeah, definitely.

Interviewer And then you were also saying that you need to tell people what the benefits are going to be to them of using the system so.....

M14 Really.....I think financially is going to be the easiest way of selling it to ... people because at the end of the day everyone wants to save money, but it's also the safety aspects, isn't it?

Interviewer And what do you think's the best way of informing people about the safety aspects .... what format would work best for that, do you think?

M14 I think when.... probably... probably back to the dealerships, then..... And if they can link that in with the money saving.... a young driver, at the end of the day, is going to be more concerned about the money saving erm.... because their insurance premiums are just ridiculous. Fuels are only going one... one way so I think it will be the job of the dealerships and the reviews to to an extent to join erm... the money saving and the safety aspects together. So as... they both complement one another, really...

Interviewer Yeah, yeah. Well, that's that's great. That's all of my questions that I wanted to ask. Was there anything else that you'd thought about the system while you were doing the survey or anything that we haven't covered?

M14 No, I just think it's been really interesting survey, you know, it's something that I've never really thought about before, but it's given me something to think about when I change...when I change the current one.

Interviewer Yeah. Well, there's.... so in the EU, it's becoming compulsory to put them in all cars and it was going to be compulsory here. But I think they've held off it a bit here because people have some reservations.

M14 Well, I mean, I've said what literally is my only reservation.... for it...but apart from that, I'm struggling to see any disadvantages. I think it'd be a good system.

Interviewer Yeah, I think some people just don't like the idea of having any automated system in the car. You know, some people just don't like the idea...

M14 technology moved on though...it's coming, isn't it.... we know that.

Interviewer Well, thank you very much for talking to me.