Interviewer So had you heard of the Intelligent Speed Assistance System before you started getting our surveys and things?

M10 Er....No, I hadn't.

Interviewer So you didn't know anything about the system?

M10 No.

Interviewer So I'll just go over it briefly. So you've got the camera on the car that picks up road signs. And also it would use GPS so that it can detect where you're go in to specific speed limit zone. So with that in the camera, it knows the speed limits. And then if you go over the speed limit, it would gently cut the fuel until you went down back below the speed limit. And it would also have an override feature. So if you wanted to go over the speed limit while you were using the system, you press down the accelerator and that would accelerate out......so just from your sort of first impressions and everything, what's your sort of general feeling about that system?

M10 I feel like it's a good system in the fact that it.... you have the opportunity to override the, you know, the system if you wanted to. I feel like it's quite good for...er cos it's similar to, you know, in the smart motorways where they, you know, where they can, they're constantly changing the speed limits. So I think it would be a good, good way to because you know it's quite easy to miss those as well, especially when there's like a kind of immediate, say, an accident or something and the speed limit changes. But yeah, I think as long as it's got the opportunity to..like say for a malfunction or whatever, it's good to have the opportunity to override it.

Interviewer So..... it would be useful.... It sounds like the sort of variable speed limits where you might not.... Is it where you might not notice that speed limits have changed?

M10 Yeah. If you're kind of... driving and unaware and something might suddenly change or...I don't know, you're driving in a city or something somewhere you haven't driven before, that you're not as familiar with speed limits and you know, you might not notice that. And in that instance as well, so I think that might be a good way to use it.

Interviewer And you also mentioned the override being important for malfunctions. Is that kind of where you're worried the system might go wrong? Could you just tell me a little bit more about that....

M10 Yeah, I think because it would be a new technology, say you were to adopt it. I think there would be hesitance, you know, just relying on it and trusting the fact that it would accurately pick up the speed cameras. I know it's kind of similar to the... what the Teslas are doing with the kind of, you know, the autonomous driving, whether it will kind of detect it itself. But I think in kind of like general it would be..., yeah, you'd kind of be a bit hesitant to start with until you kind of become more familiar and more trusting with it.

Interviewer Yeah. So do you think if you sort of first started using it, you would be sort of checking out the system a little bit first before you put your trust....

M10 Yeah, I have a er..... not... it doesn't automatically do it, but I have a....I've got cruise control on which is, I guess, kind of like a more primitive version of that. But I feel like I use that a lot for commuting and now and it's.... you know, I rely on it and er... I can trust it and I feel more comfortable using it. So I think it would just take time to kind of..... Get that trust in it.

Interviewer Did you have..... was it like that with your cruise control when you first started using that system?

M10 Yeah, a little bit, you're a bit more hesitant you know with your foot ready and just in case kind of things change, but you kind of become more comfortable with it.

Interviewer Does that have the same..... Because quite a lot of times I think the Intelligent Speed Assistance is kind of in cars alongside the cruise control in quite a lot of cars. Does it have the same override with with that.

M10 Yes, so it has an override. It can obviously adapt, depending on cars in front, but also you can set a speed limiter if you want to. But it won't automatically do that, you have to manually set it.

Interviewer Yeah. So it doesn't detect the speed limits, but you can...you can change them. How do you find the override function in your car? Do you have to use it very often? And is it responsive?

M10 Yeah, it's responsive. It's not often that I have to use it so erm.... you can accelerate with the accelerator and like move it up or.... there's a function on the steering wheel where you can change the speed settings and then you can turn it off if you want by just touching on the brake and that will automatically do it but.... yeah, you have to manually override it.

Interviewer And do you think so if you had the speed limiting system in your car, do you think there would be particular types of journeys you'd find it more useful? I think you've said sort of smart motorways would be one. Are there any other sorts of journeys that you think it would be good...

M10 Just yeah....Like I said earlier, the kind of driving places where you are slightly more unfamiliar with different like speed limits. And if it's different areas changing quite quickly, then you'd be more inclined to have it there, I think.

Interviewer Yeah. And so do you see it as a system that's sort of a safety system or a system that's to keep you within the speed limits sort of around speeding tickets and things?

M10 I view it more as just the latter. Erm... I think it does have the safety kind of functionality. But I think from kind of first impressions, I view it as more of a kind of a speed control management for cars on the road.

Interviewer And would there be sort of. ....So you've you've sort of described some journeys where it would be more useful. Are there any sorts of journeys where you wouldn't consider putting on a system like that, a speed limiting system?

M10 Um, no, I don't think so. I think I'd be inclined to use it. Yeah. No, I can't think of any.

Interviewer So if you had it in your car, cos they tend to be systems that you can turn on or turn off. So you can you could either turn it on all the time or turn it off all the time, turn it on for certain journeys or not have it on at all. How do you think sort of as a first impression, you would you would use the system if you had it in your car.

M10 I think I'd... you want to use it. You know, I'd kind of trial it almost if I had the opportunity to use it just to kind of again gain that kind of trust. And then the more I'd trust it I'd use it more erm... I do a lot of driving, I do a lot of commuting. So that would be quite good to kind of have that functionality available. So you kind of something less to think about when you...when you're doing driving.

Interviewer Yeah. So it sounds like it's a bit of a sort of an attention and an awareness thing to you, around sort of noticing the signs and things and not having to look out for them, maybe when you do have the system turned on.

M10 Yeah

Interviewer Do you.....So the override system, from what you've said, that's an important feature of the system for you. Can you describe some situations where you think that that would be important to have that?

M10 Well, I think. You know, say if you did want to speed erm.... not saying you should, but you know, if you if you wanted to, if it was say quieter, you might be more inclined to.... again if it kind of detected erm.... or for example, if there's like roadworks and there was kind of changing speed limits if it hadn't kind of.... picked that up correctly or if there aren't any signage for it to detect the fact that.... what the speed limit is, then you'd be more inclined if it's not kind of picked it up correctly to change it....

Interviewer Yeah. So can you just describe a little bit more the situations like you said where you might want to go faster, you know where you want to speed? What is that..... just sort of when you judge that the roads are clearer than the speed limit is....

M10 Yeah, when it's quieter and ....if you... if you know there's not kind of speed cameras on that road, you might be..yeah, more inclined to speed erm... mainly it's.... during really early mornings or late in the evening when you kind of know that that's not kind of ....as many people about, and there's.... not the.... kind of.... amount of traffic on the roads to be able to.....

Interviewer Yeah. So that's a little bit of sort of judgment from you as the driver that the roads allow you to go a bit faster.

M10 Yeah

Interviewer So if you were sort of in the market for a new car and you went and it had this, you went and looked at a car, you were interested in and it had the intelligent speed assistance in the car? Is that the sort of thing that would make you more likely to buy the car less likely or it wouldn't make any difference, do you think?

M10 I don't.... I don't think it would make a big difference. I think it'd be a nice feature to have, but I wouldn't go out for a car that specifically had that feature in...but I think it'd be a nice thing to have.

Interviewer So if they sort of told you about the feature, you'd think, Oh, well that's good to have it in but....

M10 Yeah

Interviewer Would you.... So sometimes these things come as standard and sometimes they're add ons that you have to purchase. Would you be likely to pay more for a system like this? Or would you just want it to be standard if you were getting it?

M10 I think that it would depend on how much the additional cost would be.... if it was like a couple of thousand pounds then no.... I don't think I would pay the extra for it, but if it was, you know, a few hundred pounds then I might be more inclined to do that.

Interviewer Yeah. And what kind of information or demonstrations or anything would you want about systems like this before you started using the car? Or do you like to just learn about them...yourself?

M10 Erm... yeah, I'd like to have information about it... how it works and then.... you know having a test drive, have it demonstrated, kind of in action.... just to see, you know, exactly how it works, so you kind of get a feel for it before you kind of jump into it....

Interviewer Yeah. Do you prefer that than sort of reading through the manuals and everything about how things work....

M10 Yeah, I find it a lot... more.... easily to kind of digest and kind of visualise when it's kind of...there in front of you rather than reading it on a piece of paper.

Interviewer Yeah, because you must have I mean, cruise control has been around for a while, but did you when you first got your car and you were working out.... because you've obviously got some of these sorts of systems in your car, how did you sort of get to grips with the stuff that you've got at the moment?

M10 Yeah. So I was shown it on the test drive when I bought the car, and then I.... mainly started using it on the motorway first because it's a lot more kind of like one directional flow.... it's easier and kind of people are going more of a similar speed limit. And then I use it more and more like after that....

Interviewer yeah, OK. So you sort of try it out on a safe route at first.....

M10 Yeah, where you know you kind of have that opportunity. .... erm...yeah, it's a bit safer and a bit more open and stuff., ...So just in case,

Interviewer yeah, because cars are getting so techie now, aren't they? They've got so much stuff in them.

M10 Yeah,

Interviewer So there's different kinds of options for how the system would work in cars. So at the moment, it's kind of you would go and turn the system on when you wanted to. But one of the options is to make it either you can't turn it off, so it's always on in the car or it's really hard to turn it off to sort of try and encourage people to use the system. How would you feel about having a system in your car that was basically meant to be on all the time and hard to turn off?

M10 Erm...., I'd be slightly hesitant, but if that was kind of the norm and all the cars were like that, you wouldn't have much of an option. But I think I ... prefer the ability to be able to manually override it and erm....have just ...I don't know a button on the steering wheel or.... on the kind of dash to be able to kind of like turn it on or off.

Interviewer Yeah. So you want that option?

M10 Yeah....

Interviewer But if it was the sort of thing that was starting to come in all cars and you couldn't turn it off, you would just get used to it.

M10 Yeah, you wouldn't really have the option to be able to erm..... you know, you just kind of have to suck it and see.

Interviewer Yeah, but I suppose at the moment, if there was cars like that and there was one where it had these systems and you couldn't turn them off and there was one where you could, I presume you'd go for the....optional one....

M10 Yeah. I would yeah...

Interviewer So how do you feel about systems which just tell you about if you go over the speed limit? So I don't know if in your car at the moment. So if you go over the speed limit, is there anything that flashes up on the display or do you get any alarms or anything?

M10 No...., I think that would be good as well, just again... if you're unaware..... and you might not notice, it's a good kind of reminder... just, the fact to er.... to be sticking to the speed limit, but I think that would also be a good thing to have.

Interviewer Yeah. So do you think if you had that sort of say in your car now and it was flashing up, when you went over the speed limit, would that impact how you were driving, do you think?

M10 Yeah, I think it would. I know.... you know, if I'm say, say it's flashing up at 40 and I'm driving at 50 then I'd...you know, slow down. Erm... maybe if I'm driving at like forty three and it flashed up at 40, you'd just be kind of aware of it rather than kind of like dramatically reducing the speed.

Interviewer Yeah. So it's a little bit because you can in some of these speed assistance systems, you can set a bit of an allowance from the speed limit as well. So it'll only kick in, say if you've set it for five miles an hour over or 2 miles an hour over, then it would it would kick in at those speeds rather than dead on the speed limit. Would you....how would you feel about that?

M10 Yeah, that sounds like a better option I think.... rather than having the kind of predefined having a bit of kind of leeway and kind of..... erm...customization in the.... kind of like settings, I think that would be more attractive to...adding into a car.

Interviewer Yeah, would that generally make you feel better about it if you did have that sort of adaptability that you could change the system a little bit?

M10 Yeah, I think so.

Interviewer So if the car was giving you some feedback when you went over the speed limit, which kind of feedback do you prefer? So you could have just visual displays, you can have beeps and alarms going off. You can have sort of some vibration feedback from the pedals. What kind of thing do you think you would prefer?

M10 I think I'd prefer.... visual kind of on the.... on the dash, kind of.... on a screen, you know... behind the steering wheel. So it's kind of like in your line I think.... a beeping would get a little bit annoying and you'd be more inclined to turn it off if it was like that. Erm.... Maybe a vibration in the pedal would be okay, but yeah, I think I'd prefer like a.... a kind of visual kind of .... image that would come up.

Interviewer So sort of a reminder, but not too intrusive while you're.....

M10 Yeah, like a flashing of the.... kind of like speed limit, just kind of.... like a number or something like that.

Interviewer Yeah. So in terms of sort of rolling out these kinds of systems, do you think the sort of speed limiting system should be compulsory in in sort of new cars...it would be in? Do you think it's a good thing to have this as a sort of compulsory rollout?

M10 I think it would be, I think... more and more cars on the road.... it's kind of ...a good way to... and the roads are only getting busier. I think it'd be a good thing to mandate to have.... if you had the option to kind of turn it off but I think it's good to have it in the car because I think more people would use it than not.....

Interviewer Yeah. And do you think there would be sort of groups of people who would like the system and groups of people who wouldn't like the system. Are there people you think would be quite resistant to having this kind of thing....car?

M10 Yeah, I think....generalising, I think men would be less erm..... they'd be more resistant in the implementation just because.... typically they like to speed more.... and drive a bit more.... drive faster. I think people with more vested interests say, for example, like mothers, they have like children on board or.....say old people who drive a bit more cautiously anyway would prefer.... other people as well to be able to.... be driving more safely and less recklessly.

Interviewer Yeah. So sort of safer drivers would like the idea that other people had it in their cars....

M10 Yes.

Interviewer And how would you sort of set the system up in cars? Would you make it so that people could turn it off when they wanted to? Or would you make it so it was just.... more sort of generally turned on? What do you think would be the best way to have it....

M10 I think I'd have it so people could turn it off, but I'd set it as the default setting to be on when they began with....and then it's down to the driver to be able to turn it off.....

Interviewer Yeah. And do you think if we got to a stage where everybody had this sort of system in their car, do you think it would make driving safer on the roads?

M10 Yeah, I think so. I think the majority of driving is.... accidents are caused by speeding or kind of not paying as much attention. So I think it would have an impact in reducing the amount of, say, accidents and even, or.... definitely speeding tickets on the roads. Because, yeah, the majority of cars I find on.... especially on the motorway are definitely like going over 70. And so, you know, you sometimes see really like bad driving but I think it would be a good er... way to try and reduce that.

Interviewer So just as a.... as the last question, so it would be a good idea to roll out these sorts of systems. But how.... can you think of any ways that you could encourage people to use it? Because I suppose at the moment, if you're just turning it on and turning it off, people could just turn it off completely if they didn't want to use it, and they would maybe be more likely to be the people who would speed. So how would you encourage people to use the system?

M10 Erm.... I guess you could start having kind of harsher fines and kind of being stricter on the speed limits. For example, you know most people know that it's like 10 percent plus or... plus one or two miles that you get when you're speeding, whereas if they kind of reduce that down...er...like the tolerance level and kind of made the fines and penalty points harsher, I think more people would be.... willing to kind of comply due to the fact that they didn't want to get those penalties.

Interviewer And that was like, what you.... So that's like what you said about the system, to you, it's kind of like keeping you from getting those speeding tickets. So that's sort of.... increasing the incentive to to avoid those.

M10 Yeah.

Interviewer And there any of the sort of incentives for people to use it.... could be financial or any information you think that would encourage people to use it.

M10 I think that....having a good kind of advertising campaign to kind of.... to tell people not necessarily about the bad things that can happen, but also the good things about doing it because.... people are more likely to....you know, be willing to comply when they kind of have a good incentive rather than kind of...a punishment. So, I think you'd have to have an effective media campaign to kind of.... like TV adverts and.....erm... explaining it well when you're selling cars to kind of get people to realise.... the benefits of it, not just the....kind of being told what to do and they like have to.... have to do it.

Interviewer Yeah. So what benefits would you... would you stress to people when you were... when you were doing that?

M10 Well, less accidents, you know, less, you know, chance of getting a speeding ticket, just generally safer driving and....er yeah....

Interviewer And so you could either sort of give the information at the point of sale from salespeople or, I think you said, sort of have a campaign or something. What do you think is the best medium for getting that across to people? Do you think it's the point of sale or more generally?

M10 I think more generally kind of through the social media, that kind of thing. Erm.... because people would only know about it if they were going to buy a car, if that was the case, whereas people potentially might be more inclined in buying a new car.... if they knew that it had the erm... you know, the functionality in it, and erm...yeah, I think it would raise more awareness as to kind of the benefits and the kind of overall system rather than just having it for sales people.

Interviewer Yes, so sort of have an awareness of it before and then that might prompt people's purchasing.... because I suppose when you go to a ....when you go to look at a car, you've probably got quite a good idea already, haven't you of what car....

M10 Yeah.

Interviewer And is there anything that the dealerships could do to sort of promote the system or.... the information they could give to people to encourage them to use them when they buy the car?

M10 Yeah, I think they just have to give a good kind of overview as to how to use it, the kind of features that it has, again, the benefits and they could potentially at the start, try and do kind of deals to try and get people to buy those cars. Erm... just to kind of... because it.... is probably a bit of a snowball effect once people start getting them, more and more people will. .....So I think it's er..... yeah.

Interviewer Yeah, well, that's that's great. That's all of my questions. Was there anything else that you'd thought about the the system while you were doing the surveys or while we've been talking that we haven't covered....

M10 Er....No

Interviewer Well, that's great. Thanks very much for talking to me.