Interviewer So had you heard of the Intelligent Speed Assistance System before you got the survey and things?

M8 Well, I actually work in the motor trade, so I've heard of it through that. So yeah, we use cars that use it at work....

Interviewer OK. So, you know a fair bit about it.

M8 Well, yeah, a fair bit....I haven't.... I'm not going to lie, I haven't got a massive understanding of it only through like... work terms. I haven't personally used it much at all so.....

Interviewer Do you work in sales or....

M8 I'm actually in the workshop, so..... not as a technician, but as a sort of like a management for the workshop.

Interviewer So the system that we're looking at is where there's a camera and some form of GPS that the camera picks up the road signs and the GPS so if people go over the speed limit, it just cuts the fuel gently and brings the car back down to the speed limit and then people have got an override option so they can press down on the accelerator and speed up again. So from that and from your perspective, what are your thoughts about the Intelligent Speed Assistance System?

M8 I think it's.... from what... like I've had at work.... We... it's a good idea... in order to stop people getting fines, and obviously it does allow that element of control with being able to erm.... basically the car control, the fact that you're not going to break the speed limit and everything like that. I do know we get a.... from a work side of.... point of view.... I do know we get a lot of customers that don't always understand how it works erm.... and we sometimes get issues of the system, whether that is user error or.... Or the fact that the radars and cameras and whatnot on the cars do play up so.... I think it's a really good idea for that, but... I mean, I personally would maybe be a bit.... would you... like, it's putting a lot of trust in the car, isn't it? So I mean, you get people that enjoy that... and they want to get in a car and.... some people even want cars that drive themselves and things like that but..... I personally would like to have a bit more control over.... over a system. Yeah, I can definitely see the benefits in the system. But I can also see why... basically from the other side of it, why it might cause issues.... people might not get along with it, necessarily.

Interviewer So you know some issues through your work perspective which then makes you... I suppose you're hearing about the problems that people have....

M8 Yeah. I mean, I do get why.... it's obviously a good idea as well.

Interviewer So what are the what are the issues that are the most common that people have with it?

M8 If I'm honest with you, it is probably down to user error... it's quite.... I think you have to be a certain type of driver to get on with a system like that because..... I think it's obviously quite a new thing in cars and maybe older drivers aren't used to any kind of system as complex as that.... and we get a lot of people that erm.... are saying, Oh, I don't think this is working properly, but... they've had issues with getting it set up because.... some cars... I definitely know that some cars I've seen you have to set it up to work from there.... it's like a setting you put on the car...rather than something that's automatically there.

Interviewer So you have to dig through the settings to work out how the....

M8 Some yeah.... because the cars I deal with are quite complex.... it's a luxury brand so..... there's quite a lot of computer systems and radars and cameras and everything all around the car.

Interviewer So the cars that you deal with, do they have quite a lot of different systems that this is a part of, rather than it being a sort of system on its own.

M8 Yeah, so where... with regards to the cameras, some of the cameras operate all different.... So you've got.... your obviously your road sign recognition, but they also.... almost interlink with other things the car does. So they'll interlink with the cameras for parking and things like that.... so it is very, very complex.... it's all interlinked with other radars and all sorts on the car.

Interviewer How does where you work, how do they pass on information about these sorts of systems to customers? Is it a case of telling them when they buy them? Or is them some written information that you use....

M8 yeah, so where I work, we're supposed to give.... when the customer buys the car I think the idea is about a two hour handover with the salesperson and the customer, explaining how everything works. But salespeople quite often just want to get on to selling the next car. So, not everyone..... Well, some people just want to come and get the keys and then that's it, they'll work it out by themselves.... other people will sit down and listen to it and want to know how everything works all the way through it so....

Interviewer So everybody learns in a different way, don't they..... so it's how you get from, how people learn how to use those systems.... I think a lot of people use trial and error....

M8 Yeah, then it obviously.... So that's when we get.... we find the issues.... most issues are down to the salesperson not necessarily going through everything with someone that probably needs to be sat down and explained how it works. But it's difficult to judge the other person sometimes.... what their grasp is of systems like that....

Interviewer So from your point of view, say if you were driving a car that had a speed limiting system, so usually you can turn them on and off, as I'm sure you know.... what's your sense of how you would use it? Would you have it switched on do you think....

M8 Um, if I.... I honestly, I think it'd be really useful.... I mentioned this in, I think, the pre interview survey.... I would find it really useful if it was roads I wasn't used to... because I think when you're concentrating on a sat nav as well or you're trying to make sure you're not missing directions and things like that, it's just another thing you don't have to think about and I'd find it really helpful for something like that.... you know, quite easily you look down and oh I'm going a lot faster than... than what I thought.... and I think with a lot of cars going electric... like, I now drive an electric car... just recently switched over.... you don't realise because you don't get the feedback from the engine..... you don't necessarily always realise how fast you're going as an EV. So I think with switching to electric cars as well, it's a really good way to make sure you're not....your speeds not creeping up or anything like that.

Interviewer Is that something that you've noticed since you've been driving it that the feel is slightly different over speed and things.

M8 Uh, when I.... my car is an older electric car, so it's a 2013...., but it's before we started seeing anything as complex as we do now.... erm...but I know definitely on my test drive, when I very first drove it, I was driving through a 30 mile an hour like...., I suppose a residential area where the dealership was....erm... and without the engine feedback and.... you know, being able to hear your revs... I looked down and I was doing 50... and erm,.... I was like, oh, that would have been.... that's like obviously well over the limit.....it doesn't feel it so I think like obviously I think ... with electric cars going that way erm....it would be really helpful.

Interviewer So that would be a situation where the system would be useful. Would you specifically use it then for journeys where you were going to unfamiliar places? Or would you just generally have it on all the time, do you think?

M8 I think now I'm used to my car....it's not so much of a problem with regards to.... having an idea of what speed I'm at..... and it's quite clear on the screen as well in my car. But yeah, definitely.... for example, sometimes you have to do a longer trip for work. So I've got to go, I'm in (county name), so I've got to go to (city name) next month and I imagine we will probably be using.... would use a system like that for when we go.... because you're going to have motorways that.... there could be variable speed limits on.... and obviously it's not a route we go every day so..... definitely if you're.... like that's basically across the country for us as well, so longer journeys like that where maybe you get a bit more fatigued as well ....trying to concentrate... that's when I'd definitely switch it on but probably.... probably not for my everyday commute if I'm honest with you.....

Interviewer So it would be very specific to certain types of journeys. Do you see it as a system for avoiding speeding tickets or do you see it as a safety feature?

M8 Good point, because I think most of the time I've been thinking about it, I have actually been thinking about it as an avoidance from speeding tickets.

Interviewer So if you've got it on, then it can take some of that attention so you don't have to be concentrating on looking out for the speed signs and things....

M8 That's a good point. You almost forget about the fact that I like.... the be all and end all of it is that it is a safety feature but erm....

Interviewer And are there specific journeys that you wouldn't like to use it, you would very definitely not have a speed limiting system....

M8 So probably my commute, which is ....so I'm fairly... like fairly rural area and I commute to the nearest town and it is basically A roads all the way there, national speed limit. And you do sometimes have to end up overtaking a few cars on the road. And sometimes there's, like a few quarries near me and you don't want to get stuck behind one of them because you just get pelted with stones so I probably wouldn't.... when you want to overtake I'd be a bit..... most of the time you do end up going a bit higher than the speed limit just to get past that car and that would be.... quite inconvenient if erm.... my car was just cutting .... cutting the power and saying no.... So yeah, I wouldn't have thought I'd use it for that particular journey, but if I was in town.... potentially I'd use it if I was actually in a... in a city or a more built up area....even on a commute basis... or a regular drive.

Interviewer So is that...with the overtaking... because you would need to go faster than the speed limit... do you have any thoughts about the override system because that would come into play at that point?

M8 You know, I just think.... it's there for a reason, isn't it.... it's there because you're not meant to... you shouldn't be doing that, you shouldn't be going above the speed limit. But I think.... I could see myself maybe getting a bit annoyed with it, if it was constantly cutting the power when I needed it.... and I think that would probably make me want to switch it off..... but I do understand that it's there for the purpose of safety and to make sure that you're ... obviously not going flat out everywhere.

Interviewer Can you say what the situations would be where you would want to override the system....I think you said overtaking was a situation where you think that override system would be important.... or you would need that override system...

M8 Erm.... I think you're putting trust in the car to make sure it's picking up signs correctly. And the only other time, I think that would be a case is if it was...either faulty or misreading signs.... and cutting the power or..... but you look at it that way and you could have, maybe you could have missed the sign and the car's seen it... I think if.... only if I noticed that it was causing a lot of inconvenience. (I think she is talking about reasons to turn the system off completely rather than overriding).

Interviewer So accuracy is definitely... you need to know that the system is accurate too.

M8 Yeah, yeah.

Interviewer So if you were.... how long have you had your car for?

M8 About... just over six months now....

Interviewer If you were in the market for another car, would you be looking out for any of these sorts of systems or is it other things that motivate you around what you want out of a car....

M8 Erm..... so if I was in the market for another car I probably would.... I'd probably be going for another electric car, I think, to be honest. But I would... as I've gotten different cars so.... I generally try and make sure I've got a little bit more technology each time..... which generally comes with getting a slightly newer car.... each time... I'd probably want to step up some of like the.... computer systems on the car. So I've got quite a.... well, being a 2013, I've got like an infotainment screen, but it's quite an old.... it's nothing compared to... stuff's going.. getting modernised so quickly now..... I'd probably want maybe a bit more each time, so you feel like you're get more for your money..... but then I'd also be a bit worried about stuff going out of date quickly because that's another issue with it..... you get to.... and I definitely see this in my job.... you get people buying maybe.... a 2015 car... and before they know it, all the computer systems are out of date..... and then you get to the point where it falls, so many software levels behind.... that it just costs the customer an absolute fortune. Or it's just.... even sometimes crashes some of the systems.... to try and bring it up to date. So.... maybe that would be another concern of mine, whether.... the software would constantly need updating and whether.... how long the updates would be available for.

Interviewer I suppose you've seen that from the other side, that things can go out of date quite quickly with these sorts of systems. Do you see a lot of very quick progression in safety systems and things from your point of view?

M8 I do. Yeah, I mean, I think....I think we're getting to the point now... we're pretty much getting to.... Well, I reckon the next step really is to go like autonomous driving, to be honest with you. I think.... all..... and it's so competitive in the motor trade. I think everyone's trying to think of the next driver aid all the time and..... I do wonder how much further you can go with it, to be honest.

Interviewer And how do you feel about the move to more autonomous driving?

M8 Personally, I'm quite into my cars, so I do..... I like to drive. I do like to be in control of the car... but I can definitely understand it from... say, my partner does quite a lot of miles a day or people that drive as reps or anything like that....that would be something that would be really... handy for them. If it's your job to drive around, you would be... essentially putting less effort in... aren't you and probably getting paid the same amount of money.... and more comfort as well.

Interviewer But you enjoy some of the aspects of driving and being in control of the car....

M8 Yeah, so...... Yeah, so I'm quite into my cars. But erm..... I mean, I have got another car, an older car as well as my electric car, so... my electric car is just basically my.... go to and from work car, so it's not that exciting, but... so, yeah I can kind of see it from that point of view.... it's comfort isn't it.... and ease....

Interviewer So if you're driving a lot, then it just lets you relax a bit more while you're driving....

M8 Yeah, yeah.

Interviewer So if you if you were buying a car and it had a speed limiting system in it, would that make you more likely to buy it, less like or just no different, really....

M8 Well.... I think.... not much of a difference, I'd probably.... would like to have the option to be able to switch it on and off.... fairly easily.... but I think for general everyday driving I think I'd probably.... I'd probably leave it on.... for generalised driving.... it depends on how difficult it is to switch on and off, I suppose.

Interviewer So if you were getting it and it was in the car, what kind of information would you want? How would you like to know about the system?

M8 Well, I'd like to... so I do quite like to read the manuals. I'd probably sit down and have a good read of how it all works, but then there's..... I'd probably sit down and read through it and then go out and try it for myself in the car. That's how I'd go about it.

Interviewer So you were just saying about options, so, at the moment, most of the time it's a system where you go and you, you turn it on. What are your feelings about a system where it was either impossible to turn it off or very difficult to turn it off? So then it would be more a system that was default on in the car.

M8 So.... I think.... with my job, I think that probably wouldn't be for me, I'd probably more want to.... be able to switch it off, but.... I think for someone that was like a sales rep or..... does a lot of motorway miles, I think that would be something that would be.... better for that market rather than.... rather than the person that just does a.... a set commute. I do about 34 miles a day, to be honest with you so it wouldn't be something ....if it meant a higher priced car. I probably would go without.

Interviewer Yeah, so would it put you off the car if it was a system that was really quite hard to turn off or you had to turn it off every time you drove the car.....

M8 I don't think it..... I don't think it would to be honest, because I think..... if it was just on the car and if it was a car I was just going to use.... just to go to and from work and..... not use for any of my hobbies of being into cars...., or like wanting to go ..... like on a track day or something like that. I wouldn't..... I would probably leave it on all the time, to be honest with you, because at least, you know..... you're.... you're probably less likely to again have any financial impact of breaking the speed limit or anything like that..... but I don't think it's something I'd pay extra for. And I think I could live with it being on constantly if my car came with it.

Interviewer So is there a separation between practical driving and the enjoyment of driving.

M8 Yeah, I think it depends what you you're getting the car for.

Interviewer And so another option would be that if you go over the speed limit or if you override the system, there's options of it beeping at you, you know, sounding an alarm or possibly some feedback from the pedal. How would you feel about having those kind of warnings as part of the system....

M8 So when mine beeps, if I've got like a...., if I'm just going up the road just like we've got erm.... we've got like a unit that's off.... off the road and if I'm just going up to shut the gate, the seat belt on it, it just beeps and beeps and beeps...it drives me mad.... but then I have had.... I have been out in the cars that have... done like feedback through.... the wheel..., if.....for example, I'm getting close to the line in the road or close to going over the line. So like lane assist and I found that quite helpful but then again...that was on a long drive.... that was kind of unknown.... and I found it helpful then.... I'm not too much of a fan of like an audible sort of warning.... but I think.... if you've got like your screen in front where your dashboard is....I think a warning popping up there.... wouldn't bother me too much or even a bit of feedback through the pedal or the wheel.... wouldn't bother me too much.... yeah, it'd be good to know that the car is feeding back to you, information, basically, I'd rather.... I'd probably rather that than just..... cutting the power and no...nothing back from the car.

Interviewer So like an advisory system rather than something that slows the car. Do you have anything like that in your car at the moment that tells you if you're going over the speed limit or anything?

M8 Nothing like that at the moment. I think I've got quite basic.... so I had a sat nav and everything built in, but I think it's quite basic and getting on a bit now so..... I don't.... stuff like that was probably around when my car was new but.... maybe in more expensive cars than I've got...

Interviewer But it sounds like you would actually find that kind of system maybe more useful than the speed limiting system. Just something to give you a sense that you've gone over the speed limit, but then leave it to you to do something about it.

M8 Yeah, yeah. I think that would be.... that would be a preference, I think. Yeah, rather than completely cut the power or.... not telling you. Yeah, a warning would be good....

Interviewer Would you have reservations about how the car would slow you down....is that part of you wondering about whether the system is something for you?

M8 Erm..... Yeah, I think.... because if you weren't used to it, I think you could almost panic a little bit if it just kicked in and you had no idea what was going on, you might think like the car was breaking down or something....it would be similar to like issues we get come in basically or phone calls, incoming phone calls. So yeah, being from the other end of it, I can I can see why. But it it all goes down really to people not necessarily knowing how their car works, doesn't it...really... You do you wonder how old people would get on with with systems like this, or.... maybe people that don't get on the best with technology....I think cars are turning into basically..... almost like a gadget.... and you... you're keeping up to date with..... like gadget systems and computer systems and everything like that now..... that comes with buying a new car....

Interviewer So that goes along with what you were saying before about people trying to come up with new things to put in cars as well, you know, sort of competitively trying to come up with a new....

M8 ... a new idea....what makes their car better than someone else's.....

Interviewer And so from the point of view of these sort of speed limiting systems, so it's going into all new cars as a compulsory thing in the EU. What are your feelings about that over here? Do you think it would be a good thing to start putting it in all cars or not?

M8 I think I have read about this..... part of me.... the car enthusiast side of me finds it a little bit sad if I'm honest with you.... as in, like.... the end of an era. ... that your car's just going to.... cut the power at that point and it's... it's going to be.... not that you want to break the rules, but like.... I just find it a little bit sad that now it's almost going to be ingrained into the car like you won't ever be able to go over the speed limit.... and erm... like this particular speed or.... your car's going to almost.... have, not like a mind of its own, but like..... kind of, I suppose....

Interviewer taking the choice away from you

M8 Yeah, yeah, it takes the choice away from you...., not necessarily that you're always going to be doing that, but like.... I don't know, I wonder how it's going to work with regards to like if you wanted to... I don't know, take your car out for a track day or something.

Interviewer So I suppose then you'd want the option to turn the system off for that.

M8 Yeah...

Interviewer But if you could turn it on for particular journeys and not others.... if it was a system where it's optional and you can turn it on within the car.... does that change how you feel about it going in cars or do you still just generally not like this idea?

M8 It's a bit better.... I just think it's a little bit, just a little bit sad, but that's probably just because of... how I am about cars really...

Interviewer So it would impact the enjoyment side of it.... so you can see the point of it, but at the same time, you just feel like it's.... sort of takes away a bit from the enjoyment...

M8 yeah.... a little bit.

Interviewer If it did start to be put in all cars.... do you think it would make driving safer on the roads?

M8 Well, I think so.... so long as it didn't end up becoming... I'd still... a part of me would still be a bit worried about malfunctions and things like that going wrong. You do hear about it, sometimes in like Teslas, for example, that accidentally pick up something as an obstruction and it would just malfunction and cause a crash.... be a bit of a worry, I mean... that is fairly rare, but that would probably deep down be a little bit of a worry, and I think.... a lot of people would probably be a bit like that as well but...if it's more of a.... safety thing, I think... there are some drivers out there that seem completely, sometimes oblivious..... And I think.... for that kind of driver, it would be.... it would be lovely to to know that cars on the road are all going to have some kind of capability over... like, the driver's capability..... to be able to keep people safe..... So that's quite a nice.... a nice thought....

Interviewer So there are some drivers that maybe don't pay as much attention to the road.....

M8 Yeah, there definitely are out there.... But yeah, I think.... you're more likely..... I think you will be more likely to see the benefits than.... the rare case where it might have gone wrong. So it is a bit more... fills you with a bit more confidence knowing that the....probably most of the issues is down to the driver and not the car and then if er.... if you have something that can override the driver when they're being unsafe, then then yeah, it would.,.... I think you would see less accidents.

Interviewer So if it's a system in a car and it's an optional turn on and turn off, how would encourage people to use it.... like around... benefits or incentives to use it? Do you have any ideas.....

M8 I think because of.... I think, the way insurance companies do black boxes and things like that, you could.... definitely at the moment, with all the prices going up, I think like financial benefits from...if it was.... somehow linked to like a telematics system, like a black box, and encourage people to use the system.... and if they were getting a lower insurance premium for it, then yes, I could definitely.... I think that would be a really good idea. Erm....you've obviously you could.... you could obviously sell the fact that you're not going to.... you're probably going to be much less likely to get any kind of speeding ticket. Erm..... and I don't know if you can link it in with.... say, like a..... like car parks and places like that whether you could get a discount.... if you are using that system but I don't know how you could link it up...yeah, I think it's going to be financial isn't it... I think to get people to use it.

Interviewer And I think from what you were saying about sort of being.... reassurance around the technology and things may be.... something so that people would be more reassured that it's going to work....

M8 I think you could also go down the safety route. So if you had erm.... if you had adverts demonstrating that if you got.... if you had the statistics of cars that have this system being less likely to be involved in an accident or anything like that, if you broadcast the statistics, I think that could also persuade people to use it a bit more.... definitely a certain... at least a certain group of people you probably..... so like young people, are a bit more impulsive, aren't they, they probably wouldn't ..... benefit from that but likely through parents and families..... if you had the statistics and the figures.... people will probably.....

Interviewer Yeah, something very definite to then be able to work out the benefits...

M8 yeah, it would.... would probably go down the route of using it, yeah....

Interviewer And I think there's.... there's always groups that won't want to.... as you say, younger people...

M8 Some young people are very sensible, but like a....,like, unfortunately, a lot of the accidents are the younger people, and it's probably.... if you've got your first car, you're probably not going to be able to afford a car that has that kind of system. You've probably got a second hand older car as your first car and.... but, yeah....

Interviewer and they're quite often add-ons, aren't they, these... like you pay to have these systems in your car.....

M8 Yeah...so, I think still..... until we get to the point where they're..... the used car market is.... got cars with that kind of capability in it... you probably won't see.... I think you'll be a while off seeing the benefits... you're going to have to have probably a certain.... amount of these cars, of these systems and people using them on the road. And... but I think you will see the accident rate going down as that increases.... but it'll be a while.... with the technology, yeah....

Interviewer Well, that's great..... that's all of my questions. Did you have anything else that you'd thought about, about the speed limiting systems or have we covered everything.....

M8 I think I've covered everything, actually. I think I've thought more into it.... through the interview than maybe some of the questions that.... I've definitely sort of almost doubted myself and even gone .....kind of a bit the other way, going yeah, no, it is a really good idea but yeah.....

Interviewer no, it's been really interesting....especially with your insights from working in the motor trade. So thank you very much for talking to me....