Interviewer so first of all, if you could just describe the system that's in your car, so what it's called and how it works....

P3 errm... I have a Jaguar XF, which has a.... Speed limiter system. I don't know, I'm sure it has a proper name. They all have funny names, but they're all basically the same thing, which allows me to set a maximum allowable speed and the vehicle then has a response. Presumably, it's erm.... what's the word I'm looking for. It cuts back the engine...or the accelerator link to the engine as in when I'm at that speed. It also has cruise control, which I tend to use a bit more but I'm sure we'll cover that... we'll cover that as we go along. So as I say I don't know what it's called, but it's there.

Interviewer Yeah. And does it pick up speed limits on the road as well?

P3 Yeah, it has on the... on the navigation system. It has..... It picks up the speed signs. Even if you don't have the navigation system active, it puts them up on the centre display between the rev counter and the speedometer sort of on the centre instrument cluster there...

Interviewer So is this a system that you have turned on in your car all the time? Or do you turn it on for different journeys?

P3 As far as I'm aware, the the intelligence..... Speed..... Display for want of a better phrase is is always there. I don't know if there is the option to switch it off. I've never looked. To be honest, I don't think I would switch it off if there was an option to switch it off. erm... the speed limiter system I don't use, erm.... I .....no I'll rephrase that. I very rarely very, very rarely use.

Interviewer OK. And how long have you been driving the car with this system?

P3 Erm...this particular car I've had for erm.... 15 months, and I've had cars pre that... I had an E class Mercedes before that, that had actually better technology. So again, that had all the same sort of systems.

Interviewer OK, so I'll ask you a bit more about that in a little while. But so you said that you you rarely use the limiter system. So is there a reason why you don't use it?

P3 To be honest I tend to use cruise control more, I think. I think that gives the driver more elements of control and the ability to get out of trouble if necessary. I'm a man of a certain age now, and, you know, joking aside about what we said about any any indiscretions with driving won't be reported...I'm a certain age now where I've realised that actually driving everywhere 85 miles an hour on the motorway, it doesn't get you there any quicker than if you're driving at 70 ish miles an hour. The only time... so I use my cruise control on motorways a lot. However, if I was using the intelligent speed limiter..... There's .... there's always situations where one would need that bit of extra speed or a bit of extra power, maybe to get around an obstacle or an accident or something unforeseen in front of you. And I'll be honest, because I haven't used it really in the certainly in the Jaguar. I do not know how to..... I don't know whether you have to switch it off or there was.... there was text in the the survey thing that I did where you press on the accelerator a bit harder will override it. I don't know if that's the case. So I don't use it. Maybe for that reason.

Interviewer OK, so you find that the cruise control is a useful thing for you?

P3 I do, because I think I think. It still means as a driver, you need to be paying attention.

Interviewer OK. So is that something you think that would be less so if you were using the limiter?

P3 It sounds daft because it shouldn't be. But yeah, maybe so. You know, I think with cruise control you are consciously ....whilst you've consciously set the the, you know, the speed at a certain speed erm.... with cruise control, you know, you've done that historically. You don't do it at the start of every journey ....you've done it historically when you set the car up in the first instance. Whereas with cruise control, you know, it's whatever the situation is on the road, on the motorway or wherever at the time. So you're doing it intuitively rather than retrospectively. And also again, there's a lot of average speed limits and you know measured 50s on motorways now.... I do a lot of motorway driving, by the way. So, you know, with cruise control, you get it to 50 without having to think about anything. You can get it to 50, set it and job done rather than having to think, Well, you know, I might come to a 50, so I'll set my speed limiter at 50. But actually, then you've got to physically switch it on. When you're coming to the 50, which, of course, is taking attention away from the road and doing what you should be doing and driving,

Interviewer So you were saying that you haven't really used the limiter. Can you think of any times where it might be an advantage to have something like that, even though you don't use it?

P3 Do you know.... I can't really...being very honest. I'd love to delve my imagination now and think of times when I could....you know, as I say, I'm not, you know, I'm past an age where we tear around everywhere now... and I don't. You could argue that yeah OK, you've set it for 70 miles an hour or All right..... 74 or 75 on a motorway... And you know, you're not going to go any quicker than that but my cruise control does that job for me anyway, and I feel happier to do that knowing I've got the get out by just depressing the accelerator I've got the extra power there if I need it.

Interviewer Yeah. And you find it easy enough to change the speed on the cruise control,

P3 absolutely yeah yeah

Interviewer so if you come to a speed limit, then you're sort of doing it yourself you're noticing the speed limit...

P3 Correct, correct correct that that to me....is more real time than something that you set retrospectively for possibly having to use in the future.

Interviewer And what do you what are your feelings towards the override system? You say you've not sort of tried it to see...whether that would...

P3 I'm sure. I'm sure there is one. There must be one. You know, if you're using the speed limiter, there must be one. I do not know what it is. Whether it is to depress the accelerator harder. But then what's the point in it being there in the first place if you've just got to press the accelerator harder?

Interviewer Yeah, OK. And so you mentioned that there were situations where if you did have the limiter on, you think that that would be disadvantageous, could you just say a little bit more about what situations you think those would be....

P3 Yeah, I think I'm a.... I'm a cyclist. I'm a I'm a road cyclist as well. And, you know, cyclists have had shocking press about, you know, how we perform on the road and how we.... I'm using the royal we here for cyclists, how we stop drivers going about their lawful everyday business by blocking the road that we have every right to be on as well. Most of us are drivers as well anyway. So you know.... and I always remember going on a speed awareness course 100 years ago and a traffic officer telling us, if you're riding in a group of cyclists, you should always ride two abreast because then the motorist has to actually think about overtaking you rather than just kind of sneaking past. Riding two abreast is like them overtaking a car rather than, you know, they can just about sneak through, so it's safer for the cyclist and for the motorist. So my thinking about that as a as a motorist is if I was following a couple of cyclists, let's say they were doing 27 28 miles an hour, which is perfectly feasible for a decent cyclist on a decent bike, on a road. And it's a 30 mile an hour limit or a 40 mile an hour limit. I need that extra bit of power to get past those, those boys or girls, which if I've got a limiter set... Because the road the road is.... is a 30 mile an hour speed limit, if the intelligent limiter is limiting me to 30, then I'm not going to be able to get past them forever. Whereas, you know, I could quite easily and quite safely given the right road condition. But the limiter won't let me unless I have to give it that extra bit of thought....which... the second or two giving it the extra bit of thought might then take the opportunity away.... does that make sense...

Interviewer Yeah. So it would depend on..... it would depend how long it took for that. If it was something, you could depress it quickly and it would just override it, do you feel that you would be ....have....sort of think more positively about the system.

P3 Correct. So so how immediate is it? You know, that's ....I'm sure it is immediate because it's the age of electronics, isn't it? But I just don't know. And I liken it to a real world example, as I said with a cyclist, because, you know, I am a cyclist. So that's sort of the thing in my head about it.

Interviewer Yeah. And it sounds like the system you've got in the car at the moment, you're pleased with how that's working for you ...so there's not a lot of motivation to go and explore the limiting system.

P3 Correct...

Interviewer So just thinking back to when you were buying the car that you're in at the moment. I mean, it's it sounds like you haven't really used the limiter, but was the sort of..... that kind of technology around assisted driving important to you when you were looking at cars....

P3 erm....cruise control was important. Erm... I I would. Were I to have to make a wish list, then I would say that the ability for the car to tell me the speed limit of any road I was on was important. But, you know, without without sounding..... Snobby about it, the market of vehicles I was looking at. I'm going to get that anyway.....so it wouldn't be on a list I'd made because it would have a navigation system, it would have cruise control. So it would have all that stuff anyway.

Interviewer Yeah. And you said that you had a previous car where the technology was better. Is that?

P3 Yeah.

Interviewer What was better about that?

P3 Erm.... I had a company vehicle...I had a top of the range E class Mercedes before I'd bought the Jaguar. And then my company changed its policy and and we went to private car ownership rather than company vehicles, which suited me taxation wise. But it meant I couldn't.... I couldn't afford to get a car equivalent to the Mercedes in.... a new... pretty much a new a new vehicle so I had to sort of ....slum it in a 2 year...(laughs)... and I use slum it you know....loosely...I had to slum it in a 2 year old Jaguar.... but I kind of knew that technology would be there anyway, even in a really old two year old car. So ...but Mercedes technologically was way ahead in that it had more, more cameras at the front...more collision avoidance stuff at the front... my Jaguar doesn't have cameras at the front, which is an omission .... and you know I would quite like to have them because they give you a collision avoidance as well... certainly in the Mercedes it would put the brakes on if you were just sort of nipping round somebody who were turning on a junction and you kind of nipped passed them. It would sort of, if you got too close, it would brake.... you know to ...So there was an intelligent assistance there, which the Mercedes has but the Jaguar doesn't have. But you know it...., if you drive sensibly, that's not an issue anyway.

Interviewer Yeah. So all the cars that you're looking at have these sort of assisted....

P3 I would expect them to be there yeah... I wouldn't... as I said they wouldn't...had I had to make a list they'd have been on the list, but I'd of just expected them to be there anyway.

Interviewer And did you get any.... when you were buying your car....did the dealers give you a lot of information about these assisted driving systems? Did they tell you anything about the limiter?

P3 No, none whatsoever. And to be honest, I bought it in the middle or just at the end of lockdown one, and it was a total distance sale. My background is the motor industry anyway, so...well I'm.... in fact I'm still sort of on the on the fringes of the motor industry. So had they said, let's come and sit down and do a two hour handover and I'll show you everything about the car, had I..... I bought it from a dealer in Scotland so.....but had...had I bought it from a dealer locally and had they said, do you want a 2 hour handover where we would tell you everything. I'd have said no being honest.... because.... I'm not saying I know everything, but I like to find out myself and I've worked in this industry forever anyway.

Interviewer So you've got a background in it..... if you were looking for information about these systems in the car......Where would you go for that information?

P3 I'd go online or.... I still got a handbook with the Jaguar. So, you know, I'd.... blimey I'd look in the handbook which we always used.... when I was working in dealership we always say was always the newest pass of a used car was the handbook.... cos Nobody ever looked at it. Erm... you know, but yeah, I would... I'm a...you know I know men that like looking at maps and instruction books, but I would look at the handbook and I have looked at the handbook cos I couldn't find the bonnet release one day so...yeah...

Interviewer yeah...cos...from talking to other people. It's obviously quite a techie aspect of cars, and a lot of times people haven't got a lot of information about it. So it is a case of when people are interested enough to go and look that information up for themselves. But it doesn't sound like dealers are going through the system with people a lot when they buy it.

P3 No, and I've been out of the dealership environment for 12, maybe 14, no 14 years. I worked through dealerships and ended running dealerships. And it was a very important part of....to be honest it was a very important part of the handover process because it's the last chance to..... You know, to make an even better impression with the customer, you've made a good enough impression anyway because they've chosen to do business with you.... But it was a good way to do a proper comprehensive handover and make sure the customer understood the technology. You know, I'm going back to 2015, 2016, 2017..... So there was.... sorry, 2006, 2007, 2008. There wasn't the technology, that there is now. So you know a lot of.... a lot of businesses.... BMW dealerships, for example, have what's called a product genius who.... their job is purely to do handovers.....and get customers to understand all the technology in a vehicle.

Interviewer Do you find that there's people that that's quite hard with....

P3 erm.... I wouldn't want to be a mature, more mature than me. You know, an older chap who's worked all his life and is retiring and he's buying himself his retirement present of a...I don't know... a five series BMW, and he goes to do his handover and he gets three hours with a 21 year old in a in a.... in a nice suit that's telling him all the electronics in the car because I think his head would explode. So yes, I think it would be really difficult and I'm generalising about you know...that chap...but yeah...I think it's really hard. And I do think.... I do think technology systems in cars actually have gone a bit too far with some products. Erm... you know, it's too much. And the art of.... the art of driving and thinking about what you're doing has been taken away in some respects by all the technology that's there.

Interviewer And do you think that that's a bad thing or can be a bad thing?

P3 I think it can lead to lazy driving Yes. Collision avoidance, brilliant you know, if the car is going to stop me banging into that car in front? Perfect. Brilliant...but...it shouldn't be in a position where it has to do that.

Interviewer And do you feel that the sort of speed limiting system falls into that area?

P3 Erm... to a point, yes. You know, I think anybody in control of a....2 ton lump of metal that can kill any number of people should be in 100 percent control at all times.

Interviewer And just thinking about ...so the limiter system in your car, you don't use it. But if you wanted to use it, is it easy to turn it on or have you not.....

P3 Yeah, it's via the central digital display thing. Yeah.

Interviewer So just thinking about the different sort of options that there could be for a speed limiter systems so...... people have thought about making them hard to turn off sort of..., they're just on automatically and it's quite hard to turn them off. How do you feel about that as a....

P3 Well for the instance, I had.... the example I gave earlier about the cyclists, you know, and hey look you know...if I had 2 cyclists in front of me going 28 miles an hour I would happily sit behind them because they're doing well and they're working hard and they're... you know, that's what they enjoy. And that's me, you know, on another day, that's me. However, there might be an occasion where, you know, they're on a, you know, they're on a 40 mile an hour road, and I really do need to get past them. Erm... and the fact that it might not just allow me to give it that extra bit of power to get past would worry me because then you get people behind.... me... as the driver at the front of behind these cyclists getting frustrated and everybody's in far too much of a hurry nowadays. And people get frustrated and people get cross and then we get road rage and people not concentrating.... And you know, yeah, I think it could lead to problems.

Interviewer Yeah. Do you think if if it was like that, would you have found a way to turn it off do you think

P3 I think there would always have to be a way. Yes, it could be harder to turn it off but there would always be a way to turn it off. There would have to be and yeah...I would.... if it was there. You know, a lot of engine stuff now .... auto stop starts on your.... You know,....when you when you.... which has been the law in Europe for years, cars have had to have this...you know it's only in the last few years here where you know, the vehicle switches itself off when you're sat at idol.... at a traffic lights or whatever, you know...but that by default is on.... you physically have to switch it off at the start of your journey. So I think.... you know that there's always a way around. So yes, something like that where you can. The default is on, but you can choose to switch it off at the start of your journey.....fine...

Interviewer Yeah. Then it's got that choice...as a driver...you've still got some...

P3 Correct......you've got a choice and you're aware that you've made that choice.

Interviewer Yeah, yeah. And so you said that it flashes up the speed limit as well. So that's an automatic feature that's on in your car. Erm... the other options are having sort of more feedback from that. So you could have it sort of doing an alarm when you go over the speed limit, or there's things where the pedal can give you some feedback. How do you feel about those sorts of....

P3 Yeah...yeah...both cars .... the Merc and the ....and the Jaguar both have a.... erm... you know, if you if you're going out of your lane, the steering wheel gives you a little little nudge if you like.... to say, you know you're you're veering it out of your lane... So things like that..... I've driven a few Volkswagens recently that have that, and it's it's it's far too aggressive, actually. And again, you find a way to switch it off. We're involved....the business I'm involved with is involved with Volkswagen in in a fairly major way, actually and customers that we've supplied Volkswagens to have said exactly that about about this. So some of them .....I said earlier about, some are going too far. This is too aggressive in trying to drag you back into your lane. So and I've forgot the question you asked was what was the question you asked....

Interviewer just whether these feedback...other sort of extra feedback things are useful. So you're saying it's it's the sort of physical thing is too aggressive?

P3 Yeah. So certainly in modern Volkswagen's, I think it's too aggressive. Similarly, the collision avoidance in a Volkswagen is very aggressive as well, but I suppose it has to be to avoid collision. So, yeah, I think there's a ....there's a balancing point between driver feedback, driver involvement and the car doing what it wants you to do.... or it needs you to do I suppose....

Interviewer And what about if it was a sort of auditory noise it made whenever you went over the speed limit? How do you think you'd feel about that sort of....

P3 it'd drive me nuts...yeah it would drive me nuts...

Interviewer and that sort of goes back into your thing of saying that it's a balance.

P3 Yeah, I don't...you know when I have ...my SatNav on...you know to tell me where I'm going I don't have the voice. And I think a lot of people are the same... you don't actually really need the voice to be honest because you've got your map. OK, you've got your map, but you have to look down at your map. But most modern navigation systems show you also .....in the centre console as well, so you don't have to physically look away from the....you know.....where you're going.

Interviewer And is that because the sort of auditory aspect is .....more annoying

P3 It's annoying yeah.... you're listening to a podcast or you know...whatever you're listening to...I listen to a lot podcasts when I'm travelling and you know, you just get to the good bit and she tells you to turn left in 300 yards..... I know to turn left in 300 yards cos it's showing me....turn left in 200 yards....yeah....uh yeah...it's a matter of....I do switch them off as a matter of course to be honest.....

Interviewer So the next question is just about national roll out of ISA systems.... So as you say, you're not really using the limiter system anyway but erm..... So one of the sort of. ....So in the EU, it's going to be mandatory that you have to have these systems in cars, but that doesn't mean that you don't..... That doesn't mean you have to use them....they just have to be in the car. But what what is your feeling about sort of rolling out these kinds of systems?

P3 I think over the years that I've been driving, there have always been things that.... have become..... Mandatory is probably the wrong, the wrong word, but there's been things that have become sort of the norm....erm... things that have become the norm erm...like bluetooth, for example, you know, 20 years ago was was an option. It was an expensive option and nobody had it. But now it should be should be standard in every car. You know and I think that's more important. But that's not what we're talking about, I think. I think, yeah, if it's mandatory for car manufacturers to fix it, fine. But what's the point if people can just switch it off? You know that.... we know we're heading potentially towards an autonomous driving experience way down the line. I have massive.... negatives about that as well, and that's it's just the next stage onto the autonomous driving, isn't it I think....

Interviewer So you see it as a step towards.... And as you say, it doesn't it doesn't sound like it makes a lot of sense to have the system fitted as a mandatory system if you can turn it off. But what would you think then, if it was a mandatory system and it had to be in cars and you couldn't turn it off?

P3 Well, what.... I wouldn't like it, but it's there....What can you do about it? You know it may... move.... the purchaser away from new products that has that..... system.... they obviously can't retrofit it into older products, so...you know...new vehicles being built after a certain date may well have to ....have that technology, but it may put people off buying the newer product....

Interviewer So you think it might be something that people would be so resistant to they would prefer to choose an older car...

P3 I think so, and I think on a similar subject, the fact that everything's going to be electric in 2030 onwards, I can't see that happening. And all I can see is a rise in used vehicle values because, you know, we're not geared up for it. We are not geared up for it at all...so... a similar sort of thing, I would imagine.

Interviewer And if if if people were all driving with this system and it was mandatory and everybody had it turned on because you couldn't turn it off, do you think it would make driving safer or not?

P3 I.... I'm sure people have done studies, if indeed you can do studies and... do you know, I honestly, I don't think it would because..... I think drivers would then..... Start to feel a loss of control. A loss of attention, you know, do I need to pay as much attention because the car is going to govern my speed I need to go at...,So no, I don't I don't think it would make it safer.

Interviewer Yeah. Do you think there's a.... sort of certain types of drivers that might be more or less resistant to using it? Or do you think some people would find the system....

P3 I think lorry drivers... probably would be OK with it because they are restricted quite heavily anyway. But then again, they I suppose you could argue that they need extra power, you know, to get hills and whatever so maybe not.... people who would call themselves professional drivers. Erm... we do do a lot of work with the taxi and private hire trade....they would be very resistant to it I would think because they don't like change.... and they like to think even though most of them aren't... they like to think they are professional drivers. You know, and top quality drivers, actually, most of them aren't. But they like to think they are so....

Interviewer so that's interesting sort of associating with professional drivers. So people who sort of have a feeling of themselves as good drivers that would be tied up with not wanting to move to these systems....

P3 I think so. Yeah. I think so....

Interviewer Yeah. And just playing sort of devil's advocate.... if you did think it was a a useful system in cars, how do you think manufacturers or incentives could be put in place to encourage people to use it?

P3 Well, people wouldn't have a choice, I suppose. If it was mandatory, people wouldn't have a choice.

Interviewer well say it was mandatory, but you didn't have to have it turned on. Just to sort of encourage use or....

P3 how could manufacturers do.... they would they would find a way to market it cos motor vehicle manufacturers have very good marketing and PR teams, so they would find a..... or agencies, they would find a very good way to market it. I'm sure... I'm sure there would be..... surveys conducted..... mind you there is a survey being conducted .... I'm sure they would conduct surveys. They would they would do testing and they would put a spin on it that.... you know this, this system is going to cost you an extra 200 quid or whatever as an option on the vehicle or the vehicle price has to go up by two hundred quid because of this. However, you know, here's a benefit. Is there a potential benefit to your insurance premium? Probably not, because we know what insurance companies are like, but I'm sure they would look at a potential benefit. Cost saving... fuel.... is there a fuel cost saving cos you're not up and down speedwise...you're at constant speed, you know something like that. I'm sure they would.....they would put a spin on it...

Interviewer so do you think if erm.....that they sort of could portray that in a in a certain way.... Do you think that would change people's attitudes, like if they thought there was going to be a fuel cost saving that would incentivise people to use it....

P3 certainly the way....we none of us can predict what fuel prices are going to be like in the next.... well in the next week, let alone the next two or three years. I suspect you know if they go the way they're going and they stay, the way they're going, ....anybody that can be shown a fuel saving.... if there is one... for you know a bit of technology that costs a couple of hundred quid on a new vehicle, well, yeah, you'd be having it and using it in a heartbeat, I would imagine.

Interviewer Yeah. So that's interesting because people do quite often bring up sort of it needs to be a financial incentive to encourage people to use it.

P3 Yeah I think it does

Interviewer Do you think a sort of incentive around avoiding speeding tickets would make a difference or does your cruise control control that enough for you ...that that's not an issue.

P3 I think it does for me, yes, although I wouldn't.... I don't ....I don't put the cruise control on if I'm going down, you know, a 30 mile an hour road in the town.... You don't because then you need to be paying attention all the time and all the rest of it. So yeah, I suppose potentially there is an argument that that would work .....or that could work.

Interviewer But it's not..... It's not something that you feel that is useful....

P3 it's not....no I can manage that on my own I think...

Interviewer OK. Well, that's great. I've gone through all of my questions. So is there anything else that you, you think would be good for us to know about the system or your feelings about it?

P3 No, I think that's I think we're I think we're good. I think we've done ok.