P19 So, to start off with if you could just tell me a little bit about the system that you've got in your car, what it's called and how long you've been driving with it in.

P19 Probably about 18 months now, I would say, I've been driving with it in.... and I just know it as just a speed limiter. So, you know, I'm not really the most like technologically advanced person, I must be honest, it's just kind of a thing that I just have and...it kind of is just there really.... But yeah, it sort of works, you know...I kind of drive and then sometimes I might switch it, switch it on and you know, it works and..... limits my speed...

Interviewer Does it work by having a camera on the car that picks up the signs so if you like drive into a 30 mile an hour zone, it would... slow you down....

P19 yes...it would flash up on the dashboard and say, you're in like a 30 zone... and then... it would sort of aim to limit your speed..... so you kind of can't go over.

Interviewer OK, yeah. So it actually cuts the fuel a bit and slows you down.

P19 Yeah.

Interviewer And you've been driving it with it for about 18 months.

P19 Yeah.

Interviewer So is it a system that you've always got on in your car? Or do you switch it on and off for particular journeys

P19 if it's a journey that I particularly know well... so like, I'm not too far from my workplace, I mean, I might have it off, but most of the time on.....

Interviewer So what do you think about the system? Do you like it? Do you not like it? What are your feelings towards it?

P19 I would say that I do like it in that I love....I'm not like the most technologically advanced person, but I think having that technology sort of.... in place and actually having the car recognise those signs.... is great, you know....you don't want to be.... sort of.... at one with the law, if you will erm.... and I think that... you know... technology is only ever improving and getting more and more intelligent at recognising certain signs and.... particularly if you were driving in an area that is.... sort of... unfamiliar to yourself. So I mean, I guess most people, when they're driving on a day-to-day basis, might be very familiar with the sort of area that they're in. But if I was to make a longer journey to an area that I wasn't so familiar with then actually having that system sort of embedded in place gives me a lot of comfort.

Interviewer Is that so if a place is unfamiliar, you would be less likely to know the speed limits? So it picks up on that for you....

P19 Yeah...yeah... Like, if I'm travelling just down to.... just up the road, then I'm going to know the speed limit.

Interviewer So in a place where you wouldn't use it would be on a shorter drive in somewhere where you were familiar?

P19 Yeah.

Interviewer So what do you think's the main advantage of having the the speed limiter? Is it a safety thing to you, or avoiding being caught speeding...

P19 I'd say a mixture of both. I'd say, you know.... I guess if you are looking at it more broadly in a more macro sort of sense, then yes.... the technology is great because you know it would erm....sort of.... because a lot of accidents can happen when people are travelling at sort of excessive speeds and they're not paying attention. So, you know, with the technology sort of in place then.... absolutely, you know, having.... having that technology to fall back on, where the car's actually limiting how fast you can travel then that's great. And then.... sort of preventing you from actually going too quick as well. That's... that's....I mean, occasionally, I guess some people, even though they wouldn't like to admit it, their eyes might wander off the road and they don't...you know they go a bit faster than.... what they're first expecting and....if a camera was to pick that up then... well you'd be fined wouldn't you...

Interviewer So your attention might wander for a moment. So something like this is good because it will pick that up for you.

P19 Absolutely.

Interviewer So do you find it's quite accurate with picking up the speeds.... does it pick road speed signs up accurately... have you had any issues around that

P19 Never had any issues with it no....

Interviewer And do you have other driver assist systems in your car, as well as the speed limiter

P19 There's sort of a park assist as well..., which is a bit scary when you first use it, I have to be honest with you.... because it's very, very, very, it sort of parks the car by itself, but it is very confident in the way that it does it.... it will say that it can find a space and then all of a sudden you press a few buttons and then suddenly it will spin the wheel around for you and park it in erm...but yeah.

Interviewer And so the systems usually have an override feature where you can press down hard on the accelerator and it will override the system. Is that how yours works?

P19 Yeah, yeah.

Interviewer And do you use the override system very often?

P19 No, no

Interviewer Have you ever used it?

P19 Not to my knowledge, no.

Interviewer So do you think it's important to have that as part of the system or do you think it doesn't really need it....

P19 I guess if you're going on a premise that, you know... technology is constantly improving, then.... you know, I guess you could then sort of say, well... technology might not always be right, you know... there might be a sign that it might miss or.... it's in a new area that isn't perhaps... I don't know... I mean some new areas that you drive through perhaps there might not be all the signage in place so you.... or they might not be a sign for a while or.... I guess.... your own intuition could want to override it. But I mean, I generally can't really see a compelling case.

Interviewer So when you first started using the car was it a system that was on in the car automatically or did you have to go in and turn it on

P19 On automatically...

Interviewer And is it a system that you can turn off quite easily if you want to? Is it quite simple?

P19 Yeah, yeah.

Interviewer So what proportion of journeys that you do, do you have it turned on and off, would you say?

P19 Probably on 80, off, 20....

Interviewer And is that just the local familiar places where you're turning it off?

P19 Yeah, yeah.

Note Should have asked the participant why he didn't use it on these 20% routes. He obviously feels he doesn't need it (familiar areas) but is there something enjoyable about not using the system? On his survey he mentioned enjoying driving himself without the car dictating to him but he did not mention this at all in the interview. In fact, he was very positive about cars doing everything!

Interviewer So in general, it sounds like you, you like the system and you use it most of the time. Are there any improvements that you can think of that you would make to your system?

P19 Not particularly, no..... I think it's... I think it's generally very, very good. I mean, I'm a big fan of the idea.

Interviewer So did you buy the car or have you leased it or....

P19 Bought

Interviewer So when you went to buy this particular car, were you looking for these kind of driver assist systems and particularly the speed limiting system?

P19 No, it just happened to be sort of... added as kind of a bonus. I mean, I've always been a big fan of..... I mean, I think personally that humans really shouldn't probably be on the roads, to be honest with you, I think technology is always probably better than us erm.... But yeah, it was sort of an added on bonus.

Interviewer OK, so you're quite favourable to the....

P19 Autonomous driving...yeah, absolutely.....

Interviewer So you are looking ahead to improving technology...

Speaker ...the future....Yeah, yeah.

Speaker How do you feel about the technology now....is the technology there at the moment or is this very much a sort of progressing thing....

P19 With certain cars..... the technology is there. I mean, if we're going to look at some Teslas, perhaps maybe the technologies is there in some instances. Do I think it's probably got some stuff to improve on....yes. But I think it probably will be a big thing in the future....yeah...

Interviewer So you are sort of looking to the future when people won't be driving. And do you think that will be safer then...

P19 Yeah. Well, I mean, I think it's.... I don't know the statistics, but I think most accidents happen as a result of people... not paying attention.... in one way or another.... But I guess then you get into sort of a moral thing of.... would your car, purposefully, you know....kill you to save someone else or, yeah, you know, it starts to get you down a moral black hole....

Interviewer So when you got the car, did they tell you about the speed limiting system? Did they explain it to you or did you just go away and find out about it yourself?

P19 I kind of learned a little bit about it myself. I mean, it was sort of..... they did do some talk about it but I mean, I kind of.... knew the sort of car that I wanted...but it was a sort of an added on...addded on benefit, if you will....

Interviewer What was your main priority when you were choosing which car you were going to get? What were you looking for?

P19 How do you mean?

Interviewer Well, like when you're looking for a car that was sort of fuel efficient or were you looking for these tech things? What made you choose the car that you ended up going for....

P19 Price (laughs)...yeah....they were able to do a good deal.....

Interviewer So speed limiting systems are sometimes standard and sometimes they're added on features. So we're looking at how how motivated people would be to to have it and whether it would be a system you would pay extra for.....

P19 Is it a case in the future that they are making them mandatory?

Interviewer So they're compulsory in all new cars in the EU....

P19 Ah but that's obviously been complicated because of Brexit.

Interviewer Well, yeah. Well, so that we don't have to follow their rules, but they were going to do it being compulsory here as well. But they seem to be holding back on it a little bit at the moment. But I think from talking to people, it's getting more common in new cars now. So yeah, it's coming through, but for a lot of people, I don't think it's their main priority in buying a car that they have a speed limiting system, as you said. So most people are interested, but they don't necessarily want to pay a lot of extra money for it, if you see what I mean.

P19 I think a lot of people.... I think a lot of people don't know a lot about it. There's not really.... I mean, a lot of people I guess would know about like, you know.... autonomous cars being, you know, fully able to self-drive but..... I mean, you could... that's kind of one step towards it if you ask me.... if you've got the car that's actually making a decision, I mean, yes, you can override it....but in the same way that you could override a Tesla....I guess.... you still have to have your hands on the wheel. Erm...for some of them, you can't...it's not fully.... you're not fully able to drive it by itself..... but I guess it's one of those things that....the more that people know about it, I think the more people would be favourable to it.

Interviewer Well, what's the best way of telling people about these sorts of systems do you think....what's the best way of sort of passing that on....

P19 I think by giving like a shocking message about, you know, the accidents... you know, the amount of accidents that are caused by, you know, humans excessively speeding. You know, I guess.... in the same way the..... drink driving er...I guess used to be more of a problem than it is not... you sort of see these shock statistics, if you will, and it scares... almost scares a lot of people really into.... wanting to change.

Interviewer Do you think there's some groups of drivers who are quite resistant to these more autonomous driving things like a speed limiting system because it sounds like you're very positive about that sort of move towards automated driving?

P19 I guess some people would be..... I mean, I know some people that.... don't like the whole move towards EV, you know.... big petrol heads and they.... they want to actually physically drive the car....they like to be in control of the car but erm.... I guess.... I guess those sorts of people obviously wouldn't be sort of in favour.... wouldn't be sort of in favour of it....

Interviewer is there anything you could do to change people's minds like that...... Is that the sort of shocking statistics type thing that you were talking about?

P19 Yeah, I think so.... I think so....

Interviewer So there's different kinds of ways that you can set up the speed limiting system in cars. At the moment, they tend to be that you can turn them on and off quite easily, like it is in your car. But how would you feel if it was a system that was on in your car and you couldn't turn it off? So it was just on?

P19 I think I'd be in favour of it, because I like the system.

Interviewer Yeah, so even though you turn it off for some of your like sort of 20 percent of your journeys, you wouldn't mind if it was a system that you couldn't turn off....

P19 yeah...considering that I just use it for most of the journeys then.... it wouldn't be a problem....

Interviewer So you wouldn't mind if it was like that because you generally think it's a good idea.

P19 Yeah.

Interviewer And did you say your car gives you a warning if you're going over the speed limit did say... does it flash up on the dashboard or give you a beep or anything?

P19 Yeah, yeah, it flashes up....and it will..... it will make a noise and then.... I mean, it's also got like a.... it's also got like a.... this is kind of unrelated to the speed limiter but it's got like a lane control as well so if you veer... veer over then it will pull the car back into place....

Interviewer So that's a bit like one of the other options which is to have a kind of touch feedback system, which might be a bit more resistance on the accelerator or a vibration on the accelerator. How do you feel about those sort of feedback systems? Do you have a preference for whether it's visual or auditory or if it's a sort of touch thing?

P19 I guess if... if it's actually on the....well, I mean, when I have happened to veer over and it's pulled me back...it certainly does make you aware (laughs).... definitely. Yeah, it's a little bit scary, to be honest.... and it does quite heavily pull you back...

Interviewer Yeah, that's what I've heard a bit about those sort of systems that pull you back into lane. And I know some people don't like the the alarms, they don't like lots of beeps going on in their cars.

P19 If I was knowing that I was going to put someone else in danger, then I'd rather hear... I'd rather hear a beep....

Interviewer So you haven't used the override, but one option is for if people are overriding a lot, it would set off an alarm or something just to try and stop them from overriding. That probably wouldn't affect you....but what do you think about that as an option....

P19 on the basis of that, someone wouldn't like having the system in place?

Interviewer Yeah... if it was on and you couldn't turn it off, say, but they were just constantly overriding so..... and going above the speed limit.

P19 (laughs)...er... to be honest, I would say, well..... I'm not really too sure.... I'd say that... I guess... what as they having the speed limiter in their car for then.....

Interviewer So say it wasn't a choice and all cars had it in.

P19 Oh, I see.

Interviewer So erm.... and you could just override it constantly.

P19 Then they're being an unsafe driver....

Interviewer They wouldn't like I suppose....

P19 No, they wouldn't like it. Yeah, well, they'd be constantly annoyed then wouldn't they....

Interviewer So what do you think of speed limiting systems being compulsory in new cars? Would you be in favour of that in the UK like it is in the EU?

P19 Yeah, definitely.

Interviewer And how would you set the system up in the car? Would you have it as a system which you couldn't turn off? Would you have the options of turning it off? What would you think was the best way?

P19 An option where you couldn't turn it off.... it was just there.... you start the car, it's on..... and that's it....

Interviewer And do you think if it was compulsory and that's how it would be set up in the car.... do you think that would make driving safer?

P19 Absolutely. Yeah. And I mean I'd also... I mean, there's other things.... I mean, I think every car should have like a dashcam as well.... in place and..... I mean, even perhaps thinking ahead even further into the future like...., I think every single person, if they're going to drive a non-autonomous car should... there should be some sort of system in place where..... you have to take like a breathalyser test and if the car was to perhaps..... detect that you were over the limit, it wouldn't let you start the car. I think that would be you know.... I think anything to sort of take humans out of the equation is a positive thing.

Interviewer So there's a little bit of monitoring around that as well is there with a dash cam. Is that so that if there was an accident, you could look and....

P19 Yeah, I see.... you see a lot of people that don't have one, and it can come in handy....

Interviewer So you're trying to take the error out of driving and also the bad behavior out of driving. So a system that limited speed and was mandatory and on for everybody would be... a good idea...

P19 Yeah.... absolutely.

Interviewer So how would you encourage people to use a system like like this? Because at the moment, it's an optional system, whether it's in the car and then whether you turn it on or off. How do you think you could encourage people to use it? You mentioned the stats, didn't you?

P19 Yeah, yeah. Well, I was just thinking about that again erm.... Yeah, I mean, I guess I'd just go back to the statistics and sort of er.... you know, shock and awe tactics, if you will...and.... you know, it'd be nice if sales people as well could sort of emphasise.... emphasise that point, you know, across to people... you are actually making driving safer and this is technology that is constantly improving and is getting more intelligent at recognising signs erm.... and, you know... far fewer accidents as a result of it....

Interviewer So do you think that's best coming at the point of sale from from sales people? Or do you think there's any other way to pass on that kind of information?

P19 And I guess the... you know.... I guess more.... governmental support could push that. I mean, like you see, adverts on TV for drink driving you know... the same could be done, for... for speed limiters....you know, say if you have a big national campaign.... to say... you know.... these are speed limiters, this is why they're good erm....you know ... and they will be mandatory.

Interviewer It's very much about their safety that you would be pushing as a motivation for people to use the system..... are there any other advantages or benefits that you think could motivate people to want to use the system.

P19 I guess, like I said earlier, like driving in unfamiliar areas, you know, I don't know how... you know, if you were driving in a busy city, perhaps, you know, I'm not..... I'm from a pretty rural area. But if you went into like a busy city like London, perhaps.... that....with many different speed limits then can be a bit hard to keep track of what's going on with so much going on around you. So....emphasise that point, you know... the car's... the car's doing a lot of the work for you, if you would.....

Interviewer So an advantage around allowing the car to do these extra things for you. Are there any financial incentives or anything that could be offered from manufacturers or dealerships or insurance or anything like that that could motivate people?

P19 So if you had a speed limiter then your insurance could be cheaper, yeah, I think that could be an option, yeah....

Interviewer Yes. Well, that's great, that's all of my questions... had you thought of anything else about the system during the survey or anything that we haven't covered.

P19 Er.... I guess some people for a disadvantage, you know, you could mention like their....some people are really like protective about their civil liberties and civil rights, you know and..... No, I don't want my civil rights to be taken away from me and.... I guess that's sort of an interesting discussion to have. I think it'll be interesting to see how that will play out in the future.

Interviewer How do you feel about that? How would you approach somebody who felt like that as somebody yourself who's more positive about the system?

P19 Approach them with the facts that... you know, a lot of people sadly die as a result of human error and.... speeding on the roads. Erm.... and the fact that, you know, the technology is only going to get better.... over time.

Interviewer So showing people as well... how that technology has got better.....because there is sometimes a mistrust of how well these things work?

P19 Yeah, well, I think a lot of people are scared because a lot of people are scared of change. People don't.... people don't like change and..... I think people are just generally very resistant to change, people like things to be the way that they are and.... they don't, they don't want to see things change, you know...actually this is the way we have things at the moment, and unfortunately, a lot of people get killed on the roads. But you know, we have an alternative way and..... I mean, it's one of my pet hates when you see, like...I don't know...I think I saw one a few months ago.... it was a Tesla accident in Texas or something that got a lot of bad press because they said oh.... the Tesla killed one person. But then you sort of think, well.... how many people did non-autonomous cars kill because of human error... on that same day but... it's the Tesla that's got all that bad press that's come out about it.....

Interviewer Yeah. So that just makes people carry on being worried about that rather than the actual statistics....ok, well thanks very much for talking to me....