Interviewer So you haven't got the intelligence speed assistance...

M15 No, I don't.... not at the moment anyway.

Interviewer So had you heard anything about it before you got our surveys and things?

M15 To be honest, I was blissfully unaware. I was aware of restrictors on vehicles, but not something governed by, in effect, A.I.... So it was it was a new concept to me and one which has piqued my interest.

Interviewer OK, so I'll just run through the system quickly. So there's cameras on the car that can pick up the road signs and speed limit signs and things. And then there's also GPS so that it can tell where the car is and then through the camera and the GPS, if you go over the speed limit, then it would just gently cut the fuel until the car goes back under the speed limit. And there's also an override feature, so if you press down hard on the accelerator, you can accelerate faster and go over the speed limit. So that's the the system, and it tends to be one that you can turn on and off in cars so you can choose to have it on or off. So just from that description and anything you've thought about, what are your impressions of the Intelligent Speed Assistance System?

M15 My my initial thoughts are the concept is brilliant. And I can see so many safety features as a result of it.... on the downside, a very few concerns, but one that I do have is actually when you do exceed the speed limit and it appears that the systems only form of control to reduce speed is to cut the fuel to the carburetor which..... as you said, over a distance....a) it concerns me the distance that you would travel.... sufficiently to bring the speed down to the required limit. And the second thing is, you are supposed to maintain an appropriate distance between vehicles, but in this day and age, with so many cars on the road erm.... you see them so close to each other. Now normally your warning that something untoward is going on in front of you is a brake light. If fuel is being cut, I interpret that there would be no brake light.... the vehicle would just start to slow down. If the motorist behind is not paying full attention, he might not observe. I wouldn't imagine it would be a sudden change in speed. It would be gradual. But in this day and age, we have enough accidents without it at the moment. That's my only concern is that there's no.... or little warning to following motorists that this event is.... occuring. That's my only concern.

Interviewer So you mentioned that one of the main benefits would be the safety features, and you could see it having quite a lot of safety benefits. Can you just tell me a little bit more about what safety benefits you see....

M15 Well, the one thing is that because you've got a built-in safety net of not being able to continue at excess speed for any great distance or time you can truly concentrate on the road. I have driven for over 50, 54 years now and I do.... I am aware that if you suddenly in the distance, see a policeman standing with what appears to be the radar gun or you spot a speed camera van, your first sense is to look down at the speedometer because you have no concept of what speed you're actually travelling... let's be honest, you're not quite sure. And this will allow you to focus entirely on what is going on in front of you. I mean, if you're distracted, looking down or looking at your instrument panel, and a child steps off, you've milliseconds to react to that situation. So there should be no excuse, no motorist should be able to claim distraction, if an ISA is fitted to their vehicle. Erm... I might become too radical on this. I have unfortunately experienced what I referred to in my notes to you about the boy racers. We have a problem in this area with all their souped up Volkswagen Polos. We've actually got street racing going on in our area now, which is videoed and posted on Facebook regularly. And it's a frightening concern. I would love to see.... I think I'm right in saying that all new cars after 2024 are going to have to be fitted with ISA....

Interviewer So it's compulsory in Europe but it's not compulsory here at the moment. It might possibly be in the future but it is starting to be included more in new cars.

M15 I personally would love to see a new classification on the driving licence, that people who have only passed their test within 12 months and even extend it to drivers under 21, can only drive vehicles fitted with an ISA. Now, I know you can override this system by slamming on the accelerator pedal, but I'm sure with a little bit of manoeuverability that the designers could prevent that happening under certain circumstances because the vast, vast majority of accidents and fatals in this country involve persons under the age of 21 years....So I would really like to see something being done because the whole purpose of this as a safety or in my opinion, it's safety orientated... let's when we've made the breakthrough, keep it going by considering all aspects of how we can improve the situation. Elderly people... of which I'm in the category....elderly people to tend to get a bit cafuddled, etc. I think I can almost guarantee, if an elderly person's driving a car which suddenly starts to slow down, or they become aware of a slowing down, if they haven't comprehended what their system is doing, your instinct's to hit that accelerator, you know you think there's something wrong with the car. So I think maybe there's still a little bit of work to be done, but the concept to me is fantastic. I think it's it's it's one of the most noble things I've heard for many, many years.

Interviewer So you would see it as having an enforcement function for younger people by the sounds of it... targeted to younger people....

M15 Well, I think the idea's great... But I'd like to see it extended further... because safety is a major concern. The cost to the NHS, I mean, I can remember the days when they introduced the seatbelts as law. The NHS put both hands together and thank the Lord because the the instance of serious road-.... every Friday Saturday night NHS were full of serious road accidents.... people going through windscreens, blah blah blah blah.... that has cut down dramatically. So I just see it as another progression... to safety... and safety has got to be identified to the general public as the concern. A lot of other people, you know, all the woke brigade, will all be going, oh this is another infringement of our civil liberties etc. Nonsense. It's all to do with safety. And there are still too many people being killed or seriously injured on the roads in the United Kingdom.

Interviewer So you very much see it as that safety feature

M15 Oh yes

Interviewer because some people see the main benefit as avoiding getting speeding tickets....

M15 Yeah. But that to me, that's a lame excuse. We all have the ability to avoid a ticket... speeding tickets by keeping your foot lightly on that accelerator. Erm... I suppose we could come into the argument now on motorway driving erm.... is 70 an acceptable level. We've got all these new cars, which can do 130 140 miles an hour. In effect then, that cars only going at 50 percent of its capacity..... and and they need to get from A to B. What's another safety factor... and it might sound a bit extreme, is the cost of fuel, is now making people a little bit more concerned, not so much revving of cars, because as you know, the faster you go, the more fuel that you consume erm.... Another slight concern I do have is the introduction of the 20 mile an hour zone. In principle, a great idea, and initially it was supposed to be round in the vicinity of schools.... and that that's common sense. But I know where I live now, they're going up all over the place. They're going up on open stretches of road, which aren't within two miles of a school. And if you turn left into certain housing estates, it immediately becomes a 20 mile an hour zone. So I think this is going to help go towards the balance..... and nobody will have an excuse. If you think about it... in maybe 10 years once it becomes... the way.... that er.... there should be no issuing of speeding tickets.... which will never be achieved, but at least it should dramatically cut down the number of people convicted for speeding.

Interviewer So you generally think it's got a really important role in safety, you've just got a couple of concerns which are around....

M15 Oh, definitely, definitely. I mean, if we're being frank, I'd struggle to... for instance, if you were asking me a different style of question, I would struggle to come up with another concept for ISA.... because it really is a safety issue. To my knowledge, it's not providing any other benefit to a motorist other than the speed restriction, which is obviously safety related.

Interviewer So if you had an intelligent speed assistance system in your car, because you can turn it on and off, you can have it on for particular journeys or have it on all the time or have it off all the time. How do you think you would use it in your car

M15 On and permanently on.... Because, as I've said, the majority of my driving right now... since the.... prior to the pandemic, I needed my car to travel to work...which included erm.... rural roads, town roads and motorway. Erm... we are now normally working from home and our family are going to be doing for the foreseeable future. So most of my driving now is restricted to town driving and as I said to you earlier.... we've got these 20 mile per hour zones all over the place. I would keep it on permanently... otherwise to me, it defeats the purpose... because if I switch it off, I've then got to remember at some subsequent journey to switch it back on again.... and it won't be an excuse to Mr. Policeman... if I say, Oh I'm sorry, I forgot to switch my ISA on. That's no defense to a speeding offence.

Interviewer And you mentioned with the cars around you that they might not know that you were slowing down if it was cutting the fuel. So that's one of your concerns, isn't it, that the impact on the car to slow it down might not signal to other drivers

M15 Yes, that that to me, is a breach of the safety. But again, that could be easily resolved by some kind of clear marking... a bumper-.. well not a bumper sticker, but an indication on the rear of the vehicle that it's fitted with an ISA system. So at least they could be aware, oh this car might suddenly start slowing down without a brake light coming on.... it would be a step in the right direction,

Interviewer but that would be one of your concerns. You would want to know how that worked if you were using the system....

M15 Yes, absolutely.

Interviewer And how do you feel about the override system? So that's where you can press down and you can accelerate....

M15 Yes, I think it's it's a necessary feature because I can think of circumstances when you are suddenly confronted with a danger, probably either coming towards you or a vehicle or something's going on. There is a need for sudden acceleration..... certainly on a motorway. If everybody was doing 70 miles an hour, you could just imagine the chaos. There are occasions where you need a short burst of speed to progress. So yeah, that to me, it's probably essential.

Interviewer And because you can do that.... it makes the system optional. So some people could say, just be overriding the system all of the time, you know... like your boy racers if they had the system in the car, they could keep doing it. How would you feel about having something in the car which prevented sort of repeatedly using the override... an alarm or something....

M15 Yeah. It shouldn't take too much to convert the system where you can only use the override.... I wouldn't like to put a..... but say once an hour or.... once every 10 miles, some kind of restriction, because otherwise people are just going to be banging that accelerator, the whole time. So, yeah, something in that area too. So we're talking brake lights to the back and some form of restriction on an override. Otherwise, they'd be as well switching it off and just driving without the ISA in operation....

Interviewer So it's it's a system you can turn on and off, but another option could be to make it impossible to turn it off or make it difficult to turn off, you know, to encourage people to have it on in the car....

M15 Yes...again...As I say.... I would imagine that this will possibly create an increased cost for a car. I wouldn't imagine it would be too cheap. So on the basis that maybe your car costs an extra five hundred pounds or whatever to purchase a vehicle fitted with an ISA.... only people who want that system on board will purchase that vehicle....but again, it's a strange thing, because allegedly by 2030, everybody's got to switch over to electric vehicles, which will mean that most vehicles on the road should be electric and therefore will be fitted with with the ISA. So to me, the road safety campaigners must be thinking all their heavens have come together in the one...in the one thing. And I totally support it because to lose a family member, a relative or any anybody to a road traffic accident is a horrible waste of life.... I'm not saying..... that it's got to be a permanent, unstoppable feature, but there has to be something there that just allows only certain use.... of that facility. Otherwise they'll just.... the young boys are just going to switch it off and not put it back on again.

Interviewer So it sounds like for that group, maybe there should be more enforcement around it... to use it than there would be, say, a more experienced driver or somebody who's....

M15 Correct....the insurance companies obviously identify.... in fact, they go, they go a bit further. Under 25, insurance costs are quite prohibitive..... but as I say, that's one of the age groups that we need to protect because they're inexperienced. I mean, some of them are passing their driving test on a Friday night.... and you know, the first thing they're going to do is that night they're going to get three or four of their friends, they're going to get in the cars, they're going to go cruising round and at that age, they need to impress. So the speed, the manoeuvers.... that's the age group in particular, the youngest and eldest, they are the two problem zones. But but one way of maybe overriding... about the overriding aspect... if you could only switch off for something like 50 miles for instance.... You know, something like that where maybe you've forgotten to put it back on.... if there was a cutoff point where it automatically re-engaged....that would be a step forward.

Interviewer So a way of telling you that you've turned it off would be a good idea....

M15 Correct....yeah, because I'm an opponent of.... indications on your panel, because when you initially switch your car on, there's this battery of lights come on and half the gadgets, you don't know what they are.... and fortunately, once the engine starts, the vast majority go off.... your seatbelt sign stays on till such time that you get it.... So maybe ISA should be a picture... similar to seatbelts.... it's a clear indication it's on or its off.... one of the two...

Interviewer So some cars have an advisory system.... So a system that will warn you if you've gone over the speed limit, so either flash something on the display or it would sound an alarm. Do you have anything like that in your car?

M15 I used to... I I had a GPS system.... years and years ago which alerted you to every camera.... you got about six or seven hundred yards notice that there was a speed camera or... and the bit I used to love... there's a speed camera in operation near you and you're looking and you're not seeing any and it's an unmarked car coming behind you. And so.... as I say.... there are people who will try to cheat the system no matter what you introduce. It's an infringement of their civil liberties. It's Big Brother.... it's this and that and the other....all you need to do with these people is take them to the scene of a horrible, fatal accident. And let them see what does happen when people are careless or....excess speed...,that's about one of the few things that will maybe bring them to their senses.

Interviewer That's kind of what they did in general, road safety campaigns wasn't it, show you what the consequences... basically of speed....

M15 Yeah, it's like cigarettes. You used to get warnings on the cigarettes, it's dangerous for your health, and people use to say aye right.... Then they started putting pictures of cancerous lungs or whatever. And look, how many people nowadays have given up smoking. I'm not saying it's all down to that campaign, but you can't claim anymore you didn't know what the possible outcome was... it's there for all to see.

Interviewer So if you had a warning system that tells you when you've gone over the speed limit.... how would you prefer that warning to be given...would it be visual or an audible warning....

M15 Oh, yes, I think it requires.... to be audio because if it's just a little flash on your...indicate.... Because you've got the ISA fitted, you don't need to look at your instrument panel in effect because the car's taking care of itself. But if you're driving and you've switched it off, you're driving blind. So, yeah, I think that if you are exceeding erm.... something comes on, watch your speed... something simple, just a reminder...Yeah, I would be all for that.

Interviewer Would you prefer the ISA system that actually slows you down, though, rather than just having a warning system?

M15 I think that, yes, that feature built in.... provided they do something about protecting you from the rear, especially motorway driving because you're probably going to be in that 65 to 70 zone. And if you are on the outside lane going for it and you suddenly start to slow down, it just needs a big BMW or a high performance vehicle coming close at the back of you... he's going to be into you and .... you know, the consequences could be devastating.....

Interviewer So you would need to know more about how the car slows down.... it sounds like you would want to know whether it's a sudden thing or ....

M15 yeah...there is a way...they probably...they might have difficulty incorporating it in the electrical system connected with the brake lights. But you know, the police, when a patrol car goes past you... they have a separate thing in the back window which goes stop or.... it's got multiple messages. Perhaps there could be a slight panel, in the rear window, built into the rear window... which just... flashes, slowing down, slowing down.... you know, anything visual....

Interviewer And so if you were buying a car at the moment and it had an intelligent speed limiter in it, it sounds like you would be quite happy to to have that in your car.

M15 Oh, definitely...in fact, I change my car every three years erm.... if it's available and provided the cost is not ludicrous..... I definitely would make a purchase of a vehicle with that fitted. I mean, but but they've built so many safety features on vehicles now, it's a tremendous advance. This would seem to be the pinnacle to me to have something of that built in..... in fact... I actually think that insurance companies might offer a bounty.... to people who have... cos with your house insurance.... you fit an alarm and you get a discount because you've gone to the trouble. I would have thought that people who take up the ISA may be offered a slight discount by insurance companies.

Interviewer It also sounds like you recognise that you might have to pay extra for the car.

M15 Oh yeah....I mean, it comes...again..., you can never pay..... safety, you know, the cost of a life. Apparently, if somebody is killed in a fatal road accident, it's something like 1.4 million is the cost to the country of the death of one individual. So what's five hundred to a thousand pounds? Anything above that, I think would be starting to get, you know, illogical.

Interviewer So sometimes the ISA system is a standard feature in cars, and sometimes it's an add on feature, so people would have to actively decide they want it. So that's a financial consideration for people when they're purchasing a car.

M15 Well, I know from personal experience.... I bought my latest car a year ago and in the showroom... sitting next to the model that I was going to purchase was one of the electric vehicles.... significantly without a price thing on the front windscreen as every other car in the showroom did... and I was quite interested. I thought, Hmm. And I asked and the guy said, Oh, it's twenty nine thousand, nine hundred and something.... which was about 15, 16 thousand more than the proposed price for the vehicle I did.... So, so price is a factor to a lot of people... and in particular, in this day and age. But again, it boils down to the individual. What's important to you? Family safety, you know, if you regularly travel with your family in the car, I mean.... they're increasing the safety...in car seats and all sorts of things.... this is just the latest step, but one of the most noble... I honestly can't state how impressed I am at the prospect.... the roads will be a far safer place after.... well in Europe anyway, let's say in Europe after 2024, Europe's going to be a lot safer cos these autobahns, I've driven on them.... that's like taking part in a Formula One race.... It's incredible.... but I still maintain and I have a lot of friends who agree with me.... why are they building and providing vehicles that can do 140 miles an hour when the known speed limit in the UK is 70? You're just encouraging people to go to what they think is a safe area and go for it... and anybody driving at 100.... in excess of 100 miles an hour.... you've got to be absolutely top of the class as a driver to be able to maintain that type of speed and take in everything that's coming. Er.... the police are trained.....they do these advanced driving tests where they have to do a running commentary as they drive along the road at speed.... I tried...and it's not...you think, oh...just tell them what you see, but it's the things you don't see, that you miss.... personally, I .... both my daughters, they refuse to travel with me as a driver. I've got to be the front seat passenger when we go out... because I drive, they go you're so slow...but it's a safety thing. I want to get them to point B. And not only that, as I say, because... if you're ever involved in a RTA and people are badly injured, you're going to get sued.... it's a life changing situation and your insurance company.... trying to get reinsured.... after a serious event like that. Not easy. Not easy.

Interviewer So do you think it's a different mindset.... people who want to have the fast performance cars and and be driving at those speeds in comparison to somebody who just wants to get from a to B.

M15 Oh, you better believe it.... I've got two absolutely drop dead gorgeous daughters. One drives a Porsche and the other one drives an Audi 80.... and here's dad in his little Fiat Panda.... I used to have a Skoda... that's how bad things are.... but again, I like a vehicle, which is non-performance if you follow what I mean.... reliability, economic sense... but the girls like their fast cars and.... but they are good drivers. I mean, I always feel comfortable with them driving, but I still think...why build them with that speed capability.

Interviewer So do you think it would have an impact on manufacturers...if you started to have speed limiting systems that brought people's speed down.... it would impact on those more performance cars....

M15 Oh, yeah.... I'd imagine they'll be... opponents of the proposal because it's affecting their bottom line and they don't like anything that affects

Interviewer So if you were getting a car and it did have the Intelligent Speed Assistance System in, would you want to know anything from the dealership? Would you want them to give you any information about it....

M15 Well, yeah, I've I've dealt with the same garage now for at least, let's say, 20 years and.... the one of the reasons I keep going back is .... when you go in, despite.... I always get the same model, you know.... just three years newer. They they they sit with me, we go in the car, we go for a test drive and they explain everything and they point out all the new features. You know, every time I change car there's something more progressive in the vehicle. But they do give me a run through and they actually give you a video to take home with the features of the car because you've got to be able to understand it. It's pointless if you have no idea how it works. For instance, things like Bluetooth, I mean.... but I can now use my mobile phone through my Bluetooth. Now to me, I didn't grow up in that generation where the kids can do magic with their fingers, but my salesman... he actually set it up for me while I was in the garage. So yeah, comprehension of what we're talking about is vital.

Interviewer So is that.... you find that good doing a run through it rather than relying on manuals and things.....

M15 Yeah, and I think they should also be trained to to point out the dangers of the override. You know, if you... if you repeatedly.... I think they should... should all be positive towards its abilities. And point out, you shouldn't really be overriding blah blah blah blah blah blah, because the minute you do, you've knocked the safety feature out of the car..... it's like.... I still remember I I used to work in the United States. Cruise control was a thing, and I remember I was in (city name), going up a turnpike and I put it onto cruise control at 65, which is their speed limit.... and I'm going along and all of a sudden, this vehicle... and I'm going, it's not going away from me, it's coming towards me.... the panic... how do I get out of cruise control and all I needed to.... because nobody had told me... is I just had to... hit the accelerator and it knocked it out. So, so ignorance could have cost me on that occasion. So now, like with any car, I like to know what the controls do, what the vehicle's capable of.... yeah, all in favour of that.

Interviewer And that was like what you were saying earlier on about some drivers, like older drivers.... if they didn't understand the system could find it quite confusing.

M15 Correct

Interviewer So you have to make sure that they knew how it worked before they actually started to use it.

M15 Oh absolutely...yes

Interviewer So do you generally think.... so, like the EU is rolling it out as a compulsory feature in all new cars? Do you think that should also be done in the UK?

M15 100 percent, yes.... and the sooner, the sooner, the better. Now.... if we hadn't gone Brexit... it would have been in our cars.... so why take away the need? Because I would imagine that for that to be becoming a mandatory regulation.... the UK when it was first... must have been in agreement because we're only out, what.... a year and a half, two years....so we probably were in favour when the idea was proposed. So why change.... yeah....

Interviewer So how would you set it up in cars? Would you have it as a system that was impossible to turn off or you had the choice to turn it off erm.... and would you do something about the override? How would you configure the system.....

M15 yeah, I would.... my.... my personal..... thoughts on it are....I don't think you can have it that they can't be switched off, because that example I've given you where there is an emergency use that you need to get yourself away from something quickly and probably an oncoming, you know, whatever.... so.... but something that that severely restricts override.... erm.... that.... unless the intelligent system can work out to the car, what the danger was and if it doesn't think it's a danger, it goes, No, I'm not letting you override this.... it's like these self-driving cars that are coming up... that terrifies me.... because yeah, this, that and the other.... but you read of so many accidents because something will go wrong. And if you become .... blase... oh, I'll just sit back here and enjoy this.... and something goes wrong.... you've lost control of of of a killing machine. So I would like to see the safety being very, very difficult.... to overcome. But I do feel that there needs to be something there that allows you to escape from a potentially hazardous situation.

Interviewer So the driver's judgement is still very important when using the system....

M15 Oh, yes....

Interviewer because some people, I think, see the intelligent speed assistance limiting systems as a step on the way to that self-driving car thing..... but it sounds like you very much see driving skills as important, and this system is an aid to that.....

M15 Oh yes...and they should be enhanced by ISA because you will.... or you should have total concentration on the road... you should never miss.... for instance, the speed limit sign...children in the dis-...I like to look as far ahead as I can.... but sometimes you do... you do need to look at that speedometer or whatever else you're looking at, and you may miss something, you know, because sometimes you've only got part of a second to react to something in front of you. So, so yeah, whatever.... whatever they come up with.... as long as safety is the uppermost consideration, but that's the key element here.

Interviewer So because they're optional systems to turn on and off. .....how would you encourage people to switch their system on or to use their system?

M15 I would tell them how precious I am to my family and that I need to get where we're going.... and I'm not coming in the car unless you switch that feature on and keep it on. And I'd be quite emphatic about that.... the alternative being I'd go in my own car....and I'll drive where we're going. I'd be that strong on it... because I feel very, very strongly about road safety. I've seen too many horrible things in my life.

Interviewer So it would be road safety and the consequences that you would talk to people about.

M15 Oh yes. Otherwise, why have the thing fitted.... if you've bought a car in the knowledge that it's there..... it's stupid not to use the damn thing.

Interviewer And how do you think you could encourage people to want the system in the first place... like incentives...I think you've mentioned insurance and then there's the safety implications. What do you think would encourage people to buy a car with an ISA system....

M15 An active campaign... you can think of things that.... like the Green Cross Code. Nobody, nobody in my generation can ever forget the green cross code... you had the man on television.... that sticks in your mind. So the government needs to create an advertising campaign.... mainly featured now... you would need to use Facebook, Twitter, all these modern things for the youngsters....,television for the rest of society.... and hammer it home...with the benefits... you know, as a result of fitting ISA..... a b, c d, and list them all.... because people are going to be struggling to come up with a counterargument. I've spoken to you today about the brake lights thing... that's the only thing I can think of... that, in certain circumstances, that could be a problem, but I'm sure there's a.... there's a solution to that.

Interviewer So if you could address the specific concerns that people might have about the system and then highlight the benefits, that would be a good way of.....

M15 Yes, for sure..... I think most sensible minded people will welcome it. It's not being done to raise funds for any of the manufacturers. It's a..... that's why so many well-to-do people buy the Volvo. It's possibly one of the safest cars on the road that.... they're built like tanks and you notice how many families.... drive about in Volvos... particularly in the south of England.... every second car you see is a Volvo estate.... or a Range Rover another..... but no, no.... a good solid extended, not a.... not a one week campaign, they've got to.... the national press, television.... all of the social media channels, everything.... just blanket us..... so it becomes second nature to people.... and then you wouldn't be able to turn round and say.... what's ISA....

Interviewer So that's very much the safety benefit. Are there any other benefits that you think might encourage people to use it?

M15 Well, I would have thought the insurance because... and particularly amongst the younger element, I mean, some of them pay an insurance premium... in my old days, I didn't used to spend that much money buying a car. Now we're talking in excess of a thousand pounds.... you know, it's almost like the insurance companies are trying to... excuse the pun, drive them off the road. But in reality, the insurance companies are basing this on known proven risk.... that it is that youth group that are being involved. And it's also significant that a young girl's insurance is cheaper than a young males.... again, there are determining factors. So, so there's a history to prove it, and they should reinforce that argument going out there.... erm.... if you don't fit ISA, it's going to cost you £100 from us.... if you have an ISA fitted, we are prepared to give you it for £50. That's a motivating factor in this day and age.... for a lot of people is saving money.

Interviewer And you mentioned some people who might think that these kinds of systems infringe their civil liberties. How would you approach people with those kinds of concerns?

M15 They're..... I may be wrong, but that's the woke brigade and no matter what.... they've only got one opinion and that's theirs. And no matter how logical an argument you put forward, they either just ignore you or they'll counterbalance with.... nonsensical arguments. Erm.... how can anybody argue against anything that would potentially save your life? There can be no argument. There will be arguments..... but these people are not worth listening to, they're just not.... and they're the type of person who will be involved in these kind of accidents. It's as simple as that...... most of the stuff I've said to you today, I mean, if I was concentrating specifically knowing that this is the conversation I'm having with Mr X.... that I've got to show him the advantages..... I would also introduce, in my opinion, if it was still the case, the slight disadvantage that we spoke about. I'd say, but what do you think outweighs... well, this against that.... and listen to anything that he might come.... what could he come back at me with.... Big Brother.... that's the society we live in, we're the most photographed country in the world with CCTV or whatever, but it doesn't affect our day to day life..... if anything, it's a safety feature. I like to think if I'm walking along the road and I'm set upon by a crowd of hoodlums, that some CCTV operator somewhere is going to pick it up..... and the police are going to arrive as if by magic. No, I would try to present a logical argument to them.... listen to anything that they came back... and at least by the time I walk away from that person, one of the thoughts that they are going to have is... aye, he put forward a good argument there. I can see where it's coming from.... and if you hammer home on the safety, nobody can argue against... you just can't.... there's no logical argument against being safe..... you can only be logical. You can lead a horse to water, but you can't make it drink.... that pertains to this conversation…. again, it's common sense, and that's that's well.... But there again... if common sense was the upperriding factor, there wouldn't be such things as road accidents, cos everybody would.... would would apply common sense. So genuinely I hope that it becomes mandatory in the United Kingdom in the not too distant future.... and I certainly will be a customer purchasing a vehicle fitted with ISA....

Interviewer Well, that's great, that's all of my questions. Was there anything else you'd thought about....

M15 No, I've thorougly enjoyed this... I've had a chance to express my opinions….

Interviewer Oh, well, that's great. That's great. And thanks very much for talking to me.