Interviewer So if you just start off by telling me about the system that you've got in your car, what it's called and how it works.

P6 I've got no idea what it's called. I drive a Jaguar I-Pace, which is an electric car, so I'm assuming it's some kind of Jaguar system so I can either limit my speed or I can set it as a..... automatic .... I don't know what they're called....it just sets it to a limit and it just cruises along at that limit.... of the two, my preference is to set it at the speed limit and let it drive itself. Erm...although I do use the speed limiter when I'm in things like erm....motorway roadworks, so I can't go over that speed limit, but I'm able to decelerate and it won't cut out....

Interviewer So is that.... is that.... do you set it to that limit or does it recognise the speed limit and...change it

P6 both....it tells me what the speed limit is in the area that I'm in... And I think because I am such a Luddite, I use it the old fashioned way and set it. The car can do far more than I'm aware of. It comes with a lesson plan, so you actually book a lesson on how to... how to get the maximum out of the car. That being said, I am...I just want a car that's going to get me from A to B......this this car is way, way, but it does more than I can possibly begin to use. So I don't believe that I'm using the system correctly. So I think it tells me what the speed limit is wherever I am, because it's constantly under satellite surveillance, which is great.... So I know what the speed limit is and I'm sure it manages it itself, but I don't let it do that.

Interviewer OK, so it's got more systems in the car than, you know how to use. Did you say it comes with you.... You have to have a lesson or something for....

P6 yeah...you have to book. ....You have to book some time with a Jaguar expert who tells you everything that the car can do. I think it's got something ridiculous, like 20 gigabytes of SIM....with the car that I don't pay for, it's all included. So I can Google whatever I want and it'll get me there and it tells me where I am and what's happening and they can find me if I'm in a ditch somewhere.

Interviewer So have you..... Have you had that lesson then?

P6 I had half of the lesson and then I was supposed.... because it all links to apps.... So there's an app for your charging so I can program the car to charge for a specific period of time, which is a nightmare if you then want to charge, say you went to the supermarket and there was a charging point free.... if it wasn't between the hours of one and six in the morning it won't accept the charge. So you have to then unprogramme it. So I've had the lesson to answer your question.....but then you're supposed to link to a Jaguar app....I won't bore you with the details..... But log-ins and I've just not got round to checking the log-in for it...I've had the car for 18 months and I've still not finished it.....

Interviewer So it's quite complicated then to...you're sort of aware that there's some systems in your car, but you're not sure how to use them the most effectively.

P6 Yeah...I set up the keys ones around the charging. But yeah, the speed limiter, it tells me, obviously, when.... it tells me when a speed camera is switched on. So it beeps for.... you're not supposed to call them speed cameras are you.... safety cameras.... Which is why I use the speed limiter because I know the stretches of road near where I live, where they do tend to be on at certain points.

Interviewer So does that mean that you are sort of using the speed limiter system really as a way to make sure you're not being caught by the speed cameras?

P6 Er...it's a way of not being done for speeding. Yeah, absolutely.

Interviewer So that's your main motivation for using it. Do you have any... is there....Are there any safety issues around...using it

P6 for me, there are safety issues around, if a speed limit is set...it's set for a reason. So outside a school, say, 20 mile an hour, I don't want to run the risk of injuring or damaging somebody. The car is.... it tells you if you're in danger of a collision and it slams the brakes on. Which is a little bit scary...as I say this is quite a...an advanced car. So it has safety elements built into the software in the car. It's my self-perception of..... I don't need to speed, and certainly.... it's not just about the points and the speed awareness course that my husband's done twice. It's not about that. It's about being responsible on the road.

Interviewer Yeah, yeah. So it's kind of got the two aspects of it. It's got the safety aspect. And then also the..... not getting a speeding ticket. So it sounds like it's part of a lot of other systems....the speed limiter. So when you've got the.... do you use the speed limit on particular types of journeys.... when are you using it?

P6 I use the speed limiter, particularly on motorway roadworks, where it's an average speed camera.... and I know that there's work force in the road because for me, that's the safety element of it. I use it around built up areas where there's high pedestrian traffic or parked cars and there's likelihood of bikes and things like that.... trying to negotiate all of that. And that tends to be about the only time that I do use the speed limiter, to be honest.

Interviewer And are you using that then with the other, the other, more automated driving systems as well?

P6 One or the other.... So I either use what is it called ....cruise control...yeah...So I use cruise control when I'm on the motorway and there's no roadworks, so I can just set it, sit on the first lane and just have a casual and relaxed, long journey. The speed limiter tends to be about town, built up areas..... because obviously if you touch the brake with cruise control it switches it off, whereas the speed limiter you can brake and speed up and slow down and speed down and slow down.....

Interviewer So if you're using cruise control in a built up area, then it's keeping on..... going on and off.

P6 Yeah.

Interviewer Have you found any disadvantages when you're using the speed limiting system? Is there anything you don't like about the system?

P6 The urgent need to speed up to avoid something or erm.... That seems to be about the only one.

Interviewer And do you find that you have to.... There are occasions where you've had to do that.

P6 A couple of times..... I mean, it's basic advanced driving techniques, isn't it? You speed out of a hazard rather than slowing down. And a couple of times that it's either been.... a pram coming out or something like that.... and that's frustrating because it's resulted in an emergency stop.

Interviewer Yeah. Do you find erm.... So when you were presumably in those, those occasions, you're having to override the system...

P6 Yeah, but I'm...it's that Luddite mentality..... I'm not really that sure about how to do it quickly.... So I just stop.....

Interviewer OK. So, you're not... you're not really overriding the system. You're more just doing an emergency...stop. Cos I think that is something that people do worry about with the when they don't have the system, they sort of think about the situations where the speed limiter might be disadvantageous, like speeding out of a....

P6 a hazard or something like that... yeah, yeah,

Interviewer but you you you haven't really been overriding it, you've just been stopping...

P6 stopping yeah... which is counterproductive or counterintuitive.

Interviewer And so... are there any other.... is there anything else that you sort of like about the system or dislike about the system other than what you've....You've said so there's the safety and the.... not getting a speeding ticket.

P6 Erm.... I think it takes the worry out of monitoring your speed.....it's just that.... hassle free driving isn't it. ....Let's make that whole experience.... because the roads are so busy ....you just want the driving experience to be calmer. Erm.... obviously, electric cars are automatic..... So that's one less thing to worry about. You know, you're not changing gears all the time, and it is just like minimum effort driving.

Interviewer Yeah, it's sort of a move towards the more automated driving, isn't it?

P6 Yes. Yeah.

Interviewer And how do you find the system to turn on and off and to to sort of fiddle around with, do you find it OK for...doing that...

P6 it's the same button for cruise control or speed limiter So you do have to be clear about what you're asking the car to do. So it's on the steering wheel and it is a button. But you have to check what you've set it to...,you think that you've set it to limiter.... and when it is on limiter, It says...LIM... so it tells you you're on limiter but you're having to check... Sometimes you go onto cruise control and you have to keep flipping backwards and forwards so it's a bit fiddly. It's not the greatest in the car.....

Interviewer No. And did it take you a while to get used to it.... You know, you said there was a lot in the beginning and you hadn't had the lesson. Did you find it easy to set up in the first place or did it take you a while to...

P6 It took me a while to figure out what was what. With my.... I had a BMW before this one, and it was a lot more simple with that one. So it did take me a while to figure it all out....yes absolutely....

Interviewer Did that car have a similar speed limiting system or was....

P6 it wasn't as complex, I think, from memory because it's been gone a while now, but from memory, I think it was two different settings, different buttons, one one way, one the other. Whereas this is the same, it's the same button.

Interviewer Yeah, right. So you've got to sort of distinguish the two. So just thinking about when you bought the car that you've got now erm.... what prompted you to get that car and what did the.... did these driving systems have anything to do with the reason you went for the car that you went for?

P6 The reason I went for the car that I went for is that it's leased through work and it's got zero benefits in kind attached to it, and I would never be able to afford to buy a car like that.... it was too good an opportunity. It was costing me less to run this car being electric and it's leased so all my insurance, MOTs, everything is all included in that. I chose it..... It was between that or it was a Mercedes EQC, and no..... technology had got absolutely nothing to do with it. It was more the reviews around performance, comfort, safety...erm...in fact I was a bit sort of oooh.... When I realised exactly how much was involved in it,.... I'm okay with it now because I've had it for 18 months, but it's quite complex......yeah, it's like having a computer. It's exactly the same as having a laptop but in your car...., lots of icons and scrolling and the big screen....and yeah...

Interviewer ...and especially if you need a lesson to get used to using the car. So it wasn't it wasn't a part of your choice for going for the car. And actually, it was something that was a little bit of a lot in the beginning. Did they erm....Did it ....was this .....was the speed limiting, .....were you aware of that as being a particular thing or was it just sort of the general driving system?

P6 I was aware it was cruise control and therefore assumed that the speed limiter was part of that package.

Interviewer And did you know that it was a sort of system that would slow you down if you went over the speed limit...

P6 Yes. Yes, I did. Yeah.

Interviewer How do you how do you find it when it does slow you down, does it...

P6 Initially, I start pushing the accelerator a bit more erm.... but then it just.... you just remember what's going on and you just relax a bit.

Interviewer Yeah, because I suppose when the car starts doing things for you at first, it must be a bit... little bit Off-putting sometimes.

P6 Yes (laughs)...

Interviewer So did they.... When you when you got the car, did they give you plenty of information about all the systems or do they do this through this lesson?

P6 They do it through that lesson. You get a handbook obviously. You can google everything these days, but if you don't know what you don't know, you don't know what to Google do you....

Interviewer was the handbook useful...to see it in that format....

P6 No.....I don't learn like that. I don't learn by reading handbooks. I learn... talk me through it.... I'm a kinesthetic learner, so you have to tell me these things.... I absorb so much through conversation.

Interviewer Did they give you any sort of practical demonstrations of anything?

P6 It was literally just delivered off the back of a pickup truck. It sounds quite dodgy, doesn't it? But no, it was. It was literally just delivered..... And because I'd arranged to have it through a leasing scheme, I hadn't even had the benefit of a showroom demonstration or a test drive or any of that. I could have done..... I could have gone to any Jaguar dealership and asked for a test drive of an I-Pace.... which I did do with the Mercedes, but for some reason, I don't know why I didn't do it with the Jaguar.... I think it's because the reviews were so good..... and the battery range was higher....Longer....because that's the key thing when you buy an electric car is how.... how far can it go.... before you have to start pushing (laughs)....

Interviewer Your considerations were different considerations. So you weren't sort of thinking about this aspect of it as much.

P6 Yeah.

Interviewer And have.... So going from when you first got it and thinking sort of around the speed limiting system, have any of your opinions towards it changed through using it? Like, have you become more favourable to it or less or just.... The same....

P6 I think it's the same. I think, you know, it is a useful option to have in the car....for all of the reasons that I've just said. It's... it is a lovely driving experience, the car itself, so everything that I now know it can do is just a bonus.

Interviewer Yeah. And just sort of thinking about the different options for having a speed limiter system in the car. So it sounds like yours is a system where you go and you turn it on. ....Yourself. So there's other ways that people have thought about putting them in the car, which would be that they were automatically on and then it would almost be the other way round you had to find out how to turn it off.

P6 (laughs)...Oh, that would be frustrating, wouldn't it....

Interviewer Yeah. Well, that's what I was going to ask. How would you feel? Because I think they're thinking well they'll encourage people to use it if they do it that way. But how how would you feel if that was.....

P6 it would take me so long to figure out how to turn it off, it would drive me mad. I don't think I'd like that.

Interviewer Yeah. So you wouldn't want it to be a system that was on all the time.

P6 No, I don't think I would, no.....

Interviewer because there's particular journeys are there where you wouldn't use the limiting system at all. Could you just tell me, you've probably already said, but what are those journeys where you wouldn't use....

P6 it tends to be when I'm doing a lot of motorway driving and I know there's no roadworks or if I'm on the motorway, I will put the cruise control on until I hit the roadworks and then I switch over to speed limiter.

Interviewer Yeah. So those things are very much alternatives.

P6 Yeah, it's whether I'm stopping and starting a lot.

Interviewer Yeah. Do you ever drive with neither system on or do you always have one or the other?

P6 No, I always have one or the other. That's a really interesting question. And you've said that and actually, I've always got one or the other on yeah.....

Interviewer So you are always driving with a sort of limiting system on. It's just the one either where you're choosing it or where it's detecting the speed limit isn't it.

P6 Yeah. Yeah.

Interviewer So you obviously do find that system generally useful because they're related, aren't they?

P6 Yeah.

Interviewer So you've got something that comes up on the dashboard that tells you the speed limit as well.... is that right...

P6 Yeah..... So the satnav tells you what the speed limit is. It tells you when the safety camera's off and then you get messages up to say...on my dashboard in front of me, I've got a little map. ....Got my speed..... I got erm.... the speed limit in the area that I'm in, which is reflected on the map as well. And it tells me whether I'm on limiter. And then if it's on cruise control, it's a different icon.

Interviewer And do you do you find .....Does it tell you sort of visually if you've gone over the speed limit as well or it doesn't matter, I suppose, if it's always limiting, your speed...

P6 No, it doesn't. You won't let....it won't let you over the speed limit. If you're in cruise control, you would set it to the speed limit. If you're on limiter it's set to the speed limit....

Interviewer yeah, so you're never.... you're never needing that warning about you going over....

P6 No....What is interesting is that I've worked out that the calibration of the speed limit in the car appears to be two miles an hour faster than the flashing signs tell me I'm doing.... So I set it at two miles an hour more than the speed limit because I know I've got that, that flex.

Interviewer Yeah, there's a little bit of an allowance around the speed limit, so it's not dropping you immediately on there..... and is that something that you've set up.

P6 No, I've just noticed it over time. So I just.... accommodate it, really?

Interviewer .... do you find that useful to have that little bit of allowance around....

P6 yeah, it's a safety net, isn't it....

Interviewer And have you driven cars before this one that had like an advisory system....So if you went over the speed limit, it would flash a warning at you, but it wouldn't do anything.

P6 No. The last car I had that had erm... cruise control and speed limits was exactly the same.

Interviewer because I think some people are sort of driving with the advisory systems in the car. And sometimes it's.... it'll either flash up a warning or it'll even set off an alarm or something like that.

P6 I get the alarm when I'm close to collision......which is terrifying.

Interviewer So..... It sounds like generally you're using these systems a lot and you're generally favourable.... to using these systems... What do you think of.... of a national roll out of intelligent speed assistance systems? So it would be ....they would start to be compulsory in all new cars? What would you think of that....

P6 I think it would be great. I think it would be great and..... How would you make people use them is my first question.... because the temptation to speed when you've got somebody sitting so close to your back bumper..... Trying to force you to speed up. I find that so difficult to manage, but you just have to switch off from it, don't you? If it's on the motorway they can pull over....

Interviewer Yeah. So is that something you find because you've got the limiting system in your car that you are.... because it's pulling you back to the speed limit that you find you're feeling pressure from people behind who aren't?

P6 Yeah, very much so, especially when you've got the motorway roadworks and you move out into the middle lane to overtake somebody who's clearly not set at 50 or whatever.....and then somebody else they've got to be doing 60 in the 50, and that's their choice..... If they want to run the risk of that, erm.... up behind you, shifting you, telling you to speed up, but you're overtaking and because you're overtaking within the speed limit, you're doing it more slowly.....yeah, I find that quite challenging. But yeah, suck it up and ignore them.

Interviewer But then, as you're saying, if everybody had the system in the car and everybody was using it, then everybody would just stick to the....

P6 And I think traffic would flow much better you know... that was the whole point of those smart motorways, wasn't it... was try to maintain traffic flow.....

Interviewer Yeah. But then, as you say, so it's a good idea to have it compulsory.... But then, as you say, it's how you get people to actually then....

P6 to use them....

Interviewer because what would you think about a system where it was compulsory in new cars and it was compulsory to have on in the cars....

P6 Well, I wouldn't have a problem with that because I use mine erm....but I would want it to be in control of it rather than.... it being in control of me.

Interviewer Yeah. So you, you do...... Having the option to turn it off is still important, isn't it?

P6 Yes. Yeah, very much so.

Interviewer So what.... How do you think you would encourage people to to use the system if it was in all cars? What do you think? I mean, it could be sort of information or it could be incentives. How do you think.....a roll-out would....

P6 Do you want me to be honest and really harsh? I would.... I would find a way of assessing after accident, whether it was switched on.... and if it wasn't .....that the insurance is void. I'd be that harsh, you know, like the black boxes that they have for new drivers. ....That monitor the driving, something like that....

Interviewer So sort of through the insurance companies, would....

P6 yeah,

Interviewer yeah, is there anything sort of that you think manufacturers could do or dealers could do?

P6 I think manufacturers could build that black box technology in with the speed limiting stuff,....

Interviewer so almost a check that you're using.

P6 Yeah... And then if it's an accident, whoever is at fault, if the limiter or cruise control is not being used ....then the insurance is void,.... the same as it is with a new driver, where they break the speed limit.....Same principle isn't it....

Interviewer Do you think there's any particular sort of information or way of giving information that would be.....Useful to people to encourage them....or to see the benefits of using their system,

P6 the insurance benefit, for me... that would be one of the biggest incentives. How to get that information across, I hate to say it, but social media..... that's the only way that I found out that the highway code's changed. I hate social media. I hate social media but.... We're all on it, aren't we....

Interviewer Do you think there would be particular types of drivers who would be very anti-using a speed limiting system?

P6 Yeah. ...

Interviewer What kind of drivers, do you think....

P6 Can I be stereotypical? I think young women who think they're quite clever. If I were to define their socioeconomic group, I would say, well, occupation.... sales reps. I'm of an age where, you know...the 80s sales rep mentality....Toe curling..... men..... Full stop. You know, my husband got done in the same.... by the same speed camera twice. I mean, you've got to go some to not know it's there the second time haven't you...but he did. He got done twice by the same speed camera. I wouldn't say older people, necessarily, in fact they go too far...they're unsafe because they're driving too slowly. But yeah....

Interviewer and as you were saying, it's your car's quite complicated to know how to use it. I wonder if that has an impact on people in using these systems.

P6 Yes, I think that's a valid point. Yeah.... But I know how to set my speed limiter and I know how to set my cruise control......I'm sure I don't use it correctly. I'm sure it's not set up correctly. But I know how to switch it on and off.

Interviewer and it works for what you want to use it for....

P6 Yes, absolutely.

Interviewer So has your husband thought about getting a system like that, as you were saying he....

P6 He's got one (laughs)....he doesn't use.... I think he uses cruise control, but I don't..... I don't believe for one minute he uses the speed limiter.

Interviewer And does it.... does it do you know why or.... What is it.... Does he enjoy you sort of just driving without it on do you know....

P6 I don't know. It's not a conversation we've ever had. I don't know. But cruise control..... Is an easy thing for men to use isn't it.... because they can stick it on and just drive, whereas.... the speed limiter....

Interviewer well anyway, that's great, that's all my questions. Is there any.... is there anything else that you... you can say about the ISA system or anything....

P6 no, I don't think so.