Interviewer So just to start off with if you just describe the system that you've got in the car so what it's called and how it works....

P4 Yeah, sure. I mean, I so I have a Tesla Model three and it comes with what they call Autopilot, but there are various different kind of levels to it. So at one level, you have what is effectively an adaptive cruise control system, but it actually takes into account like the road signs the speed signs and will keep you within the speed limit. Yeah, you can override it if you so wanted, but the default I have it set to is to set to whatever the the speed limit is.... and that adaptive cruise you still have to steer the car. There is a further option which is called the autopilot, which also does the steering as well. And again, that defaults to setting it to whatever it detects is the speed limit, and it takes the speed limit from the cameras on the car where it will look at whatever the signs are. So I have noticed that when sometimes the satnav thinks it's a 30 mile an hour zone, I live in (city name), but actually a lot of them are now 20 mile an hour zone. It will pick it up mostly most of the time from from the street signs and do that. So that's the system I have in place. So it's not a third party system, it's Tesla's own proprietary system in the car. And like I said, there are a couple of levels. You can have it on adaptive cruise control, which is limited to the speed, or you can have full erm... autopilot, which again, it defaults to whatever the current speed limit is on.... and when you activate it....

Interviewer ok... and how long have you been driving that car with your system?

P4 Yeah. So I bought the car in December or it was delivered in December so since then, and I use it a lot, to be honest, I find it very convenient just to make sure I'm at the right speed, to be honest, all the time. And it's just one less thing to.... the thing about EVs is.....and I'm sure you've been asking quite a few questions about them is..., you know ..., the driving experience, is slightly different... you're using just the one pedal really with the regenerative braking. So whilst, that's all good and well.... it can be a bit of a.... I think the technical term is faff if you're having to continually take your foot on and off all the time, particularly if you've got a heavy foot or whatever. So I think having the erm.... the automatic system to kind of keep the speed appropriate actually takes a lot of that literal legwork away.

Interviewer OK, so just clarify what.... which way you use it, so you don't have the autopilot as much do you, you have it.....

P4 So the Autopilot I'll use only on motorways. Yeah. And the only reason being is because of the collision detection. If you .....you're in (city name) on the main road, it's going crazy all the time with parked cars and stuff like that so I just keep it on the motorway and then we don't have to have a very fraught kind of stop start journey. It will work on street rates??, but it's not advisable to do that. I will very often use the erm... the the adaptive cruise effectively to regulate the speed and keep my speed, at you know, no more than the.... than the limit. A) because to be honest with you in (city name), it's very stop start all the time. And with the one pedal driving on an EV... on, off, on, off all the time, it can be a bit of a pain..... to be fair... the same would apply if you were driving a combustion engine car as well. Erm.... so I find it quite easy that it just does that for me, but also the fact that it defaults, that..... you can change it but I default it in the system..... In the Tesla app, there's like a .... you know a settings basically system setting thing I default it to set it to whatever the current speed limit is. I find that very useful because then I don't go over the speed limit and I live in (city name) and there's cameras absolutely everywhere. And so it's just one less thing that I don't have to worry about. Particularly like I said, the Tesla is quite a fast car as well... it'll accelerate quick, then, because there's no engine noise you often wouldn't know. Oh, you know, gosh, I'm 40 and it's a 30, so actually it prevents that from happening.... erm by maintaining an appropriate speed as well.

Interviewer So do you find it's quite accurate then, with picking up changing speed limits and things?

P4 Yeah, mostly it is. I mean, the one limitation I would say is if it will, when you trigger it, it will default to what the current speed limit is ok. And it's pretty good at that. Yeah...., it will know you're in a 30 mile an hour zone or a 20 mile an hour zone. However, if you've triggered it and you're in a 30 mile an hour and then you say you go to a 50 mile an hour, it won't pick up. It won't change the limit to 50. So then you'll have to either turn it on and off again. Or actually you can just flip you know... you can basically calibrate the speed limit on. And again, I'll just keep it at whatever the speed limit is. And the same applies if you'd calibrated to 50 and then suddenly it was going into a 30. It wouldn't necessarily pick that up. So it's not as smart as it as I guess it could be. Erm... And that again relies on the on the on the camera detection side. But for most of the time, you know it, just it just convenient. And it's one less thing to worry about, and you can just maintain concentration on other things as well.

Interviewer So you find it quite easy to flip between them if it hasn't picked up.

P4 Yeah. So on the.... on the Tesla wheel on the right hand,... there's like these.... sort of erm....not like knobs like wheels... that you can spin.... the right hand side is the one you can flip to change the speed or if that's what you're doing, so that I will just use to change speed and the other things I will do, as well is I will change the distance between the car in front so it keeps the limit, but also a distance but you know.... because sometimes when the default is like literally, you know, like a millimetre behind, which isn't great. So I'll just set the.... use that to kind of set the difference.... the distance between myself and the car in front....

Interviewer So it sounds like you find it useful because you're doing urban driving.

P4 So I find it useful for urban driving. I find it also useful when I'm doing motorway driving, and I'll tell you why, because again, I'll have that on autopilot with the steering. But with the... I know we're talking specifically here about the speed er... recognition. It's just one less thing to worry about right.... and there is a couple of things. One is, you know, particularly the motorways it can be stop, start, stop start and it will pick that up, right...which is great and it keeps the steering in line and..... Yes, you need your hands on the wheel... you couldn't go for asleep in the back basically.... you would need to pay full attention on it, but the speed control thing is very useful for... firstly, just feeling more relaxed. But secondly, actually, to make sure you don't go over the limit again and again, one of the challenges with the EVs ... they accelerate incredibly quickly, particularly the Teslas. And also, you don't know ...there's no sound. Erm...And so this prevents that from happening...., yes, you could override it if you absolutely needed to get away from a meteorite or something like that. But actually, you know, I will keep it at the limit and then I know there's lots of cameras on the motorways..... I'm not in any danger of of getting a ticket and you know.... three points, basically, so I find that very useful....

Interviewer That's an interesting situation where you would need to override it. I've not heard that one before.... to get away from....

P4 Well yeah...it takes.... sometimes it erm....when when I've had it before.....it has detected obstacles that aren't there, you know, so they continually update the software. So once it.... I think they call it phantom breaking. It detected a lor-.... or what will happen.... You know, there might be a lorry one side and then another car and the lorry.... a little bit into the road.... And it kind of is.... So you can override it, by just putting the accelerator down but yeah..... you know the times I've needed to suddenly do 110 miles an hour are zero. I'm not saying there wouldn't happen in the future, but I've not needed to get away from a volcano or anything like that yeah...

Interviewer you've not needed to, to use the override when you've been using it....

P4 no I mean cos the point of having it is to make sure you don't go over the limit. I mean, I'll be very honest with you, you know, I have overridden it to maybe 75 before you know... and I ....you know, just to speed up but yeah...in theory, you could override it, I think, to a hundred or whatever, you're just asking for trouble. So no, I mean, the default is we just keep it at the speed limit, you know and that's....

Interviewer yeah because I think sometimes people worry about something limiting their car because there'll be situations where you need to get out of. But from what you're saying, that's not very common...

P4 no...I mean the car...., you can override it so you're not limited. But the point is I'm limiting myself from, you know, getting fined or stopped by the police. And also the other thing, particularly with EVs..., is that erm... and I wasn't sure if.... is this survey just aimed on EVs and speed.... speed controls, or is it any car that have automatic...

Interviewer it's any car with speed limiters...

P4 Right Yeah. So the one thing I'll say about EVs and the reason they're different to internal combustion engine cars is actually an internal combustion..... combustion engine car. .....If you drive it around town, it's very inefficient, right, whereas the EVs are very efficient because when they brake, they use the energy from the braking to recharge the battery. But the opposite applies if you go super fast on a EV car, actually, your your battery life produces considerably worse..... You could be on a motorway at 70 on a petrol car or even 80 or whatever. And actually, it's much more efficient compared to pootling around (city name).... So actually, in an EV you wouldn't want to go too fast anyway because your... your distance, your range on the car would actually decrease right.... now, I don't use it necessarily for that because I.... just use that as one less thing to worry about. You know, I can I can go on a long motorway journey and actually the speed's controlled.... and I know on a motorway the speed's going to be 70.... And if I need to override it because it.... was suddenly going through a 50 zone well, there's ample knowledge of that...and the car itself will tell you.....right it won't override the fact that I'm....that it's already been set to 70, but I can manually change it to 50 you know when there's roadworks, whatever.... then back up to 70. So I find that combined with the steering, you know, so the full autopilot just incredibly... not relaxing but I will get to my journey...... feeling a lot more refreshed than I did when I had a..... when I didn't have those facilities before because I just don't have to worry about..... It's just one less thing you're having to continually tax yourself mentally to do....

Interviewer So is that sort of .....when you say it's one less thing to worry about is that the fact that you're not going to be getting tickets for speeding, so you're not thinking about that....

P4 that's an element of it, but also to be honest, you know, you do need to extend some mental energy to, oh, the car's braking in front of me so I..... so it's not just the.... keeping to the speed limit, but actually keeping the distance between the cars in front with the adaptive cruise control element that in itself.... getting the car to.... I mean, I must...I'll confess, for the first week or so I was like, Oh do I trust this.... but after a while, it's like, Well, we're not dead yet so it seems ok....erm... you know that actually just ...it's just one less thing to be thinking about..... Oh, this guy, you know.... and it's very clever you know when it..... when....if someone swerves in front of you or whatever, which invariably happens, it will take control. So and I know like the adaptive cruise control isn't necessarily.... the same as keeping you know speed limit control, but it's just another thing. I know that the car won't get me a ticket. It will keep to an appropriate speed, and the appropriate speed actually tends to be an efficient one for my distance anyway you know.... and most of the time, I'm not in an incredible hurry erm.... and so it's just ....I don't have to worry about the cameras, whereas I think in other cars, if you don't have that, you might accidentally with a heavy foot...oh crikey... I've done 80 or whatever... and the camera's clocked you and you're 3 points and £110 fine or whatever... with this it's just not an issue....it's Yes, it's already keeping the appropriate speed and the appropriate speed is always legal, so I don't have to worry about it. And that in itself just, you know, just makes you feel more refreshed when you arrive because you're not worried about it....

Interviewer So it sounds like you're quite reassured and happy to give over some control to the car, especially after you sort of you've tried it out and found it's pretty accurate. As you said, you were a bit nervous at the start, so....

P4 it is exactly that so.... I don't mind letting technology do that because the point of that technology is that it's actually enhancing the driving experience, you know, and that's.... it's not like I feel I'm losing control. ....If I wanted, I could turn it all off and get myself arrested right....if I was so inclined.... now I don't want to do that. And that's to be honest, that was one of the main reasons I was attracted to the Tesla is just the level of automation.... actually appealed to me. I want actually the car to take control of that...I don't... you know I want to not be over the speed limit and I'd like the computer to decide that.... And that's the way I like to run stuff??

Interviewer So you've already got a lot of motivation to sort of..... using these sorts of systems and it sounds like the Tesla's are very techie, aren't they?

P4 Yeah....I work in the tech industry as well, so it was like a natural gravitation. Yeah, and to be honest yeah....It's like a computer with wheels, you know. But that works for me because honestly, it's very relaxing. You know....we drove quite recently up to (city name) and back in a day...., you know, from (city name) and it... to be honest like... it was absolutely fine because the car was just up the limit. No problem whatsoever. I don't have to worry about getting pulled over stopped, you know, and then you can have conversations with your passengers instead of the usual..... Hang on a minute I'm concentrating shhh shhhh shhh.... You know what it's like so...Oh, I'm gonna go over.... You know, it's not. It's actually quite serene because, you know, the car's doing that for you. And like sometimes you have to take control. That's fine. You know, when there's unexpected road conditions and it hasn't picked up that it's a 50 or...or the motorway goes from a 70 to a 60, you know, fine. Yes, you have to do that. But that's the exception rather than the norm.

Interviewer Do you find it changes the amount of attention you have on the road or anything when you're driving with all these systems working because, as you say, you can sort of relax a lot...

P4 Yeah, I think it doesn't..... It doesn't change it in a dangerous way. I think it could do.... I think you have to be very careful. You could put autopilot on and people could be doing their emails. And there's all these sorts of videos coming from Americans in particular who have the full self-driving autonomous self-driving, which isn't available in the UK where the car in theory will drive itself. Now the roads in the US... a lot of them are just great big straight things, right. It's not quite the same as driving around the country, the (area name) or whatever... here. Yeah, it could do..... It doesn't to me because I actually I found it gives me more time to focus on other stuff... again, going onto the technology side of thing what the Tesla does do.... is it has radar all around and on the screen you have....what looks like a iPad basically.... there's actually a visual representation where it's worked out all the cars behind you, so you can see that there.... So I think as long as you're using the technology, you know...almost as radar.... then no, I think it enables me to have more attention. But some people absolutely could get lulled into a sense of security and actually because the car, particularly on autopilot, will flash you... and tell you....You know, keep your hands on the wheel if it senses you're not applying slight pressure. That's one way I think of it making sure that you are... you are there yeah.... but I'm not nodding off you know.... I'm like oh this is so relaxing I'm going to sleep, it's not like that. It's just I find myself less aggravated with, you know,...oh people cutting in front of me or whatever... because the car is.... you know oh I've got to slam the brakes on cos of this moron or.....

Interviewer So it's not it's not less attention. It's just your attention can be directed at different....

P4 My attention can be directed elsewhere, but as I say.... I can see how it could be dangerous for some people who might get complacent. I could see that....

Interviewer yeah, because .... do you think there's any sort of disadvantages of having the speed limiting system sort of in general for people? I know the erm....

P4 well, if you were really desperate to do 150 mile an hour and you know, obviously that's not why I bought the car. So you know, it's my conveyance so I prefer it to be not in the hands of the police. So for me, I don't think there's a disadvantage. No now..... You can override it, you know, and you can set it off. I choose not to. I find it a massive advantage because, like I said, it just takes care of one thing that I don't have to do..., right....So for me, I don't see a disadvantage... I would... I think, you know, for other other people might find it a disadvantage.... But then I would query why they.... didn't want to be beholden to the speed limit and they're not a police officer or something like that...or an ambulance driver. You know, I would find that a bit suspicious to be honest... Yeah. So for me, I don't think there's a legal disadvantage, but I could see that some people who wanted to drive incredibly quickly might see it as a disadvantage.

Interviewer Yeah. So it's.... there's no disadvantage to the system, but some people will be resistant to....

P4 Yeah so some people will think it's Big Brother taking over, but then turn it off or buy a different car, you know? But like I said, for me, I don't want to go over the speed limit and then, you know, this prevents me. It's fine, you know, that's what I want it to do.

Interviewer And so the next question is sort of about when you bought the car.... and it's obviously as you went for the Tesla, you were looking for these techie things and as you said, you like these systems in your car.... So does the Tesla come with all of these things as standard on all of them.....

P4 It does yeah.... so the Tesla, it's like erm.... it's all done online and you know, you just change the colour and maybe the wheels that's it.... it's not like you have loads of options. Now, the only options are you could choose like the level of autonomy in terms of its autopilot. But there's no point in the UK or the EU going for, you know, the full autonomy because you're not allowed to have it right. So for me, it comes as standard, right... So if I'm honest, there were two main considerations for the Tesla or 3...one I wanted an electric car. Secondly, I liked the level of automation that was very important to me. And the third, and this was the big thing, is actually their charging network.... they have the proprietary Superchargers. They're absolutely everywhere, and it's very much more user friendly and convenient than the non Tesla network where you know you might have one or two decrepit chargers with a big queue....The Tesla ones tend to have like 20 of them. And you know, you're not having to get to get your your card out or act, you know, it's just it's so it's very integrated and smooth.... So those are the main things. But you know, the main point, if I'm honest, was I wanted a car with a high degree of autonomy and.....and then you're looking at the EVs to be honest for that. And then of the EVs.... then the other thing swung it towards Tesla, primarily was the charging network... some of the other cars were nice.... nicer inside... particularly the German cars, but they didn't have the advantage of that....erm...network... And also there's a lot more.....add ons with the German-...Oh, you want that, that's another fifteen hundred pounds whereas the Tesla...it's just that... this is it, choose your colour, wash off we go. And I suppose that enables them to construct them a lot more conveniently at scale. You know and...., I think the thing about Tesla is that you don't buy that because you want a luxury car per se. It's like, Oh I want, you know, a computer, you know effectively, and I think that's it. So there's not a watered down version. It comes very smart.... you know ....and.... off the factory.

Interviewer And of your....so you obviously went in wanting all of the automation and things, have your opinions of any of it changed from using it. Do you feel just as positive or....

P4 I have been delighted with it....wish I'd done it earlier.... the automation is very good...

Interviewer So you didn't..... your car before this one wasn't... didn't have...

P4 I had a Range Rover before... a (model name)...and it did have erm.... it had cruise control. It wasn't recognising the road.... It would recognise the road signs and tell you what the speed limit is, but it wouldn't automatically limit it to what the speed limit was. But you know, I know that the limit on a motorway is 70... So it wasn't,... you know I set it to 70 and things like that. I just it was.... not as well executed, I think, as it is on the Tesla. But it did give me an appetite for ....wanting a higher degree of automation. I think the...the fuel crisis at that time, when the fuel pumps were full, sped the decision to.... Get an electric car combined, if I'm honest with the fact that the second hand car prices had shot through the roof so it was a good time to sell that.... and then get a Tesla so that that that's how that turned about.... But yeah, having had the Tesla, I wouldn't go back to a car that didn't have that degree of automation....

Interviewer So it sounds like in your Range Rover, you had a sort of advisory system for speed limits.

P4 Correct...

Interviewer So did you.... You found that useful, but you wanted more is that....

P4 Well.... but I know the limit.... you know... I know a motorway is 70....you know, I know a single, you know, national limit is 60. I know it's 30, you know, and then it's 20. Whereas, you know, I know that yeah.....I think though there are chances that you could always accidentally go over, particularly in a 20 in (city name), very easy to do 30 right.... And then you're in trouble if you get clocked on that. And at 30, it's easy to do 40. I mean, you know to go from 70 to like 90, you need to know that.... you know that that's mea culpa there.... But to be honest, you still had to manually make sure you're in those limits and you're set for the appropriate speed cos theTesla just does it for you.... It's just done... so.it's just one of those...oh 20... Set it to that you know.... it's just easier to not worry about that stuff. So I think whilst the advisory system was there in the range rover but you still had to think about doing it....instead the Tesla just does it....And that just makes it just a lot more pleasurable to drive yeah....

Interviewer And how did you find.... so when you got the Tesla because it's so techie...did they give you...how did how do they sort of tell you about how to work all....

P4 They don't....It's honestly, it's it's I..... I liken it to picking up something from the post office. What happens is it's all done online, right... So you get it from the app and then they give you a delivery slot or pickup slot. And mine was in (place name) and they send you on your phone... like here's a video on YouTube.... Look at it...here's how to drive your car. You turn up, they give you your card...there's a card... card...goes on a card first and then you set it up on your phone and then you don't need the card... it picks up from your phone when you're near and unlocks it and that is it, off you go, there is no instruction whatsoever. So you are expected to familiarise yourself first. And a lot of people had done that, but a lot of people hadn't.... and there are people.... And typically there's maybe 5000 of these being being picked up in a day. You know, these huge.... So what happens.... I think they make these in China now. They all come on these boats and they're offloaded at (place name) and then taken to these delivery depots and there you go here's your date... So I found actually that side, it was it was like picking up, you know, you're talking about like a £50000 car and it was like just picking up a wheelbarrow almost it was like right off you go.... bosh... Oh right. That was it. No flowers. No....alright... Fair enough. And yeah, the lack of, yeah, I've done my research before and I've joined some forums, and I think people who buy Teslas tend to be part of these communities anyway whether that or..... But there were some drivers there and I don't want to stereotype too much.... just from what I observed... they tended to be like older people....who were like... I'm not really sure what I do here, you know, and it was like, Well, you know what...., this is what.... I read on..... Try this, try that, you know, so I think actually it can be very overwhelming, particularly if you've come from a very manual car.... You've got no.... on the Teslas you've just got like an iPod touch screen.... to your left..... There's no dash in front of you with any form of visual.... right, so it takes a while to actually familiarise yourself .....and you can actually configure it to look the way you want. Now it's intuitive after a week or so, but I will you know...confess actually for me, even someone who'd familiarised myself and got on the forums like...., it was very bewildering that first drive to get it charged because they handily only gave me 15% of battery. oh thanks. Honestly it was the most unluxury thing..... yeah the car was filthy as well...I mean...anyway....But anyway, yes, to take it there And.... you know, at first it was a bit erm.... and I didn't dare to use any of the automation from when I got it there.... from day one, you know, because it defaults to off....you know...like And then you learn to put it on. So I daren't use that for the first day or so. So, yeah, there was...to be honest there was no instruction whatsoever. You had to find out yourself. Now it's very intuitive, but that's intuitive if you're technically fluent. And I work for a tech company. So I think I ....but even I for the first day or so, I was like, no idea kind of what's going on here. I think if you're..... taking the leap from a purely manual, you know, internal combustion engine car and had picked up that it....and you haven't had the chance to do any research... it might have been....gosh... but then I don't think that market is buying Tesla's, you know, I think you probably know what you're getting....

Interviewer So are you sort of looking when you were looking at how to sort of set these limiting systems and speed..... Was that something you had to look up online then?

P4 Yeah, I had. Yeah. And to be honest they give you like....you know, there's links to different videos, this is what you do...and it's about spending..... Now some people tend to wing it...., oh I'll just turn up it'll be fine.....now I hadn't I had familiarised and you have to do it... and there's about two hours of videos on it.... and it's intuitive because it's all from a menu, right.... So you're looking in you know... driving settings, oh, you know, speed limiting.... And, you know... you can do that, right....erm.... And actually, not only do I use the.... I'd say, in fact...., that this is quite interesting.... I should have said this before, so I set it up So there's no limit..... speed limit on the car as default. ... there's just limit when I put it onto either autopilot or adaptive cruise control yeah..... Now there's another setting you can set in the car, which applies the speed limiter... So even if I'm driving myself, it will never let me go above the speed limit right.... I can do that as well. Now I don't do that...., I guess because mostly I'm I'm choosing to use like the adaptive cruise control, which is based on the ??. But actually there is an override setting anyway, where I could do..... I could even do it from my app, right, so I could change my car now, no one could go over the speed limit, and I'd....that's password control.... and controlled.... You know, the sort of thing you do with your kids on YouTube or whatever, although your kids wouldn't be driving your car so...., but you could do that.... Yeah, particularly if you were....I don't know... lending it to someone and you didn't want them to go...you know...the temptation with a Tesla, is someone wants to put their right foot to the floor and off they go so you could..... You could limit it that way. But to your point erm.... Yeah, I mean, there was a lot of familiarisation joining different forums and stuff like that. But I think, to be honest with you, that's sort of the demographic who buys Teslas.....

Interviewer yeah, that's the people who were going for the Teslas... they kind of know what they're getting themselves into.

P4 Yeah, I don't think...it's like you've got a choice between, you know, like a BMW like you know...like a manual or the..... Tes- I don't think that's what the....

Interviewer Because normally when you when you go and pick up a car, you be getting it through a dealer. So they would be going..... I mean, I don't think they always go through things anyway.... through all the.....because there's so many different options. You don't, either.... There's.... you don't even have that middleman.... with picking up the Teslas so.....

P4 You don't..... But then I'd say the screen itself is very good. The way it's classified was that ...that.... it's quite straightforward, you know, like to see it..., I think it's just it can be overwhelming as an interface for people who aren't used to that you know but.... yeah my mum wouldn't buy that car... there's no way....

Interviewer So just looking at the sort of options for speed limiters in cars and what you think about them, so..... you can make them so that they're easier or harder to turn off. And the idea is that that would encourage people to use them more if it's... if.... they... if it's sort of buried in the controls and hard to turn it off. What do you think about sort of using that kind of thing as a way to encourage people....

P4 yeah.... to me...like I said...I drive at the speed limit, so it doesn't really bug me, you know, I think you will get some people that it would but....look... I think from a positive perspective, particularly with the younger drivers, you know, when you look at the insurance quotes, you know, maybe the propensity for particularly young males is to go and, you know, wrap it around a lamppost because, you know, they're showing off to their friends. I think if you had.... as a default that in there, well, you know what... It'd probably be easier for these people to get insurance in the first place instead of paying 2 or 3k a year... for a, you know, a small car, which is actually a big dilemma that young drivers have at the moment. So for me, I don't think there's any issue with actually just keeping it at the speed limit right... and making it very difficult to override with a load of annoying warnings. It wouldn't impact me whatsoever. I think it might help certain groups actually get into cars in a more cost effective way than before. Some people are going to hate the idea of that.... particularly people who are buying performance vehicles. You know... what would be the point of buying a Ferrari that's the...when are you going to drive it at 200 miles an hour though....You know but.... you know, people do erm..., but I'm a different yeah, I buy the car to get from a to be in actually a very stress free way.... for me wouldn't be an issue whatsoever. I think those people who buy cars because...., you know, it's a hobby, you know, that might be a different kettle of fish, you know erm....

Interviewer Yeah, it's sort of erm....because it sounds like you would be in favour of a roll out of these sort of systems in general...

P4 I would be in favour yeah... I think it would make everything safer.... you know, because what is the cause of a lot of accidents, right? You know, speed? Right, but also we know and I live in (city name), right? If you know, if God forbid, I was to hit someone at 30 miles an hour and the limit was 20, which a lot of them....you know the outcome at 30 versus 20 are you know.... something 90 percent, you know... And so therefore, you know, you're doing this to save lives. And to be honest, you know that.... what's the difference, really, when you're having to stop at the lights anyway? It's not like that extra ten mile an hour's, you know, you've completely blown the journey, you know? So I think for me, you know, having having that as a default, it would definitely save lives. It would make the roads safer. I would have no issues whatsoever with it. But there would be, like I said, the enthusiasts that would be like, well...I don't understand why you're doing this to my Porsche you know? And I can understand that as well, but you do have to adhere to the limits on the road so, you know... maybe if there was a track mode they could put on and if they wanted to get round a race course or whatever, absolutely they could do that. But I think when you're on the roads the limits are there for a reason and.... probably you should be adhering to them right. And it's just by fortune that you don't get caught. You know, and for me, I'd rather not leave that to fortune. I'll just make sure I don't get caught because (unclear)....

Interviewer So how would you try to encourage people to.... or incentivise people to have speed limiters in their car or to...either to purchase them or to use them if they've got them....

P4 if your insurance is cheaper, right.... for a start... those younger groups, how much of my insurance.... £3000 for a 10 year old Volkswagen Polo? Crikey. Right if that suddenly was £1000, right it wouldn't be a 10 year old car unfortunately cos they wouldn't have the limiters in them but you know what I mean right... these people are are getting a limited car, but it means you can get insured. OK, great. And then you know that, you know, they're less likely to kill themselves by showing off...that I think would be an incentive. I think, you know, most people, I think, have social....er....a social responsibility side so... Look, guys, we're going to limit you to not going over the speed limit. But the good news for that is you're not going to get fines and you're less likely to die. And actually, it will mean the roads are a bit smoother because less people are crashing into stuff and therefore there's less accidents. You know, that's the thing on the journey on the motorway...I was caught in traffic... someone had had an accident.. now I don't know the reason ...but it's not normally people going slowly that are in these accidents. It tends to be, you know, those kind of things. So for me, I think it just it's going to cost you less money in the long run. You know, the insurance will go down the roads will be safer and everyone's going to do it.... And that's how I would view it. And you'll always have some people against it you know? But you know, ....there's a reason those limits are there, you know, so you may as well stick to them. You know, that's and that's the point. Otherwise, the option, if you don't do that, you know, we're gonna...we've got ever more cameras. We'll put more cameras up, but we are absolutely going to be diligent in enforcing the speeds. And you know, you'll get yourself some more fines and you could lose your license. I think, you know, that in itself is a bit of an....an incentive...

Interviewer So that's sort of financial incentives, financial disincentives...and education....

P4 Yeah, and also a bit of social.... yeah social respect......most people I think adhere reasonably to the speed limit. You know, it's it's, you know, it's like 10 percent or 20 percent you see.... you know, karting past you at some crazy speed on the motorway, but most people aren't yeah. And so I think most people will go for it, particularly if it results like I've said in a saving like.... one of the things I've found with the Teslas is their insurance is cheaper than similar cars in their Category...why...because there's a lot of automation which keeps the cars actually safer so that actually is....you know, I pay.... I live in (city name), right? And I... when I had a Range Rover I was paying £120 a month insurance on it....I'm now paying £63 a month right.... which for London, is cheap. And actually this is the car that's much faster than the Range Rover, but because of the level of automation in it... that's one of the reasons why the, you know, the insurance is much lower so I think, you know, you replicate that impact across society. You know, people will complain but if they're paying, you know, £500 a year less on insurance or whatever it is.... that, you know.....

Interviewer Yeah. Well, that's that's great..... I've done all of my questions. So was there anything else that you had thought of about the speed limiting systems or anything that we've not spoken about?

P4 No, I think we've covered quite a lot. So, yeah, that's fine....