Interviewer So you you haven't got an intelligent speed assistance system in your car? That's right, isn't it?

M18 That's correct.... yeah...

Interviewer So do you know how they work?

M18 Er...well just roughly I guess, that it can stop you going over a certain speed.

Interviewer Yes. So if you go if you go over the speed limit, they've got cameras on the car that pick up the road signs and they use GPS. So if you go over the speed limit, it will just gently slow the car back down by cutting the fuel. And then if you wanted to go over the speed limit, you can press your foot down on the accelerator and the car will accelerate out. So from that description, what are your impressions of the system....what do you think of it?

M18 Well it's.... it all seems a.... a fairly sensible and good idea really.... stop people from speeding. It's difficult to argue against it really, other than.... I suppose, the civil liberties er....might be...would be against it.

Interviewer Is that something that you would think, or is that something you think other people would think about it?

M18 I think I might have.... thought that way when I was younger, nowadays I just.... I would be OK with it, really.

Interviewer OK, so you feel like your attitudes have changed over the years of driving?

M18 It's a bit like when they introduced the erm....the safety belt, they made that compulsory. I think lots of people were...were against it...... nowadays, I think....people don't think anything of having to do it and just do it automatically. It would.... so that eventually comes with something like that I would think.

Interviewer Yeah. So it's something people would get used to?

M18 Yeah.

Interviewer So do you think that there's certain types of driving where a speed limiting system would be more useful than other types of driving?

M18 Probably mostly on the motorways I would guess, it's just a guess, I mean.....yeah...

Interviewer Is that because it's a faster road....

M18 Seems to be from my experience.

Interviewer And so you can press down harder on the accelerator and that will override the system. Do you have any thoughts about the override system and whether that's something that you think is important?

M18 I suppose there are some circumstances where you might need to speed to avoid an accident, or... you might just need a short burst just to....overtake something, or if you're late for...running late for something, just for a short while. That's the only....occasion I think you might need to use it

Interviewer So if you had the system in your car, would you want to be able to override it if you wanted to?

M18 I would think I would want it, yes, I mean....yeah

Interviewer So in situation where you needed a short burst of speed if something happened. Do you think you would use it very often...

M18 No, not at all.

Interviewer So if you had speed assistance system in your car, do you think that you would use it because they tend to be systems you can turn on and off at the moment? Do you think it would be something you would use?

M18 Yes, I think I would because I mean... I think there's been a couple of occasions where I've been.....caught speeding...and I didn't....didn't really think I was...or I didn't.... I think I had been speeding just a.... I just managed to.... slip over the speed limit in the wrong place at the wrong time....and being caught is quite a....having to pay the fine and on one occasion I did the...the speed awareness course just to avoid the fine....

Interviewer So you've done a speed awareness course. So an advantage of the system would be that it would avoid those situations where you accidentally went over the speed limit.

M18 I think..... Yeah, that would be the...the main advantage to me I would.... I would think, yeah....

Interviewer Do you think that generally that is the main advantage...to avoid being caught speeding? Do you think there's any safety aspects....

M18 Well, I think.... speeding is one of the causes of accidents so those would be reduced I would imagine.... which would have er....other consequences for the hospitals and NHS...they wouldn't be spending so much money on.... patching people up or..... having to scrap people off the roads or whatever....

Interviewer So it would have the joint benefits of safety, but also from a driver's point of view, not getting speeding fines....

M18 yeah and not being in accidents and yeah.....

Interviewer So I think you said that you sort of you had some speeding things, was that through not noticing the speed limits....

M18 Through... well one, I wasn't aware there was a speed limit at that particular point and...., I just happened to be slightly over the speed limit. On the other occasion I knew there was a... a speed limit enforced but I just ....accidentally slipped over for.... a short while, and I was caught by a speeding camera....

Interviewer So the override system, which is the one where you press down and you speed away, do you think that would you have any reservations about that system or would you be quite happy that that is something that's there in case you want to go faster?

M18 So it would be a good idea to have some sort of limits on how long you could.... press it for. So you could only like..... 30 seconds or a minute or whatever, but..... you.... I would want some sort of sort of system where you couldn't just....override it continually for the whole journey. That wouldn't.... seem to make much sense.

Interviewer So it's good to have the override system, but some facility, so it's not being used all of the time.

M18 Yeah.

Interviewer So I think one way would be, if you did override the system, after a while, it would have give a warning.... like an audible alarm to say that you were continuously overriding it. Do you think something like that would be good to encourage people to stop overriding after a while....

M18 Well, I suppose it might.... stop some people... other people would just.... would just ignore it and just carry on I would guess.... so there would be some...some benefits.... but some people would just... just ignore it and carry on.

Interviewer So at the moment, the system is something you can turn on and off. You can put it on for some journeys and turn it off for others or you can have it on all the time. If you had the system in your car, how do you think you would use it? Would you have it on for certain journeys or would you just have it on all the time?

M18 I would think once it was there, I would just switch it on and leave it on, rather than having to.... remember all the time to switch it on and switch it off. I'd just leave it on, I think.

Interviewer So if you were buying a car now and it had an intelligent speed assistance system in the car, how would that make you feel about the car? Would it make you more likely to buy, it less likely or would it not make any difference?

M18 I don't think it would be any sort of deciding factor. It wouldn't make me more likely or less likely to buy the car.

Interviewer Would it bother you that it was in the car or would you be happy it was in the car?

M18 It wouldn't.... it wouldn't bother me, no and it wouldn't make me happy really...I just...

Interviewer yeah, it would just be something that was in the car that....

M18 if it just happened to be in the car I'd picked..... that wouldn't make any difference to whether I'd go with it or not....

Interviewer So sometimes cars have speed limiters in as standard and sometimes you have to pay to have these kinds of systems put in. I presume from what you've said that you wouldn't pay extra.... but if it was there, it wouldn't put you off the car.

M18 Yeah, I mean, well how much are we talking about to have it put in

Interviewer I think sometimes it could be a couple of thousand or something like that in some of the...but it would depend on the manufacturer I would think....

M18 I wouldn't be paying that much to have it put in... No.

Interviewer What would be the main deciding factor when you buy a new car....

M18 Nowadays, it tends to be the sort of running costs, really. I'm getting to the stage where I just ....tend to buy second hand cars, really and.... so it's mainly the running costs....

Interviewer And if you were getting a car, so second hand, so it had this system in the car. Is there any information or anything that you would want to know about the system before you started to drive the car?

M18 I'd just want to know how it operates...and if it could be switched on and off and.... that would be it really.... I'd just pick anything up from the manual...which I presume there would be.

Interviewer Are you alright with manuals and things, are you quite good at picking things up from?

M18 Well, I tend to like to take my time and just .... figure them out for myself.... I think that...I usually tend to learn better that way rather than just being... being told something because, you know, you can just tend to forget I find....

Interviewer So if you go and have a go with it yourself....

M18 Yeah, it's better to find out yourself.

Interviewer So the system is something you can turn on and off. But if it was a if it was a system where it was just on automatically and you couldn't turn it off. So it was it was sort of a default on thing. How would that make you feel about it?

M18 Well, as I've said I would... I would just leave it on so that I would be fine with that....

Interviewer Yeah, so you would be you'd be fine with it. Do you think there would be drivers who would dislike having this kind of system in their car?

M18 I'm sure there would be plenty, yeah.... who just don't want anything to restrict them from doing what they want to do.

Interviewer What kind of drivers do you think they would be........

M18 Well, I suppose it would be people who drive a lot or drive for a living.... like sort of...the salesperson or someone like that..... they will see it as a ....sort of restriction on their ability to to make a living, I would think.

Interviewer So part of that would be that they need to go faster because it's a work related type of driving.

M18 Yeah...and they're spending so much time in the car, yeah...

Interviewer And do you have any warning things in your car if you go over the speed limit? Does it flash up a warning to say you're going over the speed limit or does it give you any sort of audible warning....

M18 I have a satnav and that's.....that does something, but I don't always have the SatNav switched on....so that does give a warning if you're in a....you're going over the speed limit....it also warns you if you're..... in a spot where there's usually speed cameras as well.

Interviewer So do you find that kind of thing useful, to have that warning if you are going over the speed limit?

M18 If it's an audible warning, then yes, but if you're having to look at the.... the monitor all the time just to check then it's no....that could be distracting as well...taking your eye off the road.

Interviewer So the audible warning you find the most useful.

M18 Yeah.

Interviewer So if you were driving with that system on and it told you you were going over the speed limit and gave you an audible warning, would that slow you down?

M18 I think it would, yeah....

Interviewer So comparing the warning system and the one that actually slows the car down, which do you think you would prefer in your car? Just a warning or one that actually did the slowing down for you.

M18 I think if I....if I had to pick one, it would be the.... the system that slows you down then you're not having to... to read it yourself....you'd be doing it in time....

Interviewer So you prefer the one that would actually do the slowing down for you....

M18 Yeah. That would be my preference, yeah.

Interviewer So that you can just leave all that to the car to do for you?

M18 Yeah. It would be something you don't have to think about yourself. It's just... you just leave it to the car as you said....

Interviewer Do you have any kinds of driver assist systems in your car?

M18 No, I don't think I do, no....

Interviewer Cos there's quite a lot of different things that cars can do these days. How do you feel about that sort of move towards the car doing things for you?

M18 Well, at the moment, I still prefer to do things as... myself really..... I mean, I know, my sister has a car that... that parks itself but.... just prefer to do it myself really.... at the moment.

Interviewer Is that because you don't completely trust that those things are accurate at the moment, do you think or do you just like to do that for yourself?

M18 I suppose there is a matter of trust yeah....

Interviewer So if they started to put speed limiting systems into cars generally, so it became compulsory in new cars to put in a speed limiting system. Do you think that that would be good? Would you be in favour of that?

M18 Overall, yeah, I mean...unless it's going to.... push up the price of the cars quite a bit, I mean, if you're saying it's going to cost money to have it .....put in. Sounds as thought they would.... they would make cars more expensive.

Interviewer OK, so there would be a cost thing....so if it wasn't raising the price of the cars and they just became a standard. Would that change your opinion, then ....

M18 Yeah, I think it would be a good thing, yeah....

Interviewer And how would you have them set up in cars....would you make them a system that people could turn on and off when they wanted? Or would you make it a system that was just on once it was in the car?

M18 Well, for myself, I would just have the system, that was on, and that was it. It only.... just have the opportunity to..... override.... override it for limited periods.

Interviewer So as you were saying, to make it quite a short period where you can override it,.... How would you make it so they could only override for a short amount of time? Would you make it just so that it was a it was only a short burst that they could do? Or would you make it so that there was a warning if they were continuously going over the.....

M18 No, I think I'd go for it.... so it would only be possible to.... do it for a limited period of time.....

Interviewer And do you think if cars had this system, do you think it would make driving safer?

M18 I would imagine so after maybe.... after maybe some, some teething problems initially, I would imagine it would make driving safer with fewer accidents.

Interviewer And what do you think those teething problems would be that you mentioned?

M18 Well just from.... people getting used to it being brought in and.... just generally getting used to the system. I'm not sure what the..... problems might be.

Interviewer So there might be just some issues around when it first came in, but then.....

Speaker yeah....

Speaker So at the moment, because it's a system that you turn on and off, it's an optional system. So how do you think you could encourage people to use it if they had it in their car.

M18 Well, could possibly be......linked to their insurance costs...cos that would indicate that they're less likely to be speeding, which is er..... so that could bring the insurance cost down slightly.

Interviewer OK, so that would be like a financial benefit that you could give people.

M18 I think that would be the main benefit, yeah, for me.

Interviewer Do you think there's any other benefits that you could tell people about, apart from insurance, that you could explain to people, which would make them more likely to use it?

M18 Well, the speeding.... so that...the less risk of accidents through speeding.... so that would be the main....two that I can see at the moment.

Interviewer And how would you tell people about those benefits of insurance and and the safety aspects? Is that best coming when people buy the cars or as a general.....

M18 I think there would have to be a campaign through the....TV adverts or advertising on social media nowadays.....

Interviewer So very much general safety awareness.

M18 Yeah

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

M18 No, I think I think we covered everything...