Interviewer So if you just start off and describe the system, you've got maybe what it's called, how it works and how long you've been using it.

P14 Oh yeah, that's a good question. I don't know. I've gone up to an Audi R6 which is 2020. So all modern, all singing, and dancing. I mean, it's got various things. We've got Audi pre-sense which is supposed to automatically brake if you get too close. I've got speed signs are supposed to tell you where you know if you're going in a 30 or in a 70 for example, there will be ...er....your thing when you set it to stay at 70 75, whatever you call that. So I'm not particularly sure what Audi call the whole thing cos I tend to avoid them to be honest but they are there. Audi pre-sense is always on, for example. So I've always got these things on in the background somewhere along the lines.

Interviewer Yeah. So the speed is it's a speed limiting system. Is it part of the cruise control system?

P14 That's that's what I was trying to think of... it's not a speed lim-.... Yes, you can have that. So you can set it to 70, 72, whatever it is. But yeah, the main thing I've got is a camera, sorry not a camera...... a sign recognition telling you, you know, whether you are in a 70 or whether you're in a 30, for example, that thing can give me some guid-...guidance, but as I say you can set your speed limits if you want to...

Interviewer and when.....so the camera picks up the speed limits and things. Does it actually, slow your car down to under the speed limit if you set it to that system?

P14 It probably could, but I've never looked at doing it.

Interviewer All right. So you haven't you haven't really been using it as a speed limiting system?

P14 No, not. Not at all. No, no. I think I put on my questionnaire you know, I hate that sort of system. So no, I used to have it on my C63 before my Mercedes beforehand so I could... could could have it. So I could stick at 70 72, whatever it is or could do a few other things. But no, I try not to use them at all. I struggle if I have those sorts of things set up, to be honest, I tend to lack the driver involvement and then I.... my mind tends to wander.

Interviewer Yeah, OK, so you actually find when you've got those sorts of things on, it takes your attention away from the road?

P14 Absolutely, yes. And I think also for me as well.... probably be partly, actually thinking about it because.... a lot of my journeys are on back roads or on sort of windy A roads rather than dual carriageways..., I don't really need to have that sort of system on, you know, when you're constantly adjusting cos you've got a corner, you've got a bend in the road. Those things I'm sure maybe make a bit more sense if you're on.... a long motorway journey but for the roads I'm on all the time, I'm always having to adjust my speed anyway.

Interviewer Yeah, so it sounds like so the did you say that the car you had before this one also had a similar system, but you didn't use it....

P14 It did yeah.,,,,,yeah, absolutely. Yes, it did. And again, I never really used it. You could set it just to follow the car in front of you, and it would ....it would..... If that sped up, it would speed up. And if it braked... it... it would brake automatically to try and keep us at a distance. But again, they weren't features I was comfortable and confident using.

Interviewer So this that this sort of speed thing in your car at the moment, it sounds like it's part of the cruise control and it would tell you if you're going at a certain speed.

P14 Yes

Interviewer And then did you say it did have the feature where it could slow you down? Or is it just an advisory one that tells you about it?

P14 It probably has, but I've never had to look into setting it up for that sort of thing. I suspect that there probably is somewhere along the lines. I mean..on cars nowadays, the technology is so complicated that unless you really sit down and work through everything.... you're not going to know, to be honest.

Interviewer Yep. OK, so so it sounds like you, you you might have the speed limiting system, but you haven't been using it. So I'll ask you a bit about....

P14 absolutely...I've got most things, most automatic things turned off if I can try and figure out how to do it yeah...

Interviewer Yeah. So it's a general, you've got quite a lot of these systems in your car, but you you don't like them.

P14 I try to have everything disabled to be honest. If it was down to me I'd just have heated seats stereo, and that would be it, nothing else would be on.

Interviewer OK. So when you were buying your car was with these. How did you feel about these sort of systems? Was it just that they're sort of there and you put up with them or... you don't go looking for them....

P14 Oh, yeah, absolutely. I think ....Yeah. No, absolutely. I mean, I'm in the Audi Rs6, if you're familiar with them or not familiar. I mean, basically, it's a bloody quick...estate car. You know, I wanted an estate car... these bits came with it. I didn't even look if they were on the system. You just assume you get all these modern bits of crap. You do, if you're spending a £100k ....a hundred thousand pounds on a car, you assume you get a lot of things you don't want on it. But these aren't things that I would pay to have on the car, put it like that

Interviewer Yeah. So what kind of things do you look for when you when you buy a car?

P14 Well, as I say for me with the estate car, I wanted big boots, but also need something that's...you know, for me, fun, fast, erm....which something like this type of car is, of course, you know, it's yeah, absolutely.... So boot was a priority and erm...so I know you don't have to spend a hundred thousand pounds to get your dogs about but..... you know I wanted a decent car, a decent looking car, something that goes quickly in my case erm.... not that speed's the be all and end all of things, but, you know, just wanted some, some nice proper car. You know, that's as good as I can get really.

Interviewer Yeah. And so it's got these systems on, but you don't use them. So you would be sort of looking at how you turn these things off rather than....

P14 Oh, absolutely and Audi have messed it up anyway. Audi have got some problems with their systems anyway at the moment as it turns out. I've got a...... So we're talking about this thing that recognises speed signs. This thing hasn't been working on my car recently, and it turns out Audi have got a fault that they know about which I think they found out in October last year across multiple models across the entire range. Not on every car, but on quite a few, a software fault... and they've known about this since October last year. They're hoping to fix it by the end of this year. So... which is appalling for Audi, I've got to admit so I'm in a bit of disputes with them anyway, so I've got this system I didn't really want, but then it 's constantly... it doesn't work anyway and it keeps telling me it's not working. So I get all these warning displays telling me it's not working today, which to be honest is quite distracting.

Interviewer Yeah. So is that part of your dislike of all these systems that it's just an extra thing that can go wrong...

P14 it is another bloody thing that goes wrong. So. Yes, it intermittently works. It worked yesterday. It hasn't worked this morning. So yeah, that's even more annoying when you've got something you've got absolutely no faith in whether it's on or off and you don't know whether it's working or not.

Interviewer And do you find it easy to so when you choose that you don't want these systems, is it easy to get like, switch them off and get rid of them? Or did you find it easy to turn them off...were they on in the car when you first got it...

P14 They're pretty much on automatically and you can't do too much about it that they are there in the background. Yes, cruise control is obviously something you turn on or off. Which I've never even looked how to turn it on but I know it's there. But yes, they are on automatically I think unless you.... I think on some of the things you can probably override on every single journey, for example, obviously you know I can turn my parking sensors off but I have to do that every time I get in the car erm....you know, so the moment I turn the car off, they're back on again

Interviewer So how do you feel about that...having to do that....

P14 Honestly, I hate it. I absolutely hate it. Audi have dropped a bollock in this car. I will never buy another Audi again as long as I live. Yes, because I've got these systems that don't work properly, and I just wish I could either have them cos they either worked or turn the whole things off properly but having intermittent things and warnings coming up all the time isn't really good

Interviewer because it sounds like the speed sort of the cruise control and speed limiting systems. They were off and you've just not turned them on.

P14 Erm....well no the,....yes, so there would be individual things, but erm... I don't think I could use them properly anyway, because the whole thing is designed with the little camera you have on the rearview mirror. You've got a little ca-, that forward camera. Because Audi have got this system that isn't working properly. I don't think these things would work all the time anyway. Erm...the sort of the speed assist and lane assist things. So yes I've got..., yeah so actually lane assist is another one of these things. So yes, because the whole system isn't working properly...it puts me in a little bit of trouble anyway.

Interviewer Yeah. So just generally your faith in the whole of these sorts of systems has been spoiled by everything not working anyway.

P14 Oh absolutely. Yes, absolutely. But, let's be honest, most men, you know.....most men are reasonably confident drivers, shall we say, maybe compared to....compared to probably other women for example, not being sexist here, but most men like to think they're probably better than they are and kind of think..... I don't want a bloody system on, I want to drive myself and if I crash it's my fault erm.... we aren't very accepting of that generally, so and again, for me and someone that feels reasonably confident driving, I don't really feel like I need, need or want driver aids to be honest. I've reluctantly accepted that they are all automatic nowadays rather than having a manual gear stick erm... and I'm kind of used to that now, of course. But yeah, I think men... a lot of men like to be involved and feel like they're part of the thing .... that's part of the fun of it. You know, I've got a couple of motorbikes. I go out on those at the weekend and it's nice to just feel a part of the riding experience in that case rather than.... just on a train that takes me from.... what.... I know... work to the office and work to home, for example. You know, I don't want an automatic car. I want to be able to drive.

Interviewer Yeah. So it's like the activity of driving and you get the enjoyment out of being the driver rather than having the car doing things for you.

P14 Yeah, absolutely. Yeah, I've don't think it would be a lot of fun if I just got in something and it just took me home. I want to.... experience it I think....

Interviewer So how do you feel about sort of the move towards more automatic driving.....

P14 at the end of the day, It's a necessary evil isn't it, and that's the way we're going to end up doing, in which case you'll accept it. But yeah, and that's maybe when other people get to.... almost like.... So whatever the form of transport is at that time... jetpacks or whatever else.... I don't ....your own personal drone or...god only knows..., but yeah, it's nice to feel, I guess, part of the system somehow along the line. But yes, ultimately it will change and maybe you'll get in a car and you just accept you'll turn up at your destination half an hour later and you.... play on your phone or watch a movie or something I don't know what.... Well but, yeah, I mean, I'll probably be dead by then, of course but you know what I mean... it will become part of life, part of the norm. You know, I mean if I had grandchildren, for example, they will be in a system... in some set up like that and they won't know how to drive a car I suspect. Who knows?

Interviewer Yeah, who knows. So it sounds like, well, obviously you don't use the system. You don't like the idea of the system at all. Do you see any benefits of having a a sort of system in the car that would slow you to the speed limits? Or is it just.

P14 Yeah, of course. And let's be honest, if you have got points on your licence and you want to be careful, then those things are useful. And er.... if you are worried about getting caught for speeding, for example, those things are useful. Yeah....and if you've...I don't know... had a few drinks, you know, you're under the limit, for example, you might want to set it so you don't get carried away....we've all had that, I think particularly men, we tend to have a few drinks and think...oh alright, I'll put my foot down. I would have done when I was younger. Not so much nowadays, of course, but erm.... yeah, you're probably not quite so aware of things but yes I'm sure it could work in those sorts of systems....in those sorts of things, but erm... or if you're tired as well but for me, no, not really. And as I say, I'm doing short journeys all the time anyway erm.... Yeah. So it's not as if I'm doing long sort of distance...long sort of driving these days. But yeah. So for me personally, there is no need to have these, but I'm sure there are some uses for them, for some people certainly....

Interviewer do you think there be some groups of drivers that would find it useful for like, as you've said, people, you've got some points and want to look out for getting more. Do you think there's some drivers who are more favourable to this sort of thing than others?

P14 Absolutely, I think there are people who would use these things but for the most part, for me, it's of no benefit and.... yeah

Interviewer yeah, that's fine. What do you think of the....so The system, I know you've not really well, you've not used it, but so..... the system is that it would slow you down to the speed limit. But there's an override. I just wonder what you think about that sort of override feature where you can put your foot down to get out of the system and accelerate if you need to, because some people have reservations about that aspect of it.

P14 Yeah, absolutely. That's something you'd want, of course, cos there are times when you might need to override the system. But personally, I think speed limits are too low in many places, really. Not by much, but.... speed limits rarely ever go up. The village I live in here, for example, used to be a 40 through it years ago. So years ago, I'd go through at 45 when I was 18, for example.... 18 in a knackered old fiesta that brakes are barely working. Nowadays, I have to go through parts of it at 20, with a car that will brake on a dime.... being a lot more experienced, a lot more adult... adult...being a lot more sensible than I would have been, you know, 25 years ago. So it seems weird that I've got a far better car, I'm a far more astute driver, I'm looking out more. And yet we're slower than we used to be 25 years ago. Erm, so yes, I do think a lot speed limits are a little bit too low, really. And you know, I have the same speed limit for me and my car that will stop really well as erm.... someone that's 75 and had a pint of beer and they're in some deathtrap of a car, you know....it's it's we we still have to abide by the same set of systems on the road. ...so yes, it is. It's a weird one that one is. So Yes I think for me speed limits are a fraction too low. And if I'm doing 20 particularly or 30, I..... my mind does wander.... let's be honest. I'll be there kind of.....scroll through and put some music on my...on my CD player or whatever it is or.... it's not a CD player of course nowadays in cars... it's your...scroll through your phone to find out whatever artist you want, whatever they're called... the systems...so yeah....

Interviewer so it feels like you've got better attention on the road when you're looking out for all these things yourself.

P14 yeah absolutely

Interviewer And I suppose if you if you feel like the speed limits aren't at the right speed, then that's going to make you less likely to want to use a speed limiting system cos you're then using....

P14 of course...

Interviewer cos I presume you're using your judgment to go a little bit faster on roads where you feel that it's the....

P14 Yeah, of course. And I think for me, because I am pretty much doing the same roads all the time, I know where the schools are, where people are, you know, there's.... where crossings are, where there's likely to be incidents on the road. You know if I turn up in a...go out for the day somewhere and I'm not familiar with the roads, you drive a bit slower.... but when you know exactly what is likely to happen on any given road or.... yeah, you use your own judgement really.

Interviewer Yeah. So when you when you got the car and it had all these systems that you're not really very keen on anyway, did you get any any sort of help from the dealership around it, any information, any sort of demonstrations?

P14 There might have been a few bits here and there, but for the most part, with cars nowadays there is so much, so many things and you just want to get off and get in your car really erm.... that there are.... I found out the other day it's got some system where you can wave your foot near the boot and the boot automatically closes.... I've had that thing for two years and the boot has closed on me a few times. And I said, Look, I think there's a fault here and they said, Well, there's this system which not many people know about, you've got a button at the top, you can press that you got your key fob, but for some reason or other you can kick your foot near the boot and it'll automatically close, which is ....absolutely chuffing pointless and they disconnected it for me thankfully. So again, making it too complicated, I mean.... gone are the days when you just close your boot. Nowadays, yeah I can do it with a with a foot, with a finger or with a finger on the.... It can be too complicated, you know....

Interviewer And I suppose. I mean, is it is that sort of thing in the manual....

P14 if you want to go and read a... a yellow pages and go through everything, yeah it probably is and...and let's be honest, if you do.... but not people do, do they? I mean, you get your iPhone, and it kind of works and does everything automatically, you know, it's that's how we're used to now... you want technology just to work and be well-designed.

Interviewer Yeah, I mean, I suppose that's the thing.... If cars are getting more and more complicated, how do they then let people know what the systems are to know how to use them without giving you a massive booklet to go through?

P14 Absolutely. And Apple to be fair do it pretty well. I don't know if you have an iphone yourself but a lot of people do and they work because they are.... relatively simple...it seems to be fairly intuitive... that's what you want. And Apple spend millions of pounds every year trying to make things as simple as possible that will work for most people without having to resort to instructions.... whereas I get in my Audi and it isn't....designed by Apple, the whole system there really.... it doesn't work as well as Apple, let's be honest.

Interviewer So would it.... So if you were in the market for another car would these kind of systems, be more likely to put you off buying that car than to encourage you to buy it then.

P14 Yeah, it would do I guess. The simple fact is, let's be honest here, if I'm going to change my car, I'd probably be looking at someone like Mercedes or BMW as the main sorts of types of manufacturer and It's one of the systems, of course you look at.... But I'll be honest, when you're sat in a dealership and you decide you like the look of this car, or this is the one you're going to get. Is it going to really be a deal breaker? Possibly not. You know, you'll ....you'll have a quick look....some salesperson will show you how to work it... and you think, Well, that's fair enough. It's a car, it's got a boot on it....it's....

Interviewer Yeah, you certainly wouldn't pay for these things as add-ons, though,

P14 no

Interviewer because sometimes they come as standard and sometimes they're add-ons....

P14 that....that that's it. Yeah, these aren't things I would pay extra for....You just accept it's part of the car and that's....

Interviewer Erm... so I think the next few questions I know what some of your answers are likely to be beforehand..... so some of the options around how the intelligent speed assistance systems are set up in cars at the moment, it tends to be you go and turn it on and you can turn it on for different journeys. So you can choose when you use it. But they've sort of looked at making it either impossible to turn the system off or hard to turn the system off. So how would that make you feel if that was how your system was set up in your car?

P14 It wouldn't surprise me and I suspect that's the way it's going, and if that's the case with all cars then you just have to accept it. I think it's.... a lot of people in life, myself included, hate being told what to do and hate.... You know... we're not living in Korea, for example. Yeah, we like to have some.... some control over our day to day lives really.... you know... And erm.... yeah... but if that's the way the world's going, then you just.... you just have to accept it.

Interviewer So if you had a choice between two cars and one had the system and you couldn't turn it off, one didn't. I presume you would go sure for the car that didn't.

P14 Absolutely, yes of course.

Interviewer And how do you find I think you said there's lots of noises and beeps and things in your car. But if you like, if you go over the speed limit, does it warn you? Does it do an alarm?

P14 No, it doesn't.

Interviewer Or flash up or anything?

P14 No, no.... which is good.

Interviewer And have you driven in cars that have those kinds of more advisory systems?

P14 Possibly. I can't think what...whether...cos I haven't changed cars that often...whether they've done that in the past or not..... can't really remember. But.... I always get something that tells if I'm entering a 30 or entering a 60 or 70, for example.... so you're kind of aware of these things.... you know just subconsciously... cos it's there...it's just literally....Where your steering wheel is....you've got something that tells you what you're doing so.... yeah you're aware of things.

Interviewer So how do you find sort of the more alarm type things, though, you know, if it's if it was sort of beeping at you telling you to slow down and things,

P14 it would drive me crackers. I'd be there like John Cleese hitting it with a stick or something (laughs)....yeah it would drive me crackers. I got...I had to have a... a courtesy car the other day and I put my dogs in it... erm because it didn't have a boot I put one in the back seat and one in the front seat... I got halfway along.... my journey home and it started all these warning signs because I didn't have seatbelts.... put in.... because it thought they were people. I was f-ing and blinding...and had to pull.... I had to find somewhere to pull over with this thing beeping at me all the time and.... then put seatbelts in, even though the.... behind the dogs to turn the fucking system off. So yes...it drives me crackers, anything like that to be honest

Interviewer It was just very sort of intrusive. Do you find it distracting then.....it must have been because you....

P14 yeah absolutely....distracting ....and I think intrusive are definitely words.... you know, you can put... I put ....I don't know if you've done it yourself but you put a box or something heavy on a seat and you get a warning.....warnings when you get going.... 30 seconds, 60 seconds into your journey and it can be quite.... quite annoying to have this constant bloody beeping in the background. Yeah, well it does me anyway.

Interviewer So what would you.... I mean, it sounds like you sort of think these things are sort of inevitable, inevitably coming down the line, but you don't like them...

Speaker I think so yes

Speaker So do you if you if cars tended to have these kind of speed limiting systems, do you think it would make driving safer if it started to come through the car fleet and everybody had them? Do you think it would make driving safer or not?

P14 I'm sure ultimately it would do..... you know, if you stop people going over speed limits... some, some.... fatalities or some accidents, of course, are caused by excessive speed. As to what degree, who knows, but there has to be an element to that, and erm.... yeah....but there has to be.

Interviewer Yeah. So it would it would make it safer erm....

P14 I would suspect so. It would.... it would certainly stop some people going too fast that do go excessively fast. You know, we could maybe try to think of the young lads, for example, who've got their first car, who are young and put their foot down. It would certainly eliminate some of those issues and .....but it wouldn't stop other issues you know...for example, people not paying attention on the road and.... you know what I mean, it's just....

Interviewer Yeah, so there's other aspects of safety other than just the speed....

P14 of course there is....yes

Interviewer And as you were saying, it might make some people pay less attention because you thought you might pay less....

P14 there is a danger of that, I would certainly be paying a bit less attention yes....

Interviewer So do you think these kind of things should be you sort of see it as an inevitable, but do you think it's something that should be rolled out more these kinds of safety systems?

P14 I don't know. I just accept it for what it is, and I think it is inevitable really.... whether it is five, 10, 15, 20 years time or however long it is. But.... just accept it. Am I in favour....no, not for me personally, but I'm sure on balance, if you're looking at things.... somewhere as a.... you know up in parliament, you know, you might start thinking, Well, this is probably the way to go. You know, you're gonna..... you're not gonna lose many votes by putting these things in I wouldn't have thought....you might save a few lives so yeah, I'm sure it's inevitable.

Interviewer So if you were just looking at it from the safety aspect, you would see the benefits of it, but it sounds like there's some loss of enjoyment around it that you would.....

P14 Absolutely...Yeah. I think on balance, let's be honest, if you have any system out there that will help people stop injuring themselves or killing themselves, then there is justification for it of course... even if it only saves one life.....one life and puts misery into lots of middle aged men's driving to be honest (laughs)... there is some benefit to it.

Interviewer And it sounded like from what you were saying, like young drivers, there might be particular groups of people where it would be most useful to have something like that...

P14 Absolutely. Yeah. Let's be honest, like, like a lot of young lads, when I first got my test, you know you, you do..., you test the limits of your car. It's a bit of bravado. You try and think you're.... actually in my day of course Nigel Mansell it's probably Lewis Hamilton in today's sorts of thing.... But yeah you drive quickly yeah...course you do... you try to.... be just try and drive quickly and..... whereas nowadays you get older, you have responsibilities and...have dogs in the car or you know...and I don't want to see my daughter growing up without a father, for example, so you..., my car's have got quicker, I've got slower. So you just drive sensibly.... you know...

Interviewer Yeah, so you've got that driving experience, which....

P14 Of course.....doesn't mean I won't crash again but.... the simple fact is, you do have that experience and you.... look out for people...I had my motorcycle...took my motorcycle test, you know, five, six years ago. And again, you get a different perspective on things. You learn to...read the roads and you learn about safety. And yeah, you try and.....doesn't mean you won't ever have crashes, but you try and be sensible and, you know, look out for what might be coming up on the road ahead.

Interviewer And the fact that you sort of think that it would be good for certain groups of people like younger drivers and things. Are there any incentives or any information that would encourage people who were in those sort of groups where it would be useful to use the system more? Because at the moment it's it would be a system where you would turn it on or turn it off. So I suppose the problem is people would just turn it off if they didn't want to use it....

P14 Yeah, absolutely..... education ultimately but.... are you going to get some young lads want to abide by rules, you know, and that's not how young men are designed to be. Young men are designed to.... want to get out there and prove themselves and be quicker or bigger than somebody else. You know, whatever, whatever the things are, you know, it's a... that's a slightly male thing of trying to better, better somebody else and drive quicker, be stronger down the gym, whatever it is, run quicker...you know...men are naturally competitive that way I'm sure....

Interviewer So is there any sort of incentives around the system that you think would encourage them? Or is it just a stage that people go through and there's not much you can do about it?

P14 There are elements of that, of course, but you know... it's...you could start....start interfering with their testosterone levels, whatever it is, but that's a totally different side of things (laughs)....

Interviewer that would probably be going a bit far.

P14 Absolutely, yes.

Interviewer Well, that's great. That's that's all of my questions. Was there anything else about the... the system that you've thought of that we haven't covered?

P14 No, that that's fine.