Interviewer So you haven't got an intelligent speed assistance system in your car....

M11 No

Interviewer Had you heard anything about the system before you.....

M11 No, never....no, it's really interesting...?

Interviewer So I'll just run through how the system works. So it's got cameras on the car and that can pick up speed limit signs on the road. And then they also use GPS so it knows where the car is so that it can tell you what the speed limit is. And then the idea is that it would then.... the engine would just cut the fuel gently to to slow the car back to being under the speed limit. So it would do that automatically and then it would have an override feature as well. So if you pressed your foot down hard on the accelerator, it would accelerate out so you could go over the speed limit by overriding. And then usually the system is one that you can turn on and turn off if you want to. So that's kind of how they set it up. What are your impressions of the system from that description and anything else you've thought about it?

M11 Yeah, I guess my first impressions were, I think generally it's a good idea. I think obviously it's potentially dangerous, you can have people speeding on the roads. So I think the overarching idea is a very good one of reducing speeds. The only thing is that... I'm not a technophobe by any means, but it just kind of.... the bit that I worry about a little bit that I have a bit of like a... the only negative is.... it having control of the car. I mean, which I know is a bit silly because I know it doesn't have control of the car and I can override it but I guess that's the only hesitation. It's something that I don't really understand fully and therefore having it make decisions for me would kind of... you know, make me a bit anxious. But I guess it's very similar to having a speed... your erm.... what's it called, cruise control on the car where you can set it and then you can override it. So it's similar to that, I guess, but it's just.... with anything that that, you know, people's lives are very much... in the balance of things that you always.... you want to be able to understand it fully before you... go... go ahead and use it. But I really like the idea in general.

Interviewer Do you have any of those kinds of systems on your car? Do you use cruise control or anything like that?

M11 I do use cruise control... I didn't for ages because again, I was a bit like, I really don't like the idea of me not having full power.... like full control of the car. So it really was quite a long time after I learned how to drive that I suddenly started doing it again. And even then, any sort of like... any situation where I feel like I need to be in control, I'll stop the cruise control probably earlier than a lot of other people would, because any time I'm like, I might need to make a decision in like five minutes, I'm going to just put the cruise control off so that I'm in full control. So I guess in that way, I might be a bit unusual because I quite like having control of the car.

Interviewer Is that because of something you've had experience of like a bad experience using the cruise control or anything or....

M11 No, I just think I'm.... in all aspects of my life, I think I'm quite anxious and a bit more controlling and just like to be in control of things.

Interviewer So how long ago did you pass your driving test? Have you been driving a long time?

M11 No, not that long. Two years maybe...

Interviewer Do you think that that has anything to do with it, with you being like a newer driver, do you think?

M11 Yeah, probably. I think also that there are definitely.... like I see other people drive and there's definitely habits that they've gotten into that I feel like I'm never going to do that because I'm still super careful. And again, some parts of it's definitely my personality where I am more careful and more anxious than.... a lot of other people. But some parts of it, I guess is definitely.... I've only just started driving.... I'm very aware of the rules of the road, and.... other people might be like, Oh, you don't really need to do that...and I'll be like, Yes, you definitely do.

Interviewer I suppose it's a bit of a change, isn't it, from when you're learning to drive and then if you're driving in a car that's taking over some of those things that you've been doing?

M11 Yeah, yeah. Well, just like cameras, for example, that's something like when you're learning to drive, you're not.... you're told not to rely on your cameras for parking and stuff. And I still do not rely on them, as in I still do it all independently because I guess.... I've learned recently enough that I still am in the habit of checking all those things myself, whereas my fiance he'll like, always turn the cameras on and he just does everything from the cameras because he's been driving a lot longer than I have erm.... and I still would rather use my own eyes rather than the camera's eyes.

Interviewer Yeah. So is that a sort of trust thing of the technology...

M11 yeah...yeah ....like with cruise control, I definitely have over time used it.... like now I use it whereas before I never used it. Maybe in the future I'll use it much more often than I do currently. Like at the moment, I only really use it in quite long stretches of motorway where I know that I'm not going to be braking anytime soon. So it could be something similar where it's just kind of incremental that I use it more....

Interviewer So what do you think would be the advantages of having something like a speed limiting system in your car, which detects the speed limits and then automatically slows you down?

M11 Oh, definitely, I think it will improve safety for people that chooses to... to use it, I think, you know, yeah, I think the biggest thing would be the people that are braking speed limits. Maybe they're unaware of it.... probably they are aware of it but.... if your car is slowing down, hopefully that will at least make you realise, Oh, something's happening to my car. Oh, it's because of the speed limit. I'm now aware of it that maybe I wasn't before. And then you stop. So... yeah... I think it's definitely a massive thing is the safety feature of it.

Interviewer So there's the different aspects of speeding around the awareness of sort of not noticing you've gone over the speed limit and people who are purposefully....

M11 Yeah, I'm guessing the people who purposefully do it.... would probably just turn it off, and it probably wouldn't have much impact on that group of people..... But it's probably most beneficial to the people in the middle that genuinely aren't aware. And then once their car starts slowing down, they're suddenly something like, Oh wow, I didn't realise we'd move from a 40 to a 30 or whatever and then....

Interviewer Do you think there's particular journeys or particular areas where a speed limiting system would be more useful than, say, in other areas?

M11 Probably town driving if I had to... because that's something that... even just today, I was driving... for my commute and I went from like a 20 to a 30, then back to a 20 because we were driving near schools and stuff, and that's something that.... if I hadn't been like constantly looking out, I think very easily I could have gone from that 30 to the 20 without realising and been 10 miles per hour over the speed limit, without really realising, wheras usually on a motorway or country roads, you're not likely to go for a speed change without realising it anyway.

Interviewer So if you were driving a car and it had one of these intelligent speed limit systems in, how do you think you would use it? Would you have it on all the time or you could turn it off permanently, or you could turn it on for particular journeys. What do you think?

M11 Yeah, I think.... not because I don't like the idea of it, but definitely to start off with, I probably wouldn't turn it on just because I don't.... not because I want to speed, but because I just don't really like the idea of it suddenly.... I think it would freak me out if, say, I was a little bit over the speed limit and then suddenly it just jolt-... I don't know how it feels for it to slow me down. So if... I think more than anything it would probably fluster me if it stopped. I prefer it.... for example, if it beeps at me, then I'm like, OK, I've realised, then that's something that gets my awareness whereas if the actual feeling of the car changes, I think that would kind of fluster me a lot more. So probably to begin with, I'd turn it off... but with that anxiety aside, I think I'd be the kind of person that just keeps it on the whole time cos I don't really.... have like any ill intentions in terms of speeding, so I wouldn't mind if it did slow me down....it's more the anxieties about it.

Interviewer So you have no problem with the system. It would just be some uncertainty about how the system was going to work and how it would feel when it slowed you down things like that...

M11 Yeah.... exactly, yeah.

Interviewer So if you were getting a car with the system in, is there anything that the dealers could do around the time you were buying the car that would help you to feel more reassured?

M11 Yeah, definitely. I think if they,,,, if they put it on and then showed me, this is what it feels like to speed ... obviously in a safe area where you could speed and it not put someone in danger. And then this is how it feels for it to slow you down.... this is how much of a shock it is. That definitely.... because I think I'd much rather test it in a controlled environment where.... they know that, say they've got a little track or something that they.... know nobody's ... pedestrians are not just going to cross.... rather than me try and play around with it to be like, Oh, I wonder how it feels, and then.... you do it in the wrong place and....

Interviewer So the worry would be that the first time it happens, it's in a difficult situation.

M11 Yeah, exactly.

Interviewer How would you feel about the override feature? So usually it has a system, so if you push your foot down on the accelerator, you can still accelerate over the speed limit.

M11 Yeah, I think that would.... that... that kind of has like a good side adn a bad side. The good side being that for people that genuinely.... aren't trying to speed like... I don't... I don't... can't think really of a.... of a reason why you'd want to speed. Maybe if like there's an ambulance coming or something and you genuinely needed to get out of the way. It's very reassuring to know that you could do that and that you ultimately have control over the car and that it's your decision. But also, I guess it's not great because those people that are wanting to speed... they can speed if they want to, and therefore it's not really going to.... make much of a difference because..... so yeah, I guess it kind of depends on who's using it... in some ways it's definitely good.... I'd like the fact that I can override it because I know that I would use it sensibly. But probably if I knew someone had it... that was speeding on purpose and I knew they could override it, I'd kind of feel a bit like, Oh, well, it's a bit of a useless system then, because they're not actually stopping anyone.

Interviewer So it's a bit of a double edged sword. You want it to be there so that you feel reassured that you've got that control. But then at the same time, if you've got somebody in the car who just wants to override it as it's optional, you can just...

M11 yeah, you might as well not have it, yeah...

Interviewer So if you were going to buy a new car and it had an intelligent speed limiting system, then would that make you more likely to buy the car, less likely or do you not think it would make any difference...

M11 Yeah, I don't think it'd make me less likely to buy it because I know that I could just turn it off until I was ready to use it. So I wouldn't be like against buying a car, but it probably wouldn't make me more likely to buy it because I probably wouldn't use it, at least at first. So I, I don't think it'd be in the top priority, it's not something that I'm looking for in a car necessarily, but erm... it wouldn't put me off buying a car with it on..... it's probably something that again, as like.... the technology is kind of taking over everywhere. So I guess as.... as technology goes more into our cars...I mean, there's self-driving cars now and everything, so probably in the future it will be just something that every car has, like cruise control. I don't think.... before I even learned about cruise control, I couldn't even understand the idea that the car could just keep.... maintain its limit without me doing anything like I genuinely didn't get it until I started using it. And then I was like, Oh yeah, that is actually quite useful. So I think in a couple of years time, it probably will be a lot more.

Interviewer How do you feel about the move to more automated driving...

M11 Yeah, it terrifies me....It's very scary, it's just again like, I know, you know, machines have faults as well and.... you kind of have that age old dilemma of..... if it has two pedestrians and, you know, a human could probably make some decisions based on their experience or whatever as to who it's going to hurt or what decision to make.... whereas a computer you kind of think is going to be.... it's not going to be subjective. It's just going to.... yeah, it's just quite scary.

Interviewer And that's sort of back to the thing of not knowing how it works and therefore you've got more distrust of it....

M11 yeah...yeah...

Interviewer and like you were saying it would be good to have a test of the the speed limiting. So if you were getting a car with with that sort of system in something like a demonstration would be useful.

M11 Yeah, 100 percent, definitely.

Interviewer So sometimes they're in cars and they're a standard feature and sometimes they're a paid add on. So would you be likely to pay extra for a speed limiting system?

M11 I don't know. Probably not at this point, because also I just don't think I need it like I..... I don't speed. I'm again... maybe because I'm quite a new driver, but I've never really had a problem where I've found that I'm speeding and I'm like, Oh, I wish someone had told me. And also, if I do like, it's got that alarm thing in the car anyway. So I don't feel like I would gain very much from... from buying it extra... So I don't think I would get it just because.... I don't think for me personally it would really be an advantage.

Interviewer So you've got a system in your car that beeps at you or something if you go over the speed limit?

Speaker Yeah

Speaker How does that work, that system? Is it just a beep?

M11 I've no idea how it works....it's just a beep.... in fact, I'm not even sure.... it might not be the car, it might be my navigation because I've got like, I use WAYS??? just on the.... on my phone. And now I'm wondering whether it's the WAYS?, because WAYS?? definitely can tell because I can see my speed on the little icon and then it goes red if I'm like 10 percent over or something....so that might be the phone as opposed to the car. I'm not sure.

Interviewer It's a visual thing that comes up, though is it when you go over the speed limit

M11 On my phone it is yeah, yeah. But that's not the car.... that's definitely...yeah

Interviewer and does it beep at you as well or does it just flash....

M11 well, something beeps at me, but I don't know whether it's the phone or whether it's the car.

Interviewer And do you find that useful having sort of something warning you....

M11 Oh yeah, that I definitely find useful.... and again, it's only like when it's.... I think it beeps, when you're at like 10 percent over, because sometimes it beats at me at like 33 at a 30 mile per hour, obviously like I.... that is.... I mean, that is speeding, but you know that I'm like, that's.... maybe something..... I'm not sure at what.... speed the ....controller thing would stop you because I think 10 percent is probably what's in the allowed of... there's just a little warning that you're getting to that level of being dangerous. I'm not sure whether that ISA would actually slow you down at that point or whether it would wait until .....you're dangerously speeding.

Interviewer So some allow for an allowance around the speed limit, like you say, so you could program it to only kick in at sort of 10 percent over. Is that something you would prefer....

M11 Yeah, yeah. Because I think it's quite easy to accidentally, you know, be one mile per hour faster than the speed limit.

Interviewer So there's different ways of setting up the system. So at the moment, it would be an optional system, so you go and turn it on for particular journeys or you can have it on all the time or you can turn it off.... but it's up to the driver. How would you feel if it was either impossible to turn off or difficult to turn off? How would you feel about it being more the onus to turn off rather than to turn on?

M11 Yeah, I think.... again, it's kind of like for me and for the kind of people... the do gooders, the people that ... the lawful people that wouldn't use it...I think that would probably be frustrating, it would probably be a disadvantage.... although.... well, I kind of feel if you're not going to speed, it probably wouldn't make a difference to you anyway. So actually, I'm not really sure why I'm so against it, because I don't think it would even affect me at all. But I think it would definitely be a good thing for..... You're basically saying it's impossible to speed, and that is something that definitely needs.... you know, at the moment, I feel like there are so many..... I work at a hospital, so I see a fair amount of, you know, people that have been in car crashes or motorbike accidents or whatever, and they end up in intensive care for it. And you kind of feel like a lot of those would have been, you know, minimised if people weren't speeding. And as much as there are speed cameras in places, I don't feel like that really has.... good control over the speeding situation. So I think it.... I think it probably would be a good thing overall because it would mean that just nobody could speed.... like nobody could break the law. So that would be amazing. Like, that's not really a disadvantage for that.

Interviewer So it's almost taking away the choice and just making it be a system that everybody's got in their cars.

M11 Yeah, I feel like I'd rather it.... either be there or not be there, but someone else make the decision for me rather than it have to be like me of like will I, won't I..... because I think I would be too scared to actually use it. But if it's something that was like, you have to use it, you just have to get on with it and learn about it, then I probably would.... just get used to it and it'd be fine.

Interviewer So the other aspect of it being optional is the fact that you can override..... so if somebody wanted to, they could just be constantly overriding. So they could maybe put in an alarm or something if somebody was continuously overriding.... Would you be in favour of that sort of thing....

M11 Yeah, yeah, that definitely cos it's.... like even if the alarm just triggers something to come and investigate and then they investigate and it's like, Oh, you're only overriding it in..... for some reason, you've been in.... 5 really strange emergency situations, but that's quite unlikely.... and so, yeah, I don't think there's a bad aspect to that.

Interviewer And so in comparison to the advisory system that you've got at the moment, so it will tell you if you're going over the limit, which do you think is better or which do you prefer personally....

M11 well, I guess.... I think probably the one that's better for... in terms of like the general population and safety, is the one that actually forces you to stop because.... you can turn an alarm off or you can ignore it and.... you can put your music up so you can't hear it anymore like... I don't but as in... it would be very easy for somebody to do that, and therefore it's not really going to affect them. Whereas if this car is physically stopping you from doing it... from.... even if.... even if you can override it, you're still... you're going to have to..... do something to overcome it, whereas with an alarm... it's quite passive....you just.... Ignore it if you want to. With this system, you actually have to actively... either press the accelerator or do another thing to override it, to say... no, I'm speeding and I want to be speeding. So I think that's going to make it.... a lot less likely for people to do it.

Interviewer So would you be in favour of these kind of things being rolled out more generally and maybe being compulsory features in cars?

M11 Yeah, I think I would.... I think I am like... I have a bit of trepidation over it. But ultimately the idea, I think, is a good one. And erm.... yeah, I think.... I think it probably would reduce the number of accidents if people were made.... like actively more aware of how quickly they were going.

Interviewer And it sounds like you would be in favour of it being a system that was automatically on and.... avoiding people overriding it.

M11 Yeah.... I think if it is going to be on, it's something that the driver needs to be aware of, you know, like if your car suddenly slows down, don't freak out. This is what's happening. And maybe even have a demonstration or something so that people aren't..... I think it could genuinely be quite a shock if you have innocently gone over the speed limit and suddenly you're slowing down. I'd definitely worry that there's something broken in my car so.... if it is going to be an automatic thing, I think there needs to be quite a lot of information about it.

Interviewer So if you had the system but didn't know about it and it started slowing you down....

M11 yeah, definitely. And if that happens like in a motorway or something, it could put the driver in danger if you're suddenly slowing down.... to a stop because I think one time my cruise control stopped working..... I can't remember what it was, I think maybe it was on a hill and it couldn't deal with the speed that I was trying to get it to do. And I was just merrily cruising along and suddenly the speed started decreasing and I thought it was the car that had broken. And I didn't even realise, Oh, it's just the cruise control that stops so it's.... also kind of a bad thing, like once you start depending on those things and then they go wrong, it also .... can make you freak out a little bit.

Interviewer And there's so many things in cars now isn't there. So if you're not fully aware of all the systems that are working in your car it can be a bit disconcerting when the car starts.....

M11 Yeah, yeah, definitely. So I think though with plenty of information, when people buy the car and they're told.... this is... as opposed to it just being written in the manual like maybe actually having it.... be a mandatory part of the.... speech.... I don't know, like you just need to be aware that this is in the car..... do you understand it...

Interviewer So that would be something at the point of sale with the dealers.

M11 Yeah... which I guess then is difficult if you're buying it as second hand or from your... dad, I don't know, but I don't know how you'd control that.....

Interviewer And do you think there would be particular groups of drivers who would be quite resistant to using these sorts of speed limiting systems?

M11 Yeah, well, I guess people who break the speed limit ....people who.... we used to live like in a flat that was really close to people that did like joyriding and stuff, and you'd just hear them zooming up and down. And it was awful and they were definitely going..... I mean, I think they were just in car parks, but still definitely over whatever the speed limit would be... like, they definitely wouldn't... anyone that likes doing this kind of car racing and stuff..... wouldn't. I guess people that like me, people who don't really understand it, who are a bit.... disconcerted by this new technology, they probably.... I would hope that if they had someone to talk to them about it, like me..... and explain it to them.... I'd hope that they would eventually come around and be like, that does make sense but.... particularly the older people, just people who are a bit more.... unsure of, you know, I've been driving this car for 60 years the way I like to and now suddenly someone's coming along and telling me I have to do it like this, they might not.....like it...

Interviewer So it's change... and the technology... is there anything you think you can do with the sort of more boy racer types...

M11 God.... I don't think there's anything that anyone can do with the boy racers (laughs).... I mean, if you make it mandatory, then it's just tough, you know, they just.... they're going to have to do it. And it doesn't really... it's.... I don't really feel like.... I don't even know if what they do is legal or not. But if it is, it shouldn't be.... at least...

Interviewer I suppose that's the difficulty with it being optional. So being optional is often very important to people so that they can choose to turn it on and they've got the override and everything. But then, as you say, it's difficult to make it make a difference with maybe the groups of people, it would be most useful for....

M11 Yeah, yeah, exactly. I mean.... the people that wouldn't be using it are the people that are breaking the law and speeding... the most, like on purpose as opposed to the people that are just.... I don't know the figures, but I'm guessing the road traffic accidents that happen because people are purposefully speeding compared to the ones that are.... really genuinely accidentally speeding....are probably, you know.... I think there's probably a big difference between the two.... and I can't imagine the people, you know, people like... I don't know.... little old Sally, who's off on her road.... driving and she's like at 35 miles per hour instead of 30 and she genuinely didn't realise, I don't think she's the one that's causing... a danger to society...it's going to be someone that's going at 60.... down a 30 because they... want to get home....

Interviewer So it's the same general problems you have with speeding. Are there any sort of incentives or any other benefits that you think would encourage people to use speed limiters more?

M11 Yeah, I guess that could..... I guess people would do more.... would be more likely to do something for a carrot as opposed to a stick.... erm.... I don't know how you would.... because again, you could have an incentive of a certain amount... rather than it being extra to... put the car... put the thing in, it could be less to put the thing in. But then if it's optional, which I think it has to be because as you say, I think it's quite difficult to persuade people that you have to have this, then yes, you could get that discount when you buy the car and then you just turn the thing off and then... you know, you never use it. So I don't know how you'd enforce someone to keep it on. I don't know if it's something that you can track that after a year.... if you can prove that you've had it on for a year without turning it off, then maybe you can..... I don't know, get £50.... I don't know.... but I don't know if that's even something that you can track.

Interviewer Almost like the sort of black box set up... so seeing that you've got the thing and you're using it. So a financial benefit, you think?

M11 Yeah, probably, I think financial would be the easiest way of... kind of pleasing everyone.... or a certain amount of money off fuel, which I guess is financial, but something that's to do with the car itself, like.... if you can prove you've got it on.... and you show that proof to wherever you get your petrol then.... you get a certain amount off your petrol or something like that. But I guess that's quite difficult because if you can turn it on and off, then what's stopping you from turning it on when you get to the petrol station and then turning it off once you've got your discount so....

Interviewer So it's almost like for that kind of thing, you need a monitoring aspect of it, don't you, to record whether you're using it....

M11 Yeah....which I guess then also brings other problems with people not wanting to be monitored and, you know, all their freedoms and stuff....

Interviewer Would that bother you...

M11 No, monitoring is definitely something that's never bothered me because I feel like there's nothing.... you know, people, especially with COVID, have been saying about all the tracking devices and vaccines and stuff.... and I'm just like.... genuinely if they did have a tracking device in my vaccine, I just wouldn't care like.... I don't really mind because I'm not doing anything that the government would be remotely interested in. So with that kind of thing... if it's something that.... I either would know for a fact, I've turned it off for a really good reason and therefore I wouldn't mind if someone noticed because I'd say this is.... this is why it happened, or I just wouldn't turn it off, in which case I wouldn't care if they were monitoring me..... but again, that's something that.... it's the people that.... are scared of being monitored that are the ones that wouldn't be monitored because they're the ones doing the bad things so....

Interviewer Well, that's great. That's all of my questions. Was there anything else you'd thought about the system or anything, either during the survey or while we've been talking that we haven't covered?

M11 Oh, well, just that I think definitely when I... when I first read about it, my initial reaction was just like... Oh no, like another thing that's going to take away my control. But actually, the more I think about it, the more I try and think of why I don't really like.... it's definitely more to do with my controlling aspects as opposed to any negatives that I..... I genuinely don't think that I would use it very often... and if I did use it, it would probably be a good thing so.... I think overall, I do actually have very positive feelings towards it, even though I started off having a lot more... trepidation about it....

Interviewer So your initial response to it of of thinking, Oh no, I don't like the sound of that, is probably what a lot of people would also feel.... so it's interesting that that process of thinking about it and the safety benefits has made you change your mind a little bit....

M11 Yeah, definitely.... and I think if you were to.... maybe put in some like real world scenarios of.... you know, when you're teaching people about this, like the percentage of people that are.... injured or killed because of speeding, how many of those could have been prevented if you had this.... then that would make it a lot more personable to people and a lot more relevant to their day to day life...

Interviewer so actual statistics....sort of almost wanting the system to be proved first.... to see that it's going to have that safety benefit....

M11 yeah... but even hypotheticals of like we know X, many people have died from speeding. If this system had been put in, just... even... you don't know for sure that it would have prevented those deaths. But you could say, like hypothetically, it might have prevented those deaths because.... they wouldn't have been speeding or they might not have been speeding and that would definitely make it a lot more....

Interviewer because for a lot of people the benefits have been more around avoiding getting speeding tickets. But it sounds like. from your point of view, because you don't speed, it would be the safety thing that would very much motivate you.

M11 Yeah. Well, that's also true.... I guess you could find the statistics for... the amount of money people spend on speeding tickets and.... then say, you know, this is how much you could save and then compare it to.... this is the price of a house or whatever..... that could be saved in terms of speeding tickets. So that would also be.... yeah, I think just in general, statistics are quite good for proving things.

Interviewer Yeah, well, that's great..... unless you've got anything else....

M11 No, no, that was it....it's been really interesting to chat about it...

Interviewer It's been great to talk to you, too. So thank you very much.