Interviewer So had you heard about intelligent speed assistance before we started sending you surveys and things, did you know anything about it?

M13 Sort of, but not not particularly, only through sort of things like Tesla cars and stuff like that.

Interviewer Yeah. So you'd sort of heard of it, but you didn't know.

M13 Yes, heard a bit, but didn't really.... sort of knew how it worked, but didn't really know properly.

Interviewer Yeah. So I'll just run quickly through a summary of how it works. So it's got the camera on the car and it also uses GPS and that detects the road signs and uses GPS information of where you are to detect the speed limit so that if you then went over the speed limit, it would gently cut the fuel to bring you back underneath the speed limit. And it also has an override feature so that if you wanted to, if you were using the limiter, you could press the accelerator and that would cause the car to accelerate past the speed limit. So that's like an override feature. So just from that sort of summary and doing the surveys, what's your sort of general impression of the the system?

M13 I think it's a good idea in some ways in as much as... the roads are so busy these days that it's.... it is quite nice to have a bit of help. In other ways.... Maybe it's because I'm old. I don't know. But it's sort of.... not being in control, is a bit of a ....bit of a concern. I think it's the same as.... it's...I have the same sort of attitude towards self-driving cars, that's all.... it's all fine and dandy, but it's just that sort of.... that sort of release of control that I don't feel very comfortable about.

Interviewer Yeah, have you have you got any experience of driving in cars with these kinds of systems or is that just kind of a.... how you feel....

M13 No, none at all. It's just in my head.

Interviewer Yeah, so so that's interesting. So your advantage to using it is that it would free up some attention, it sounds like, because you're saying that with the roads being so busy.... it would do that for you. Is that right? Is that what you meant?

M13 Yes, I can see that because occasionally..... Occasionally, you're driving along and you suddenly think to yourself, I've no idea what the speed limit is. And you've obviously driven past a sign, but because you're... you're just... you're just driving..... So you don't particularly take notice. And yet if somebody.... if a child ran out in front of you or something like that, you would immediately react. It's not that you're not paying attention at all. It's just that.... I suppose it's sort of levels of attention. You would react to something that's.... in your mind needed attention.....But other things, you just sort of think... oh look there's a sign and that would be that, you know...

Interviewer Yeah. So if your mind had drifted and you'd not noticed it, that's where it would come in useful....

M13 Yes.

Interviewer Are there particular types of journeys where you think that would be most relevant or where the system would be most useful?

M13 I suppose from a selfish point of view, it's probably useful when you're on these sort of average speed roads where there's a good chance of getting a ticket. And also on roads that you're unfamiliar with, I think I think I've put that in my... in the original sort of survey. I think it helps.... It would definitely help if you were on... if it was unfamiliar because you would. ...then.... again, it's having that sort of extra attention to give to things that.... you don't know what's around the corner because you've never been down the road before. Whereas if you had you think, Well, I need to slow down now, because there's a gate round the corner or whatever.

Interviewer Yeah, so it's just sort of picking up the road signs and things when your mind's kind of on other things.

M13 Yes. Yeah, I think so.

Interviewer Are there journeys where you wouldn't think it would be useful at all.... sort of the converse of what you've just said....

M13 I suppose on really familiar journeys, it perhaps wouldn't be so useful, because if you do it.... if you're sort of.... you're on autopilot but in the.... in the other direction, if you like... because you do it so often, you know what to expect and you know what's going to happen and you know what speed to do and that sort of thing.

Interviewer So it sounds like you very much see the system as something which is around you not getting speeding tickets, you looking out for those kinds of signs. Is it also do you think a safety thing or is that very much....

M13 Well, not..... Yeah, not so much speeding tickets. I mean, that was just an example. I suppose the..... It would be obviously a safety feature if you're... especially sort of town driving that sort of thing. I don't know.... I'm not a fast driver anyway, so. ...Again, it's not often that I exceed the speed limits to be quite honest... But it would be.... Yeah, I can see it having advantages from the safety point of view and also, I suppose from the... if you have it fitted in your car.... I suppose it could also be used.... should you have an accident.... It could then be sort of well, .....they were doing the speed limit. ....They were not exceeding the speed limit, they've got proof of this and proof of that... it could be useful from that point of view erm.... again from the safety thing and especially in the sort of culture that you've got these days where it has to be somebody's fault..... And so everybody is vying for it not to be their fault. And sometimes that's not done in a particularly ethical way. So again, any sort of..... Confirmation that you'd been law abiding is quite useful.

Interviewer Yeah, so that's an interesting benefit that it could... if it could monitor in some way and....

M13 yes, that's right....

Interviewer and record that you had been adhering to the speed limit or that the system had been on....

M13 Yeah, because again, it's sort of erm.... There is always this... and quite rightly, if you doing something wrong, then you're doing something wrong. But there is always this sort of blame culture......that is difficult.... It is difficult to prove your innocence sometimes. And so I could see it being used from that point of view if it was sort of fitted in somehow. And again, especially with car accidents, because they're...you know they're serious things, I've been in a huge one myself. It was horrible and it's taken a very long time to get over it. So, you know, so anything that sort of mitigates..... Stress as much as anything, is quite useful.

Interviewer Yeah, yeah, that's an interesting benefit, and you mentioned one of the.... or the main disadvantage you think with the system is the sort of giving over some control to the car rather than it being you as the driver. Can you just tell me a little bit more about that? Is that.... if it has anything to do with the car getting it wrong or whether it's just a general wanting to....

M13 I think that's the thing.... it's crazy, I know... because I'm sure that.... I'm sure an intelligent car is going to be far more intelligent than me if it comes to sort of.... getting out of a sticky situation or sort of.... you need to stop, you need to accelerate, all this, that and the other..... I'm sure that's probably.... it would probably react....in a far more timely fashion than I would. But there is just that sort of. ...I don't know...It's a machine, and it sort of takes away that sort of..... Control.... but like I say, it could probably do it better than me. It's just that sort of......it's just that sort of relinquishment of control I suppose...

Interviewer So I think it sort of, yeah, you sort of. ....Kind of think it probably would work ok but you've got a feeling that it might not, it's..... that sort of instinct...

M13 Yeah, that's right.....And then sort of what could happen then, you know, sort of... you could run somebody over or something like that. And if it's.... If you have an accident and it's your fault, then you sort of think... yeah, sorry, it was me..... but if you have an accident and it was the car that did it. Then you sort of think, well, whose responsibility is that... Is it my responsibility for not taking control, not pressing the accelerator to get out of the situation? Or, you know, sort of.... we make mistakes.... Presumably, cars make mistakes. But again, where does that fall in this sort of responsibility type thing?

Interviewer And how do you feel about ..... so it has this override system, so if you do need to accelerate, you still can. But how do you feel about that override system? Is that a sort of reassurance or would you have reservations about ... how that works...

M13 No, I think.... I think that's a reassurance.... As long as it was.... as long as mechanically it would sort of do it instantly. And...cos again, presumably if you were sort of tootling along and you're.... Abiding by the speed limit, the only reason that you would need to suddenly pull away is because something is happening... as long as it would react quickly enough to do that,.... I wouldn't have a problem with that. I think the other thing is..... Some people would have it on their car and....would leave it on all the time..... would override it with their foot whenever it suited them. Which again, is sort of ....not really what it's for.....I could see that perhaps being a scenario where sort of.... they just can't be bothered to switch it on and off. It's just on all the time. And then consequently, they just drive however they want in between..... but erm.... no, I think as long as it would get you out of the situation.... in a timely and.... timely fashion I don't think that's a problem...

Interviewer ....so it would.... It sounds like it would be important to you to have that facility that you can accelerate out of it,

M13 oh yeah

Interviewer like if you had a limiting system and there was no chance of doing that....

M13 No, I would never use that. I think it's... again, it's a sort of....occasionally we've all done it.... Somebody pulls out on you or.... you have a lapse of concentration and perhaps pull out on somebody else or something like that.... And you just sort of... think to yourself, oh, my goodness, I've got to get out of this.... really quickly. If you couldn't do that, then no, I would hate it... because that really would be.... taking away your control.

Interviewer Yeah. So it's important to have that override feature and that it react quickly.... and you know that you can rely on it....

M13 yeah....just from safety's sake.

Interviewer So if you had.... if you were driving a car and it had this facility in it, do you think you would have it turned on? Would you have it turned on for all journeys or just some journeys? Or would you not have it turned on at all, do you think?

M13 I would probably have it turned on for some .... I don't think I would have it turned on if I was just sort of going down to the shops or something like that..... something that I do time and time again. But I would if I was.... on a motorway journey because again, it's just so easy to go over the speed limit ....almost without thinking, especially if everybody else is doing the same erm.... and probably on unfamiliar roads it would be useful... because again, as we said earlier on, it's.... it sort of... it looks after one aspect of the journey for you. So, yeah, I think I would.... I would use it, but not all the time.

Interviewer Yeah. So it would be that.... those situations you were talking about....the benefits with before, so would it.... It would be..... Would it be important to you that you could turn it on and off quite easily?

M13 Yeah, the easier the better. I think.... I think like any technology, if it's too difficult, people won't use it....And I must admit again, perhaps it's because I'm an older driver. I don't want a car with all these sort of.... bells and whistles unless it's going to be of some benefit for me.....and if it is going to be of some benefit for me, then it needs to be.... easily accessible.... because if it's a great palaver, then I won't do it.

Interviewer Yeah, yeah. So if you were buying a new car, would you be looking for any of these sorts of systems? Would it be....would it be a sort of.... Would you look at a car and think that's good, that it's got it in? Would it affect your purchase decision at all

M13 If there was a choice.... It would, .....probably.... I would probably go for it. I wouldn't go out specifically to buy a car with it. My attitude to cars is that they are.... just something to get you from A to B...I'm not car minded. So... up until quite recently, I've always driven quite old cars. I buy an old car, I drive it until it falls to pieces and then I get another one. They're disposable.... they're just disposable because I....I don't care if it's fancy, I don't care if it goes fast, I don't care if it's got this and that and the other. But if there were sort of.... if there were a choice of three and one of them had it and the other two didn't.... If everything else was equal, then I would probably go for it yeah... because it is something that you could sort of think to yourself well that could be useful. And..... again, it's not as though I would be particularly influenced by the model or the colour or whatever....

Interviewer Yeah. And if it was... so sometimes cars have these things as standard and sometimes they're add ons, you have to pay for. Would you be likely to pay for an add on to get it in.

M13 Again, probably not, because I always buy secondhand, to be honest. So erm.... it wouldn't be my decision in the first place. It would either be there or it wouldn't....

Interviewer Yeah. And erm.... if you found out it had the system, so you'd think it was an advantage, you wouldn't be worried about it being in the car. It wouldn't have a big influence it sounds like.

M13 No, I think I would.....If it was there... I wouldn't go out of my way to look for it, But if it was there, I would use it...

Interviewer And would you... So you say you usually buy second hand, so it that usually through dealerships or do you...or usually through private...

M13 Erm....it varies.... when it gets to the stage where my old car's beginning to get a bit frail, I just start to look around and.... whatever.... whatever fits the bill in the price range at the time.....

Interviewer So if you were buying it through a dealership or something, is there any information that they could give you about these sorts of systems that would.... you would want that would sort of help you get to grips with it in the first place?

M13 Again, I think sort of.... detailed instructions on how to use it, what its benefits are... Because, again, I think if people don't think.... we always think we know about things, but we don't. So.... I think we need to be told because..... I might not think of something, but I then read about it and think, Oh, that's really useful, you know... So yeah, I think there needs to be some quite sort of detailed pros.... and cons, of course. .... not... not I don't suppose that they give you the cons but even so,

Interviewer but it's good to have a balance.

M13 Yeah...

Interviewer And do you.... do you find it easier to pick these things up from written information or.... like a demonstration in the car or videos..... What would be the best way for sort of explaining systems from your point of view?

M13 Personally written.... but again, that's probably just me. And sort of erm... videos are quite useful. I'm quite a visual learner as well as sort of.... I like to have written so that I can go back to it and... sort of look at it and...it can be online of course, it doesn't have to be.... print.... but some.... yeah, if there's some sort of literature that I can refer to, that's great.....but for a sort of how to do it, how to switch it on, how to.... adjust it, all the rest of it.... I think videos are great because I'm... I will pick that up much quicker than reading..... and all this sort of thing.

Interviewer Yeah, it that makes sense.....And so I'm just going to ask you about a few different options for how you could set these systems up in a car. So at the moment, it tends to be the driver will go and turn the system on. So it's a case of them finding out how to turn it on and then use it. Erm... one of the options they've sort of thought about is making that quite difficult. So.... make it difficult to turn off. So it's default on and make it difficult or even impossible to turn off, so it'd be on all of the time in the car. What are your feelings about, about sort of making it the onus of the driver to turn it off rather than on.....

M13 Erm.... I don't have any strong feelings either way, to be honest. I suppose if it's.... if it's difficult to turn off, then I think perhaps people are more likely to use it because you would just then sort of you would get used to it reducing your speed and that sort of thing. And to begin with, you might then sort of put your foot down and think, no, I'm not having that. But then other times, when it's... once it becomes more familiar, you might then get into the habit.... of it just ....just letting it do its thing. Erm....I think if you make it difficult, if you make it difficult to turn on, people won't use it at all..... Difficult to turn off.... In some ways, I think difficult to turn off is worse than having it on all the time....Because I think then that sort of.... I think that could make people frustrated with it....oh I have to do this and I have to do that.....whereas if it was on all the time or if it was easy to switch on.... or on all the time. ..... they would be more likely to either go sort of click.... and off you go...or....then just sort of override it....now and again.....

Interviewer So they'd sort of..... it would seem to be a way of getting people used to, even though they might not like it.... It would be..... Do you think there would be groups of drivers who would really dislike this kind of system being in their car?

M13 Oh, yeah (laughs)... yeah, definitely.

Interviewer What type of drivers, do you think, would be most resistant to using it....

M13 The ones who always have to be in front of you.... and always have to be the fastest away from the lights and.... I think again, I think that is one of the problems that I think could arise if you were using it, to be honest, because it's the people behind you who aren't using it, who are going to start getting....arsey about it.... again, you could.... I could see it closing arguments... and.... a bit of road rage and what have you..... But again, that's their problem isn't it but....again, it could lead to.... difficult situations, I think. But yeah, there are always the ones who race around, and it's nothing to do with age or anything. Some people just do....

Interviewer Yeah. So it's people who would generally want to speed are obviously.... if it's an optional system, are just not going to use the....

M13 Yeah, yeah, that's right. And if it was on all the time, then they would just have their foot down all the time....yeah....because I think they just simply wouldn't use it...

Interviewer And as you were saying there's..., there's implications for if you've got some cars who've got it in and then other cars who don't have it in, as you were saying it could cause.... some issues on the road.

M13 I think it could. Yeah. I mean, if everybody's got it in, then if you're driving behind a car and it suddenly adheres to the speed limit because you passed a sign...you sort of think...oh they've got it switched on.... Whereas if it's not particularly commonplace... you know what people are like... they'll say oh they've slowed down, there's nothing in front of them...there's nothing to worry about...or this sort of thing.....

Interviewer Yeah. So it's just a general awareness of drivers that there's those systems in cars as well then a bit then isn't there....

M13 Yeah, definitely. Yeah. If it was sort of..... If it was like if it was a sort of... if it was so commonplace that it was an easy sort of ah... they've got their... the system switched on, that would be fine, but otherwise they're going to be thinking, what the hell are they doing.... why are you braking... cos again, I know speed limits are there for a reason..... But I think we all sort of go through a little bit too fast sometimes, cos you think well there's nobody there.... I know this road.... there's nobody there. There are no gateways. There's nothing you know.... So I think I probably go too fast sometimes, I'm sure I do....

Interviewer So that's a bit of judgement that the road is allowing you to go a bit faster than the speed limit.....

M13 yeah, I think so. Yeah, it's that sort of..... You weigh up the conditions.... and the environment and sort of think, well.... I think I'm safe enough to go a little bit faster, like I say I'm not...I don't go fast anyway, but I probably don't adhere to the speed limit all the time. I know I don't....

Interviewer Yeah....So there is one option that that sometimes they have built in, which is to have a little bit of allowance round the speed limit. So you can set it sort of not to slow you down until you've gone like two three, four five miles an hour over the speed limit. Would you find that kind of thing a useful option....

M13 that I think would be extremely useful because again, then it's just... it's... it's a bit of both ways. You know sort of you have the... you are trusting the machine and the machine is trusting you.... to a certain extent? I think that's a brilliant idea...

Interviewer Yeah, Do you think that would need to be adaptable so easily to change between the sort of range that you can go above it or below it....

M13 Yeah, I think so because different people have different comfort levels. And again, there's always that I don't know.... I don't know whether it's apocryphal or not, but they always reckon that you've got so many percent leeway, if that is correct, then it shouldn't go more than that....otherwise there'd be no point in having it.... and I mean sort of erm.... and I've never had one in my life yet... but you know, these things happen don't they. ... But if it was.... I think some people would be happy to go....x miles faster..other people wouldn't.... So yeah, I think I think it would need to be adjustable.

Interviewer And what do you think.... Have you driven a car that has... gives you either a visual warning or an audible warning if you go over the speed limit like it could flash up on the dashboard or beep at you....

M13 no, my cars....they've always been too old to be honest....

Interviewer how would you feel about that kind of system in relation to the speed limiting system? So that would just tell you if you went over the speed limit as opposed to actually slowing the car down for you. Do you have any feelings about which kind of system you would prefer?

M13 I think if you're going to have one at all, it needs to be one that actually does it.... Because if it's just a...a flash or a noise or something...people would either ignore it or switch it off.....

Interviewer Yeah. Do you find things like that's annoying at all.....what's your feeling about your car beeping at you and things?

M13 Yeah, no...I'm not that.... Not that keen on things like that. I think if it.... I suppose for something like speeding and sort of speed limitation, that does matter more, obviously. But sort of erm.... it drives me mad enough when it sort of tells me to put my seatbelt on when I'm just in the process of doing it and things like that you know (laughs).... And you sort of..... But there again, it beeps it.... mine beeps to tell me when the fuel is running low. That's quite useful because you don't always sort of.... take that much notice.... So again, it's sort of swings and roundabouts, I suppose....

Interviewer So in general, do you think it would be a good or bad thing to start rolling out these kinds of things more generally in cars? So if they started to be compulsory in all new cars to have speed limiting systems, what do you think about that?

M13 I think it would be a good thing. Yeah, definitely. There are still far too many accidents and deaths that are....connected to speeding. But again, whether that would, whether it would actually target the.... the main sort of culprits, I don't know. But... any... any reduction is better than no reduction isn't it...so yeah..I think it would be good...

Interviewer Yeah, because that's what would be.... What I would ask next with would be whether you thought that it would make driving safer if it was compulsory in all cars.

M13 Erm....That's a difficult one, because I think it would.... it would, because I think the vast majority of motorists are.... not necessarily careful but more careful.... than.... some motorists. So... those ones would be.... their sort of level of the.... level of danger that they.... might expose people to, I think, would reduce. The ones who would speed anyway then that's.... they're still going to be doing it... regardless. But I think it would.... it would probably reduce the danger from everybody else. I suppose the only way that you could..... to get that last percentage would be to make it compulsory without any override. But again, I think that would have dangers of its own.

Interviewer Yeah....Would you have it sort of set up in cars so that it was easy to turn on and off or.... on and hard to turn off? How would you... what if those systems that we talked about, would you use? Or it could be different for different groups of people?

M13 Well, I suppose if it... if it was sort of.... if it was connected to your insurance in some way, like sort of black boxes and things like that. Because, again, it's sort of.... certain age groups have.... most accidents and that sort of thing, that might be an option. But I think if it was just sort of.... if it was just across the board and it wasn't particularly sort of tied into anything else, I think either.... easy to switch on and off.... or on all the time and difficult to switch on.

Interviewer Yeah....And is there any, any other way of encouraging people to use it do you think. I think you've because you've talked about for yourself, it would be knowing the benefits.... understanding the benefits to you and... and how the system worked. And you've mentioned insurance. Is there any, any other way of encouraging people to use it, so it could be incentives or it could be information?

M13 Erm.... no, I can't think of anything, really....I think with the younger people again, if it was... but we're back to insurance again..... if it was sort of fitted into that somehow.... because young people's insurance is so expensive. Erm.... that could be an incentive

Interviewer so that's like a financial incentive, isn't it...to use the system...

M13 Yes.....And if you.... if you've sort of grown up using it, then there's probably more chance that you will use it later on when you.... when the financial aspect's.... isn't quite such an issue. Er...just through sort of familiarity....erm...

Interviewer Yeah, which is sort of ...you mentioned that a bit earlier on with sort of an awareness of the system as well. So if people understand it's in cars. And also, if people had it on, then they would just get used to.....

M13 Yes, that's right. And I suppose as well if..... If driving schools used it, for instance, it then becomes the norm... in terms of oh I learned to drive in one of those...I liked that sort of thing erm.....

Interviewer And who do you think should have the role of sort of passing that information and things on to people...is it driving instructors? Is it the dealership? Is it insurance? Or general, it could be a general awareness campaign or whatever.

M13 Yeah, I think there's no harm in a general awareness because then that will catch everybody. I suppose dealerships for new vehicles, because they would also have the incentive of.... if it was an add-on they would have the incentive of trying to sell it (laughs)... I don't know how you catch people like me who tend to buy secondhand and probably... fairly hit or miss whether I get to a dealer or not, erm.... there again I suppose general awareness....would catch me. Erm.... I think if it could be allied somehow to insurance.... and especially to insurance rates, that would be the best way to get people using it.

Interviewer Anything to bring down that insurance....

M13 Exactly, exactly. Because again, you sort of..... You want to have....like when I'm doing my insurance, I always try and....I don't get.... I don't go for the cheapest, I try and go for the best value.... And then once I've found the best value ones, I will then go for the cheapest out of that....out of that set, you know.... But again, if it's..... For other people who do that.... if you've already got a slight incentive because you've got this fitted to your car... that then perhaps could mean that you then....are better covered because then you can sort of think well I can afford that...yes, almost sort of go for an upgrade, sort of thing.

Interviewer And you mentioned its possible... potential role in also erm... if there was an accident and being able to prove that you were adhering to speed limits and things.....

M13 Yes...exactly.....yeah, because again, it's sort of.... so from the one we had.... A car went out of control and hit us, but it was still my fault until we.... until we had all the erm.... ins and outs of it and...that was really quite a distressing situation. ....And it was sort of erm... That's something I never want to get through again....it's absolutely horrible. So I think from that point of view, I think it could actually be quite reassuring.

Interviewer That's that's an interesting sort of benefit of the system, potentially as a kind of monitor of your car system and how you're driving.

M13 Yes. And, you know, sort of..... It's that exactly it's sort of... well, they're sort of law abiding for the want of a better word....

Interviewer Yeah, that's interesting. So that's all of my questions. Did you...had you thought of anything else about the system that we haven't covered? Or do you think we've covered everything?

M13 No, I think we covered everything really. As I say the only thing I was a bit concerned about was the sort of.... if you're using it.... it's almost sort of how do you cope with people who aren't using it....that was the thing that was sort of in my mind, really..... I think that's the thing. If we all used it, we'd all be aware of it and then we could all sort of think, ah, that's what's happening. But if it's ....if it's hit and miss, I think it's the same with these cars that stop and start.... when you're at a junction or something and you're sort of.... waiting for it to go and then it sort of picks up and goes and you think, oh right, ok... that's what's happening.

Interviewer Well, that's that's great. I don't want to keep you any longer. But thank you very much for talking to me.