Interviewer So just start off with had you heard of intelligent speed assistance before we started sending you surveys and things?

M6 No, not really. No.

Interviewer So I'll just go over it a little bit to start off with. So it's the same as was on the survey so that the car has a camera which picks up speed signs....

M6 oh yeah, I've got... I've got that slightly.... mine does do that yeah

Interviewer Does it..... but presumably it doesn't actually slow your car down, does it..... it just tells you.

M6 No, I think that's only if you put one setting on isn't it...., is it this cruise control that most people use on a motorway or something like that. I think that's right. .....that works differently, does it work digitally I suppose does it....

Interviewer the cruise control, you tend to set it to a speed limit that you want it to go at.... but the the speed the intelligent speed assistance sort of detects the road signs and then your car sort of using that and the GPS it sort of detects if you're going over the speed limit and then it slows, it actually slows the car down for you..... so it cuts fuel to just gently slow you down. You don't have that system, I presume is that....

M6 No, mine just ....the speed limit flashes up on the er.... dashboard so that's... one little...it's like about that big, it's... it's like the size of a 50 p piece isn't it... the sign it flashes up...it might beep at you occasionally or something like that...

Interviewer So that's like a warning system. But it doesn't.... so the intelligent speed assistance would actually slow your car down. .....so it would slow you down, back to below the speed limit. And then there's also an override. So if you press your foot down on the accelerator, you can override the system sort of speed over the speed limit again. So just from all that, how do you feel about that sort of intelligent speed assistance system....

M6 I think it's one of those things you possibly would have to get used to. I think that things like this and autonomous driving for people who.... are only going to pass in the next year or two like my daughter, it will just be part of their daily life... but people like me who've been driving for decades er.... It's sort of a difficult concept. Because we're used to knowing that we can.... If there's an issue like, say, if you were on a motorway or dual carriageway or... a main road, they always say if somebody in front of you is driving erratically or you think they are drunk, you should go past them because it's better to go past somebody that might cause an accident than to be behind them. But whereas obviously, if you're in a car that's setting the speed limit for you, it might be...I don't know whether it takes...... hazards into account or just the actual speed limit. Does it take road conditions into account when the weather and things like that.... So I don't know whether I'd be confident about using that or not in those circumstances.... So that's the thing it sounds like a good idea, but I'm not sure whether it is in practicality....

Interviewer So can you sort of tell me a little bit more about what situations you would be worried about that....

M6 Erm....Busy, busy traffic, like driving past schools and that kind of thing... where people might be on bicycles or you might need to get round somebody... er..for example I've had this in the past where.... a child's run off from the parent straight into the road..... People with buggies...I probably used to do the same myself years ago.... Sometimes you wouldn't think they'd pull out from behind a parked car with the buggy straight on to the road without thinking...that kind of situation. You know... situations where there's pedestrians, shopping centre type towns...., that kind of thing. Motorways...er..lorries, if you need to get out of the way of one, that kind of thing cos sometimes erm.... I'm not saying they're all like this but some bus drivers and lorries still were going faster than they should, even though they've got passengers or goods or whatever.

Interviewer So getting out the way of hazards and things, where you think you'd have to go...you'd have to put your foot down and get round them....

M6 yeah, to get round something or get out of the way.... swap lanes or something like that....

Interviewer So the..... what do you think of the override system, the idea that you can just put your foot down on the accelerator and sort of...override it...

M6 yeah, that's good if it's a hundred percent guaranteed to work, then I would accept that as.... you know, a suitable way to drive from now on.... if I had it in my car...yeah....

Interviewer So what would be your concerns about it.....in what way would you think it might not work.... Is it that it wouldn't be fast enough or that it wouldn't be reliable....

M6 Just if there's an occasion... reliability...if for some reason there was a little glitch in the system occasionally.

Interviewer So yeah, you have some reservations about the the system and how well it would work and you feeling that you do sometimes need that facility to go faster....

M6 Yeah, er.... not for reasons of wanting to get somewhere faster because.... I know that er.... I've read something or somebody's mentioned to me... if you go, is it 10 or 20 miles faster than the speed limit, it hardly makes any difference on, say, a hundred mile journey of how quickly somebody can get to their destination anyway.... Probably because of traffic and stopping and starting and things I'm presuming.... er...so to me there's no point in speeding that fast so.....

Interviewer Yeah.....So it's not a.... it's not a feeling of wanting to generally speed. It's just you want to know you can get out of situations.

M6 Yeah, yeah that's right yeah....

Interviewer So do you think there's any other disadvantages with the idea of intelligent speed assistance.....

M6 Just erm....I .,.... possibly not for somebody like me, but whether it could make your brain a little bit lazy, I'm not sure. But for people who've just passed, I think that erm.... and it's the same with autonomous cars, that they need a period of driving a normal manual car without assistance because it er... sharpens your awareness and keeps you focused on the road. Sometimes when technology takes over a role for you, you... especially people who drive long distances get tired don't they.... they could start daydreaming and that kind of thing so...., I think you've got to....still have that focus haven't you....

Interviewer Yeah, so that's sounds like you might concentrate less on your driving

M6 Yeah you might lose focus....that's right yeah...., like awareness and anticipation.

Interviewer And it sounds like as well, you might actually lose some driving skills if you were relying on those systems....

M6 yeah...that's what I think yeah...

Interviewer So.... younger drivers, if they started off with these sorts of systems, do you feel like that would affect their ability to drive more generally?

M6 Yes..... And in situations where they haven't got.... where you know, they've got to change cars or....have a hire car or have a car without that technology, they might struggle. And obviously on the road, you can't afford to struggle or lose focus because it's...other people's lives at risk as well isn't it so.....

Interviewer so these sort of move towards.... more automated driving systems. Do you sort of not like that idea....

M6 No, I think it's fine. I just think we should be cautious about it but I think it's fine...

Interviewer And do you think there's any advantages to to the speed limiting system...

M6 Hopefully to do with safety.... hopefully...if there's any evidence that it reduces accidents or not...

Interviewer So if you were driving a car that had the intelligent speed assistance, how do you think you would use the system? Do you think you would turn it on? Would you try it out or would you not turn it on? How do you think you would approach that?

M6 I'd probably turn it on first in like an environment where I knew there wasn't going to be a lot of pedestrians and that kind of thing like... you know, maybe a quiet main road or a dual carriageway at a time of day that you know...it hasn't got lots of traffic on.... and see how I felt about it then.... and see if I felt confident to use it again so.... I would do that first.

Interviewer Yeah. So you would have a go with it before? And how do you think it would make you feel more confident? What would you need to test out with it? And what would make you think Oh, yes, it does work.

M6 Er...well trying the overriding thing... to make sure that all works fine and that I'm confident to use it. If I was then I'd try and use it.... sort of...around town or village type situation.

Interviewer And erm.... you mentioned that you've got a warning system in your.... in your car. So it tells you if you're going over the speed limit. Do you find that useful?

M6 Yeah. But if you are...if I know I'm going somewhere that's heavily er.... you know, loads of speed cameras then I'll just keep an eye on the dash anyway. So if it says it's an area that's 30 then I'll stick below 30 or 40 or whatever it is. So I'll do that anyway. So it's probably a while since it's beeped.... but again, that was probably something, it took me a while to sort of realise I needed to not get to the point where it beeps at me...

Interviewer Yeah. So if if it does beep at you, do you find that makes you slow down?

M6 Yes, definitely.

Interviewer So those are the sort of two systems you could have. You could have just a warning system or you can have this intelligent speed assistance that actually slows you down. Which do you feel you prefer

M6 Er...I'd probably try the er.... intelligent assistance one and see how I got on with it....

Interviewer So if you were going to buy a new car, do you think you would look at any of these sorts of new systems? What would affect which car you would choose to buy....

M6 well are they going to be in all new cars because my car's probably due towards the end of the year and I was going to look at either electric, fully electric or hybrid. So would that technology be in all those type of new cars?

Interviewer I don't think it's in all new cars, but it's in quite a lot of new cars...... and sometimes they come as a sort of standard thing in the car and sometimes you have to pay extra...to have it put in your car...

M6 Right..... do you think that's reflected in the price or....

Interviewer Maybe.... it could be the higher end cars that are the ones that have the intelligent speed system. If it had a cost implication like that, how would that make you feel?

M6 I'd have to check that because I think an electric car's going to cost me more anyway...I don't know about hybrid..... I'm not sure if they cost more, but full electric would and also... my concern at the moment is charging stations and things like that so I'd have to seriously think about it.... so I might be paying more for that anyway.... So then it would depend.... on the digital package and if you'd have to have like, a certain type of car....

Interviewer (power cut caused the line to drop for a few minutes)

Interviewer Anyway, so yeah, we were talking about you sort of getting a new car and erm....

M6 Yeah, I'd look at it and I would consider the cost. And I'd obviously have to think, if it was too pricey whether I needed it or whether I'd be better going for an electric car or going for...the digital assistance aspect...

Interviewer So you wouldn't be worried if you bought a car and the system was in it, you'd be quite happy. It would just.... it would just be about the cost.

M6 Yeah, if it was there ...like at that entry level of that model I wanted and was either factored into the price or for some reason, it was hardly any difference in price, like a few hundred pounds or something then I'd go for it.... that kind of thing so....

Interviewer And would you want any sort of anything from the dealerships or wherever about the about the system? Would you want information or would you want to have a go with it? What could they do....

M6 Yeah, yeah..... having a little test drive with that included would be good.... I had to have.... because I use a erm... automatic and I had to have a hire car from the garage a few weeks ago while they did some work on mine and they left me with a saloon that was all digital and everything....it didn't have the handbrake....it just had a button....and I had to pull off from the front where it was all glass door... Everybody could see me and I had no idea what I was doing.... it was so embarrassing because I hadn't worked out where the handbrake was because it was basically a little button thing. But yeah, I definitely need to talk about it first..... and I prefer doing that, like when they go through it and show you.... er.... you know, all the different features and things, I prefer that anyway...

Interviewer how do you find like the trying to learn things from manuals and things

M6 er.... no I prefer .....being shown something. So yeah, my eyesight.....I find reading.... even with reading glasses, it's okay for a few minutes. But you know, small writing.....it gives me such a bad headache at the moment.

Interviewer So you you would be better being shown it and talking through it....

M6 Yeah, yeah.... Or if they drove round and I sat in the passenger seat watching what they were doing, that kind of thing so..... that's fine by me.

Interviewer So that might be good if they were actually showing you it while they were driving.

M6 yeah, for maybe 10 minutes, 15 minutes, that kidn of thing so.....

Interviewer So there's different sorts of options for how you can have the system set up in the car, or the different ways that they're thinking of doing it. So one is that you, you go and you turn the system on, another way would be that it it was.... It was on and it was either impossible to turn it off or it was very hard to turn it off. How would you feel if the car had that kind of system? So it was basically default on your car and it was hard to turn off?

M6 I'd be OK if it was on all the time and there was a option somehow to switch it off, even if you had to go back to the garage and ask them to do it, then that would be fine because it would make me try it out so....that's fine....

Interviewer And if it was a system that was impossible to turn off

M6 Er..... I don't know. I'm not sure how happy I feel about that. Yeah...if you didn't like the system... and it also depends on whether this kind of thing becomes law, because.... I think when they were introducing the smart motorways, this is probably what they were thinking of, wasn't it? And it's all gone a bit wrong because of the.... I think cos was it the smart motorways didn't have the hard shoulders... it's caused a few accidents hasn't it, that they've got to.... They said they would have worked, wouldn't they, from the beginning if everybody's cars had had the.... technology. So obviously, it's about getting that technology on the road, but I mean, that's going to take decades unless they make it the law... that you've got to have it, isn't it so....

Interviewer So there's a bit of need for enforcement there. And there's... not complete confidence in the technology for them to force it to be in people's cars at the moment.

M6 Yeah, yeah.

Interviewer And the other thing that they can do is sort of have.... a bit similar to yours.... So yours flashes up a visual warning doesn't it

M6 yeah, it does, yeah

Interviewer how do you feel about sort of beeps and alarms and things telling you

M6 Er....it does do a beep as well.... but the problem is it does beep for other things doesn't it like erm.... if you're too close which I've only ever had that once or twice.... to another vehicle. What else does it beep beep for...oh it beeps to do with the tyre pressure. It beeps if there's an engine management problem. See the problem with beeps...it doesn't even matter if they are meant to sound differently.... when you're concentrating on the road....I suppose it's a bit like fire alarms and car alarms you just get used to them and you ignore them a little bit don't you...

Interviewer so some of those sorts of things....you can ignore those kinds of things quite easily. So one of the one thing they could do is if you were overriding the system, it could set off an alarm sort of thing in the car, just warning you about going over.... overriding it for a period of time. So how would you feel about something a bit more obtrusive...

M6 yes, if it tells you you were overriding it for like 10 minutes, 20 minutes, half an hour as long as the alarm then went off..... then that's okay. Like a little beep, say every 10 minutes or something to remind you. And then maybe at an hour it told you to pull over.... and go back to normal or whatever.... then that's fine ....as long as it wasn't sort of a continuous alarm ..... that stayed on for ages then....

Interviewer Yeah. So if it was if it was sort of going off the whole time when you were overriding it....for a long time

M6 yeah, that would be too annoying. Yeah, yeah.

Interviewer So, how would you feel if the intelligent speed system started being compulsory in all new cars....

M6 I think that's OK, as long as eventually it does match up to the systems they wanted, with the smart motorways and things.... and then it makes sense about why they're doing it... But just doing it for... because they think it might cause less accidents but.... if there's no actual data on it then it just seems a bit.... a bit like it might be..... just to do with selling new types of cars... or just making a law for the sake of it.... but if they knew it definitely did.... stop accidents then... I'd agree with it.... if they had the evidence...

Interviewer Yeah. You would want the evidence to be there to show the safety.....So, so that would be the main benefit of the system if they could show that evidence that it would have that impact on accidents and things....

M6 yes...yeah...

Interviewer And if if they did roll it out in cars, how would you have it set up? Would you have it as a system you could turn on and off or a system that had to be on?

M6 If it had to be on by law then.... obviously I'd just have it left on...and I wouldn't have an option to turn it off no....

Interviewer And if it wasn't sort of by law, it was just a facility that was being put into cars

M6 Then I'd have override but like we were saying.... like having the alarms to let me know I'd it on for say... 10 minutes, 20 minutes, half an hour, that kind of thing....

Interviewer Yeah, yeah. So you sort of feel like this kind of thing would make people safer drivers or not? Do you think it would have any effect....

M6 Yes, because I think that... things like speeding and drink driving in this generation are very frowned upon. Whereas years ago people thought it was a bit humourous, didn't they... when I was younger.... and that people... like where I live, it's quite countrified... Years ago, there were a lot more country pubs and people would.... just drink drive in the evening wouldn't they and things like that, and people would speed on motorways and not think anything of it, whereas nowadays, it's frowned upon. So... you can change people's attitudes over a generation yeah....

Interviewer Do you think people's attitudes to speed have changed?

M6 Yes, definitely. And speed cameras are probably the main thing because nobody wants a fine do they so........

Interviewer So what do you think.... if it was in cars, how do you think and it's a system where you can turn it on and off so people can just turn it off if they don't want to use it.... How do you think you might be able to encourage people to to switch it on and use it more if it was in cars more generally...it could be incentives or....

M6 I mean an incentive could be about the speed camera awareness couldn't it so that they know what speed cameras are coming up and therefore avoiding fines and also evidence about less traffic accidents and pedestrian accidents.

Interviewer Yeah, that sounds like the thing that would most convince you to use it if there was... So if somebody did show that there was.... it did reduce accidents.... that would make you more likely to use it.

M6 Yeah, definitely. Yeah.

Interviewer And what would... what do you think would be the best way of telling people about that kind of thing if there was that evidence....

M6 yeah, mini TV adverts, social media adverts... for youngsters, influencers on Instagram and that kind of thing, Tik Tok.... posters at bus stops, digital posters in shopping centres, that kind of thing.

Interviewer Yeah. So just... that sounds like a very sort of general awareness kind of thing. Do you think there's any other sort of incentives or information that would encourage...

M6 er...possibly things like reduced insurance... that kind of thing.... financial incentive in a way...reduced car insurance..the same as people who er....have the black box on their first year or so of driving don't they so....

Interviewer And do you think there's any groups of people who would very much not like to use these sorts of systems? Do you think there'd be people who would be really quite hard to encourage them to use....

M6 erm... I don't know if people who drive professionally would find it a pain.... like taxi drivers and lorry drivers. Obviously, ambulance and police would be exempt wouldn't they.... So probably people who drive professionally and delivery drivers, those kind of people yeah...

Interviewer Yeah. So is that because they want to go faster or just they want to drive their own cars do you think...

M6 Er..no, because er...a lot like to get the round done or whatever it is...or the journey... in the best time for them to....get the best wage for that job and get home...,.don't they so...

Interviewer Yeah, it's a bit of a rush, isn't it?

M6 Yeah, especially probably the ones who work in a city so....

Interviewer Well, that's great. That's that's all of my questions. Had you thought of anything else about the system at any point that we haven't covered?