Interviewer So just to start off with you've got intelligent speed assistance in your car, haven't you?

P15 Yes, but I haven't had it long.

Interviewer OK. Well, that's absolutely fine. So I can get your first impressions of it. So if you just describe the system, sort of how it works from what you've seen so far.

P15 Well, it works in two ways. One is a fully automated way where it will not allow you to drive over the speed limit, but you have.... you have an option with that to give yourself a little bit of tolerance, so up to five miles an hour over the speed limit.... It will allow you to go before you can't go any further. The other is very similar, but it doesn't stop you going over the speed limit, but it gives you a visual warning.

Interviewer OK, so you've got quite a lot of different options. ....how how have you been using it so far?

P15 Well, I started using it to stop me speeding but I found that it was a little obtrusive, and erm.... so I don't mind the system where it tells me whether I'm over the speed limit or not....

Interviewer OK, so when it sort of gives you a warning that you're going over the speed limit, that's fine, but do you not like the.... the system when it actually slows you down?

P15 Not really. No, I'm not.... a speeder (laughs)... but I think there are occasions when you want to erm.... You know, on the motorway, for instance, you can come up behind somebody who's doing roughly the same speed as you, but you can either drop back and... and sit behind them for ages and ages and ages.... or just a little burst of .....thrust and you're past (laughs)....

Interviewer Yeah. So have you have you used the system when you're driving on the motorway or do you not tend to put it on?

P15 Yes I have... yeah, yeah.

Interviewer What did you do in that situation when you had the system? Did you hold back or did you override it?

P15 I went past....

Interviewer Did you did you have to use the override system to....

P15 I like a nice clear road in front of me and erm...... Somebody told me once that driving on the motorway is like being in a big bubble with spikes on the outside and er....(laughs)... people that... well no, other people are in big bubbles with spikes and they're trying to burst your bubble so....there's always gaps you can go into and..... have plenty of room.

Interviewer Yeah. And did you...to go faster and go around the car... Did you press down hard on the accelerator to override?

P15 Not hard....no

Interviewer But is that how you over-rode the system?

P15 There's plenty of power there so it just glides past yeah....

Interviewer So that's a situation where you don't find the system useful. Have you found it useful in any other different situations, are there journeys where it's better than others?

P15 I suppose I haven't had it long enough.....to... to do that.

Interviewer Yeah. How long have you been driving with it....

P15 this particular vehicle since Tuesday....

Interviewer Oh, right, so you really are new to it.

P15 Yeah, yeah.

Interviewer Yeah. So have you tried.... have you had it on on any other sorts of journeys or is it just the motorway situation where you used it....

P15 I've had it on on other small journeys.... And again, it seems hardly worth putting it on to be quite honest erm.... I might change my mind I don't know...my previous car had the.... had the facility using something like WAS?? or...is it WAS or WAYS or... I think...that...that tells you whether you've gone over the speed limit at all.

Interviewer OK, so that's a sort of system that tells you but doesn't do anything about it...

P15 it doesn't do anything no....

Interviewer And do you feel like.... which system do you think you're going to prefer?

P15 I think the latter really.... the one that gives you a visual indication that you're exceeding the speed limit.

Interviewer Yeah. And.... and you said with the the limiting system that you don't feel like it's worth putting it on. Can you tell me a little bit more about why you feel like it's not worth putting it on?

P15 It's just.... I just feel that it's..... it's a bit awkward erm.... I don't know...I suppose it's something like you don't like a machine telling you what you should do (laughs) erm.......but...I don't know, I can't go any further than that I don't think...

Interviewer Yeah. So you.... you feel like from first impressions that it's not that helpful and you would prefer an advisory system that just...warns you...

P15 I think the advisory system is.... erm..you make your own mind up then... don't you, what you're going to do. And, you know, er..I don't know....to suddenly slow down, particularly if you're going quite fast er....which I don't normally do but...you're going to have people coming up behind you that might not recognise that you are slowing down and they might be like, well what on earth is he slowing down for you know....

Interviewer And did you did you feel like it was slowing you down quite quickly when you were...using it...

P15 Er...no because when I was doing it, I wasn't going that much over. So yeah, yeah, and I haven't really...sadly for you.... I haven't had really a great deal of time to....to use it....

Interviewer That's all right, because I can get your first impressions, so you are somebody who's just got the system, so that's still interesting. So how did it how how easy was it to when you wanted to go faster on the motorway? How easy was it to bypass the system and speed up again?

P15 That I didn't do so, I don't know.

Interviewer Oh right...So you haven't overridden the system to to try that....

P15 No...I've just switched it off when..... you know er.... well, I've switched it on to do that....er.... but it's been off ever since so....

Interviewer OK, so have you just tried it on the one journey?

P15 Just the one journey...yeah...

Interviewer And do you feel like that's put you off the system now?

P15 A little bit.... a little bit....Yeah, yeah....I might try it again and er.... See how it goes. I mean, the thing has got a speed limiter on as well so.... I can always put the speed limiter on and er.... you know, these 20 mile an hour things are... they're quite... the speed limiter is quite useful for that erm....

Interviewer So is that a sort of keeping to the lower speed limits in towns and....

P15 ....it would not allow you to go over the speed limit except in an emergency, and then you can slam your foot down on the accelerator and it would.... it would override it.

Interviewer So is that a slightly different system from the one you were telling me about, the speed limiter....

P15 Yes. Yeah erm.... that is on the satnav screen you know...it comes up with the speed limit. And then if you go over the speed limit, it changes colour so.....So that's a visual indication that you've gone over, but it doesn't do anything to the car....

Interviewer So what do you.... what do you think most put you off the.....the the one that actually slows you down...what was the...

P15 Oh dear er....Just being slightly out of control, I suppose, of of the vehicle. I like to be in control.

Interviewer Yes. So you you said that you quite like the advisory system so that it will tell you when you're going over the speed limit?

P15 Well, it's a visual...a visual indication yeah...

Interviewer So just that .....just put the speed limit up on the screen so you can see what you should be....

P15 Yeah, it's erm... it's just, you know, a round or.... that looks like the speed limit....sign.... And then that changes colour so it er....

Interviewer and does that..... So if if it flashes up and you're going over the speed limit would that make..... cause you to slow down. Does it impact your driving?

P15 Er...., I would say yes, it does. Yeah, cos I don't want a ticket thank you. I haven't had one for years and years er....unless there's one in the post at the moment but (laughs)....

Interviewer ....let's hope not. Does it make any.... Does it beep at you or anything....or is it just a visual

P15 er....it's just a visual.....

Interviewer Yeah, so how do you find that....cos cars these days quite often have audible warnings and things...they beep at you all the time...

P15 Yeah, this one has an audible warning on er.... cameras and if you're going over the speed limit, it continues to beep and beep in a very annoying fa- er....way. But it does slow you down (laughs)...

Interviewer Because I was going to ask, do you find the sort of beeping and things like that annoying?

P15 Er....I don't, but my lady does...yeah... This new car beeps on every occasion...for various things.... and she hasn't been in it much because she's not been too well so.... erm.... when she does get in it, it's erm....I know she's going to moan and groan about the beeps going on in it....

Interviewer Yeah. So when you were buying your.... So is this a new car that you've just bought....

P15 Brand new....Yeah.

Interviewer So when you were buying the car, were you looking for these kinds of systems in the car?

P15 I'm afraid, I'm a bit of a gadget freak so.... Yes, I do enjoy gadgets and...yeah...but some of them you use don't you and some you don't use... So, yeah...

Interviewer So when you were.... when you were buying the car, did the.... did the people in the dealership tell you about all these sorts of systems...

P15 Oh yeah...Yes. And that was... you know,... I'm afraid I was tempted...and erm...signed on the dotted line.....

Interviewer So were you....the sort of the speed limiting system, was that something that you'd wanted in the car....

P15 Oh No, no, no, no. That wasn't er...no...erm...it's... just the sort of general er.... I mean it's full of er.... full of stuff and er.... big screen and...that's....

Interviewer Yeah. So what what was it that sold you on the car that you got, what was the gadget that you....

P15 This is a hybrid and the previous one, which was exactly the same but without the total gadgetry that this one has got... er...was just a normal petrol and it was very thirsty.... So hopefully this one's going to save me. Well, it's cost an awful lot of money to buy but er.... it will save me on fuel costs so....

Interviewer Yeah. So fuel efficiency was an important part of it.

P15 Absolutely.

Interviewer So did they did the dealership tell you about the speed limiting system when you were buying it?

P15 No, I don't think they did. No, no. I don't think that was one of their priorities so....

Interviewer That wasn't one of the things they were trying to sell you on

P15 Not the sales point I don't think....

Interviewer So how did you.... how did you find the system? Did you just find it when you were looking through the settings....

P15 Yeah I.....you know, you go....the manual...was about this thick. Erm... and I waded through that and thought oh well I'll try this....and try that and....I'm still trying, I mean I've... I'm on a forum and I keep asking questions on there cos I can't find the answers so....

Interviewer Yeah, yeah. I don't think everybody reads the manual. So you've done well if you wade through the manual, I think.

P15 Well, it's going to be another wade through today, I think.

Interviewer So was the erm....the speed limiting system, was that turned on when you first got in the car or did you have to go and....

P15 No, you had to turn it on...yeah

Interviewer And how did you find the system around sort of setting it up and....

P15 Oh it's easy.... it's just a...well tick a box.... And that's it, you know. Finding the box is not that easy, but once you've.... got there....

Interviewer ...but you had to go looking for it yourself to try it.

P15 You had to look for it, yeah.

Interviewer So did you just sort of go in and turn the system on and then have a go with it? And then I think, was it just the one journey you've tried,

P15 it was just really the one journey and then I switched it off.... after trying it...

Interviewer And how do you think in the future....Do you think you're likely to trial it again or do you think you....

P15 I'll try it again, yeah... Erm...Possibly for continental driving where you're..... you know, you've got different speed limits and things so.... and erm..., they can be quite hot on speeding there....

Interviewer Yeah. So it sounds like you you'd use it for a very specific number of journeys. It doesn't sound like a system you'll be using generally.

P15 No, you're absolutely right. Yeah.

Interviewer Yeah. And it's something that you would tie in with not getting caught speeding. Would you .....would you ever use it for or see it as a more of a safety thing? Do you think it would have any impact on the safety of your driving?

P15 No, I don't think so? I don't think so erm.... because as I said earlier I'm not a erm.... I'm not a real speeder...I'm not a boy racer or anything....well over that (laughs)...

Interviewer Is there any other information or anything that you would have wanted from the dealership when you were getting the car? Or did they give you as much as you....

P15 Well, as much as they knew, I think because it was new to them as well. So erm.... yeah, no I got....what I wanted. We had a good run through when I picked it up and.... got all the basics and then it's the.... The finer points then that you get from the manual so....

Interviewer Did you get a chance to try the car out before you bought it?

P15 I did....I did but then you don't .....get a chance really to try all the gadgetry and stuff. It's just sort of the basics and....

Interviewer Yeah, I suppose there's so much in cars now. It would be very difficult to go through everything wouldn't it?

P15 It's incredible....well, this is being leased and I think it'll...for three years, and I think it'll take me three years to get through....

Interviewer you'll just be getting to grips with it and then you'll be getting a new one...

P15 yes...

Interviewer So I'm just going to go through some options around how they could set up speed limiters in cars. So yours is a system where you go and you turn it on and as you say, you've turned, you would use it for very specific journeys.

P15 Well, there are two.... two speed limiters if you like. There's this automated one which will not allow you to go over the speed limit. And then there's a built in...it's associated with the cruise control, you can either have cruise control or speed limiter...... which will basically stop you going over the speed limit unless in an emergency you stick your foot down ....and then there's the other one, which is associated with the satnav, where it visually indicates whether you're over the speed limit or not...

Interviewer Yeah....So the limit.... the limiting automatic one, so you would only use that for specific journeys. Would you have the advisory one on all the time, the one that just tells you when you're going over the speed limit...

P15 the visual one I have on all the time

Interviewer Yeah.....So one of the one of the ideas for encouraging people to use the limiting systems, so that's the.... sort of one that does actually slow you down is to make it very hard to turn off. So almost to force people to have it on in the car. How would you.... how would you feel about that...

P15 I would be finding er.... ideas on the internet, how to turn it off (laughs)....

Interviewer Yes. So you would be very against having it forced on.

P15 I wouldn't like that at all. No... I know it might come..... But er.... yeah, no I wouldn't be very happy with it.

Interviewer Yeah. How would you feel do you think if they started having that kind of system in all cars and you couldn't turn it off?

P15 Well, we'd be forced to use it wouldn't we erm....and that would be the end of the story, really, unless there was a way of overriding it but...then like it... you know, if you did that, you'd get another fine for overriding it so....

Interviewer Yes. So you wouldn't like that kind of thing, but....

P15 certainly not...

Interviewer no. And you mentioned that your... your system lets you put a little bit of allowance over the speed limit I think...

P15 it does...five miles an hour....it's actually five miles an hour plus or minus so you could put it....5 miles below so....

Interviewer Do you find that useful to have that bit of being able to.... flexibility....

P15 Again, I haven't really.... had it long enough to...play around with that I'm afraid.... yeah...

Interviewer Erm.... so if they started rolling out these systems in all cars, so say it was, I know you wouldn't like it if you couldn't switch it off, but if it was a system that was just in all cars and you could carry on, you know, turning it on and off as you wanted....how would you feel about that...

P15 I think that would be a fair deal....yeah...

Interviewer Do you think it would.... It's a system that could make driving safer in general.

P15 I don't know. I mean, they say speed kills, but it's the driver, really isn't it...., you know who.... if you do 100 miles an hour on the motorway or.... you're risking other people's lives erm....and your own... all modern cars are capable of.... that sort of speed these days so.... or near that sort of speed... but the limit's 70 or....60, 50 or 20 or whatever it is...., yeah so....

Interviewer Do you think there's sort of groups of drivers where having a system that would limit their speed would be.... erm....a good thing

P15 sometimes (laughs)....

Interviewer who are those sorts of drivers, do you think?

P15 I rode a motorbike for quite a long time. In fact I've still got one but er.... and I belong to a club where there are some real lunatics in it erm.... and they risk life and limb every time they go out.... and other people you know.... I would never join them (laughs)....

Interviewer I suppose the thing is those those kinds of groups of drivers, would they be likely to use a speed limiting system, I suppose would be the thing there wouldn't it....

P15 they wouldn't use it..... But if it was forced on them, they wouldn't have any option so....

Interviewer So in that sense, a speed limiting system could make people safer drivers, but it would kind of be a more enforced....

P15 Yeah, yes, it would (laughs)...

Interviewer Yeah, it's difficult, isn't it, to slow people down who drive quickly...

P15 It would make second hand car prices rocket and.... certainly secondhand motorbikes would...rocket in price, yeah....

Interviewer So..... I know you haven't had chance to use your system very much, but so if it was a system that was in cars more generally, what do you think would encourage people to use the limiting system a bit more? Do you think there's any incentives or any information that would encourage people to use them?

P15 I suppose the only thing that would would possibly be higher... higher fines for exceeding the speed limit. But then you've got high fines.... fines now for.... use of mobile phones. People still use mobile phones.... I mean, you see it every day.

Interviewer I suppose that's enforcement then, isn't it, because the fines are there, but maybe they're not giving them out as much yet?

P15 Well, I live in (area name) and there is no erm.,... road traffic unit here now...it's all done by (place name) and (place name)... which is miles away erm.... you know it's erm.... yeah, you don't often see a traffic car on the road these days...

Interviewer Yeah. So it's..... to encourage people to use the system it would be a case of making the enforcement of speeding fines....

P15 I think so.

Interviewer Yeah, because as you as you said, you would be using the system to keep you below the speed limit to avoid the fines so....

P15 Yeah, yeah. Well, it's not.... it's not just the fines, it's the penalty points and er... and penalty points are not prizes (laughs).....

Interviewer No, they're definitely not....

P15 especially to insurance companies.... any excuse.... to put your fees up....

Interviewer Yeah. So the... the incentives to use the system would be through that kind of penalty system,

P15 a penalty, a severe penalty system yes....

Interviewer Are there any other incentives or information that you think might encourage people to use it....

P15 Erm...there is a safety aspect, I suppose but erm.... but I don't think the average driver would think .....possibly about the safety angle.... unless...sort of 30's...30 miles an hour is...erm...

Interviewer Yeah, it sort of feels like the safety aspect you would relate to drivers who maybe were driving.... more prone to be speeding...... and they're a tough nut to crack.

P15 Very tough, especially when there's nobody around to stop them.

Interviewer So again, it's the penalty system, isn't it?

P15 penalty system and lack of....erm... You know, police, traffic police, yeah....

Interviewer Yeah, yeah, well, that's great. I've asked you all of my questions....