Interviewer So you don't have the intelligent speed assistance in your car, do you?

M9 No, I have some of the functions, the speed will come up and stuff, but the car won't adjust but it will let me know the speed limit and stuff like that...

Interviewer Had you heard of the speed assistance system before you came across the study?

M9 No.... I hadn't heard of it....

Interviewer So it works by having a camera on the front of the car and it uses GPS and between them they can detect the speed limit. So if you drive over the speed limit, it will cut the fuel gently just to slow you back to under the speed limit..... and there's an override feature so if you did want to speed up, you can override the system. So just to start off with, can you tell me your thoughts about the the system....

M9 On what you've just described it actually sounds quite good.... in certain situations erm.... driving in places that you don't know, etc. erm....or there's been certain occasions... when I'm driving down the motorway and it changes down to 50 miles an hour and I'm still driving at 70 and I got caught speeding doing that.... and the police said that they actually sit there intentionally because a lot of people don't realise that the speed limit changes for that one section. So for things like that, it would be... it would be good yeah, just to.... keep you in the speed limit.

Interviewer So do you see it as a system that would stop you from being caught out speeding?

M9 Yeah, definitely, yeah, I think so, yeah...

Interviewer So they tend to be systems in the car where you can turn off the whole system or you can have it on and also use the override feature. If you had it in your car, how do you feel that you would use it?

M9 I think depending on... sort of time of night etc. or the.... the conditions, like the build up of traffic.... I would probably tend to turn it off if it was night... and there was no traffic and ... the road was quiet.... and you probably wanted to.... not speed excessively but get home a bit quicker etc.... I would just turn if off..... erm...if the road was sort of... if it was built-up conditions er....busy conditions during the day I would probably leave it on and just use the override facility.... without using I think that's what I would do... without having used it.

Interviewer So your impressions are that you would use it with the override feature. So thinking about the override feature where you press down on the accelerator to speed up.What do you think of that override feature? Would you have any reservations about that?

M9 Yeah, I think without having used it, you'd have to use it erm..... I've got something similar with cruise control where you can set the cruise control, but if you.... pull out and you want to accelerate to get by someone, you can use the accelerator but.... not haven't used that system when you are... or if it was in the study I done and it was talking about the fuel gets cut and stuff....I would.... in my mind, I would be a bit apprehensive I think.... if there was.... the fuel wasn't there and you're waiting for the fuel to come back.....like the full amount of fuel coming through the car then.... probably in my head that would be a bit of a worry.... not having used the system and tested it or tried it myself....

Interviewer So would that be sort of a worry that it would take a little while to come back....

M9 Yeah. In my head, yeah...that's what I would think

Interviewer So if it worked a bit like your cruise control, are you happy with how that works...

M9 Yeah, because that's kind of, instantaneously that if you press the accelerator, then the car just responds as it normally would.... erm... so if it was.... if it was like that there probably wouldn't be any erm... hassle or need to turn it off... you would just be quite happy, if it was instant....

Interviewer So you were saying that you would turn it on for specific journeys and not use it for other journeys. Can you just tell me a little bit more about the sort of journeys where you would find it useful and why you would find it useful

M9 In my head I'm kind of comparing it to the cruise control system, so if it was long motorway journeys.... I would probably think it would be.... it would be handy for that where..... not that you switch off and you're not... but you kind of just...the cruise control's on and you just... and if there's a change in erm.... the speed limit or roadworks, etc. and the car responds to that even just as a reminder..... then that... that would probably be a good function...or a good time, sorry, to use the function if.... I think... you know, I stay in (city name) so driving about the city centre in (city name)... I think that would be.... I would just turn it off because.... your stop start er.... just be speeding up and slowing down quite a lot, I think it..... in that situation it wouldn't really be of use and.... I don't even know if I would turn it off.... I probably just wouldn't...I don't know if I would use it but... if it.....I think it would be a.... that would be a.... more of a nuisance if it was on...and you were sort of speeding up and it was slowing you down etc....in that circumstance.

Interviewer So it sounds like it's a system you'd very much use for picking up the speed limits. Do you see a safety aspect to it as well?

M9 Yeah, the safety thing I was thinking that when I filled the survey in.... I could see both ways... I can see it both ways because there's times I've.... just being honest, I have driven on the motorway and you look down and you see you're doing..... maybe 90 miles an hour... and you're just away in another world and.....you don't realise how quick your going... so, for that instance, safety, yeah, definitely... the safety thing would be good. But in my head...the other way was sort of the discussion we just had where.... if it wasn't instantaneous and stuff, I think it might be detrimental to the safety because.... you might be looking to pull out or you need to.... the acceleration and it's not there so..... I can see that as a positive and a negative with the safety. The other thing I thought it would be good for was... especially just now with the fuel prices as.... the economy.... so it would be good so.... along with your cruise control and stuff, you just put that on and it would .... adapt to the speed limit and stuff like that and... potentially keep you to... keep you within the cruise control speed limits and help with economy as well.

Interviewer So sort of keeping to the speed limits and not accelerating too much would have a..... efficient, more efficiency with the driving.

M9 Yes, that's right. That's a better way of putting what I was trying to say.

Interviewer You mentioned it would be good for motorways. So if you're using the speed limit system on the motorway, you would be happy sticking to the 70....

M9 Yeah, yeah.... I usually stick to that, I'll just.... but sometimes just above it, so it would depend er...on the journey and where I was going and stuff... but erm....potentially I would... I would maybe just put it off if I was going a bit faster, but most of the time I'm quite happy just putting the cruise control on and sitting at the sort of limit..... The other thing that I forgot to mention was... I'm also an emergency response driver for my... my work so I drive under blue lights, so there would be circumstances like that then that would be..... obviously, you would have to turn the system off if.... that was on one ot the cars I was using....

Interviewer Yeah.... a few people have mentioned first responders actually as being a group that it wouldn't be useful for because you obviously need that speed. So erm....thinking about situations where you might feel like you wanted to override the system, can you give me any examples of where that would...you know, where you are wondering about the responsiveness of the override... situations where you'd need to override it

M9 the ones that come to my head is.... maybe slip roads... coming on or ...coming onto the motorway.... and somebody's... you're having to pull out onto the next lane to let someone in and accelerate.... so stuff like that.....or someone pulling out in front of you... sort of sharp.... I know on most occasions you'd probably brake, but some circumstances it might be.... you have to speed up and pull out so..... or if there's a car er....sort of approaching behind you.... and if you pulled out to overtake you would have to try to gain a bit of speed because the cars behind.... so in that sort of circumstance.... it might be that if you're sitting at 70 and...., having to overtake, you would have to.... or if it was a 60 and stuff like that... you'd have to speed up... just above the speed limit to overtake and then come back in.

Interviewer So it would be a case of knowing how responsive the system was.... in those situations...

M9 Yeah, definitely....

Interviewer ....and I think you mentioned, have you got a system in your car at the moment where it picks up if you go over the speed limit, did you say

M9 it doesn't pick up if you go over the speed limit it just erm.... I don't know if it's.... recognises the signs or if it's GPS, but it will tell you on the SatNav, the speed limit of the road on which you're driving so..... but I don't know how up-to-date the system that you're talking about would be. I don't think the one in my car adapts to the....there's major roadblocks just now and it's like down to 40 on the motorway and stuff and I don't know if it adapts to that. I'm not sure, but it does... or if it's pre.... sort of loaded into the system, that will give you the speed limits and stuff....

Interviewer So the system you've got at the moment might not be completely accurate.

M9 Yes.

Interviewer Do you find it useful at all having something that pops up as a reminder to.....

M9 Yeah, I do actually....I find the speed limit sign... when the number comes up erm.... beneficial for normal driving and also for my.... my response driving... because we've got limits we can go to dependent on the speed limits so if it's a 40 then... we're allowed to drive at 60 etc.....so that's helpful for me as well in that.... in that... in my job, but also.... just day to day driving I find it helpful as well.

Interviewer So when it comes up would that be a motivation to slow down if you were going over.

M9 Yeah, it just gives you a reminder of what the limit is....yeah, definitely.

Interviewer And how do you feel in relation to the speed limiting system? Do you prefer the idea of having a system that just tells you if you go over or do you like the idea of something that does something about it?

M9 I'm not..... I'm not sure.... because I've not used it, I'm not actually sure erm.... I can comp-... I don't know if I can compare it...it's something similar to an old car I had and it was the.... the lane definition so if you sort of veered across the lanes, it picked it up and it sort of self-corrected the steering wheel a wee bit... and I didn't like that.... I don't know why I don't like that but erm.... I sort of switched that system off all the time.... So I don't know if.... I think I would have to try it, but the thought of.... definitely I like the.... the speed limit coming up and telling you... whether the car then corrects it... I'm not sure if I would like that.... I don't know if it's a control thing or.... worrying about.. the responsiveness or.... if the fuel's cut or something... I don't know what.... I would have to try that but in my head, I don't think I would.... I don't think I would like that.... personally.

Interviewer How long did you try the lane assist system for.... did it just do it and then you thought, I don't like it and turned it off.....

M9 No...I had...well it was a new car I got and it was erm....tried it for...I don't know if it was maybe a week or something on the motorway, and I just thought, oh I can't..... I just switched it off everytime I got in the car... in fact, I think you could just switch it off and leave it off...So we just did that... because it was.... it was probably not the car's fault...it was just being a lazy driver, when you didn't indicate and stuff there was a.... it warned you...and if you indicated it was fine, it overrode it and stuff.... whereas it was just sort of stuff... bad habits and being lazy then...., and it kicked in and it was.... you were wondering what was up with the car and stuff like that.

Interviewer And if you don't feel comfortable with the system and there's a turn off feature, you are just going to turn it off aren't you....

M9 That's right. Yeah, definitely.

Interviewer So if you were buying a new car and it had the speed limiter in it, would that influence your purchase in any way? Would it make you more likely or less likely....or would it not make any difference to you buying a car?

M9 No, it certainly...it wouldn't make any difference I don't think.... it's not something I would look for on the car, to be honest.

Interviewer and would you pay extra money to have a system like that.

M9 No.

Interviewer Because sometimes they do them as add-ons....

M9 Ah, right ok....no, I wouldn't.... I wouldn't pay for that.

Interviewer So if you were buying a car and it happened to have it in, would you want any information or any sort of demonstrations or anything from the people you're buying it from that would give you more reassurance about the system.

M9 I would definitely like to know it was on the car and sort of..... how it operated and how it worked....because certainly the features that were on that car I got with the lane assist, you knew it was on it but you didn't actually know.... really how to work it and how it operated and stuff so I think something like that...when we're talking about the safety.... both ways, I think it would be.... probably quite important that you got a.... sort of demonstration or a talk through of what it is and how it operates. Yeah, definitely.

Interviewer How did you find out about your lane assist and everything? Did you just... was it trial and error or did you read the manual or....

M9 No (laughs).... it was just trial and error if I'm being honest..... I think I maybe read through the manual to see.... because it was a brand new car at the time.... to see what was on it and the features but erm.... I didn't really look... it just was a case of going on and trying and stuff like that.

Interviewer And did you try everything that was in the car or were there features that you weren't that interested in so you left and didn't have a go with

M9 there's probably things on it I didn't....I'm a bit of a dinosaur with stuff like that and...so there was stuff on it that probably would have been good that I didn't know how to use or.... I never really looked into....

Interviewer So the the system in the car is generally... you can turn it on for particular journeys and turn it off when you don't want it on. But another option would be to make it harder to turn the system off. So basically it would be a default on and you would have to work out how to turn it off or it would be impossible to turn off. How would you feel as a driver if that was how it was in the car?

M9 I don't think I would like that. I think the.... the features I've got in the cars, both have had that lane definition option, and as soon as I go.... and I forget sometimes the car I'm driving just now... it's the one that's got the speed limit-...the speed signs and stuff on it...and every time I go in the car now...., the first thing I do is just press a button to turn that off because it's.... it's quite annoying and stuff like that so I think.... not having that option would be.... it would be quite annoying. I don't know if you'd just get used to it, but I think it would be annoying because it's certainly not....I've not got used to that one in that car so...... I think I would prefer having an option, just to switch that off.

Interviewer And do you think if it was hard to switch it off, you would have made efforts to work out how to switch it off if it was annoying you...

M9 I think... I think I would, yeah... I think of I would..... I think...cos it would be sort of YouTube and Google and all that now....I think there would be....yeah, if it annoyed me that much there would be ways that I could try and... sort of find out...how we ccould get it off....

Interviewer And you said you like having the feature that warns you if you go over the limit, don't you, the more advisory system?

M9 Yep...yeah...

Interviewer How do you feel about the best type of warnings for advisory systems, when you go over the speed limit. So some have an alarm as well as flashing up to give a little bit more of a warning. Or you could have a vibration off the pedal if you go over the speed limit.

M9 Maybe, maybe some sort of audio warning. I'm not sure about the pedal vibrating....if I would like that erm.... I don't know if that would.... I'm not sure about that... but again with not having tried it, but I think safety wise and stuff, I'm not sure if you would then panic.... it might panic some people if the pedal starts and they'd want to pull over and stuff. I don't know.... it's because I've not used it but....., I certainly think.... I don't think an audio warning would be...... would be too bad...I'm saying that but....

Interviewer it's the sort of thing you don't really know until you've tried it.....

M9 you've tried it....yeah, but I could see....

Interviewer Is the lane assist a bit like that when it pulls you in..... it's kind of got that feel to it...

M9 Yeah, the steering wheel sort of.... it gets restrictive and it.... sort of turns a wee bit the other way and there's a light flashing so....I don't think.... now that I'm having a conversation with you, the car I've also got's got a..... it can protect if you're going to have a head on collision and it starts to slow the car down when you know that there's.... there's maybe just a tight street and stuff like that and you're not going to hit something.... and I don't like that either so.... I don't think the actual physical... the car doing something physically where I'm not in control.... I would be... I don't think I would be happy with that at all so the pedal vibrating and stuff.... and now that we're having this sort of ... I've thought about it, I don't even know if the audio warning would be.... start to get quite annoying as well erm... if you couldn't turn that off.... I think just the the fact that you've got a.... a visual indicator would be enough, I think.

Interviewer So if a system starts to become annoying, that's just going to motivate you to turn it off.

M9 I know that's probably what its job is...you know.. with the seat belts annoying and you can't switch that off and it gets you to plug your seatbelt in but I think the.... you know, especially my car, my car that I use for the response driving, if you had some sort of system on that that you couldn't switch off like an audio...it would be on all the time because you're.... more or less constantly over the speed limit so..... no, I don't think that would.... I don't think I would like that.

Interviewer So you're quite happy generally with having the visual warning and then picking up the speed yourself.

M9 Yeah.

Interviewer And you did say there were some situations like motorway driving, where it would be useful because you've been caught out in those situations.

M9 Yeah. Uh-Huh.

Interviewer So how how would you feel about it being a compulsory system in cars if it started to be rolled out nationally in new cars....

M9 I wouldn't mind it being a compulsory system as long but as long as there was... it would be nice if there was... you could switch... some or all of it off, you know so if it was that they would give you a visual indicator... or a warning, even if it's one beep... or one audio warning along with a visual.... that would be good.... but if the system was part of the car.... it was er....built into the car and you couldn't switch it off, then I think that would be..... I wouldn't like it, you know, I wouldn't..... it's not that I wouldn't purchase it if all cars are going to be like that but I certainly.....

Interviewer yeah, you'd prefer not to.....

M9 Yeah.

Interviewer So you'd still want to be able to choose whether to have it on and to be able to adapt to the journey......

M9 I think so, yeah... because it's.... there'll be situations on the route that are dynamic where you have to respond and it'll be.... you'd be doing a sort of risk assessment in your head. So you'll have to then make that judgement yourself whether the car... this is me saying this, maybe the car's that good it can make these decisions... I don't know but.... in my head at the moment, I'm thinking that there'll probably be situations where you're having to..... the car'd maybe want to brake and you think you'd have to accelerate or.... stuff like that so.... I think having that element of control, I would still like that.

Interviewer How do you feel generally about cars becoming more automated....

M9 Some of the cars you see now.... the electric cars, inside..they look amazing and.... they look brilliant... I can't...this to me, now that I'm having a conversation with you, is kind of a step to the... is it the sort of drive...the cars that drive themselves and stuff....and that sort of.... scares me a wee bit that.... maybe it's just cos I'm getting older, that I'm thinking, where are we going and (laughs).... But the car that.... if you're saying it, you know, it's got these systems in it now... it's as if we're just taking a step to get closer and closer to the.... the cars that drive themself.... and that's a bit of a worry I think.

Interviewer What are your worries about that...is it a safety thing or.....

M9 Yeah, probably safety and maybe just a bit of the unknown, but erm..... Yeah, maybe the fact that they're unknown, how they work... how they... how they know where you're going and stuff like that... I think it's just partly..... maybe not a conversation for here...but the wider... the wider world where we're looking at AI... sort of in general, and it's taking over, you know, so this is the next stage with the cars and stuff.... along with work and everything else....do we need drivers for the... you know, will delivery drivers get done away with...so yeah... probably go down that road....

Interviewer So part of the worry is not knowing how they work as well...

M9 yeah...

Interviewer Do you think that's if speed limiting systems were more generally used and it was included in all cars.... do you think it would make driving safer?

M9 I think overall, yeah, it probably would... when you see the amount of.... I was going to say boy racers...but people who sort of .....drive to the extreme and stuff like that.... if that was a.... system in the car that stopped that then... Yeah, I probably could see it making a difference, to be honest and I can see the benefits of it erm....

Interviewer Do you think if it was included in the car but you could turn it on and off...how would you think those sort of people would....

M9 ...they wouldn't use it.... they wouldn't use it so.... and now that I'm thinking if it's... if it comes... becomes compulsory and it's in the cars and you can't switch it off.... I'm thinking back to stuff like.... in Scotland a few years ago with the smoking thing, there were so many people resisted that at the start and then it just becomes ..... practice...that it is what it is and you get used to it so..... I'd imagine it would be the same with the car where you would just.... for the first wee while it would be odd and then you'd just get used to it... and you would erm.... you would just adapt and that would become part of day to day life yeah....

Interviewer Yeah, I suppose that's the thing with a system that's optional but has safety benefits....as you say, people will probably turn it off.... or wouldn't like it if you couldn't turn it off....

M9 I think it would be.... the system itself.... and this is, you know.... people buy certain cars for certain performance and.... speed is... you know, a lot of it... and if these systems are introduced, then it would sort of negate the point of buying... this is maybe not for this conversation as well but....certain people wouldn't buy the cars that they're driving just now because they wouldn't have that.... sort of performance and stuff.

Interviewer So people who are buying those cars are buying them because they...

M9 yeah, they can go fast and accelerate fast, etc..

Interviewer So if speed limiters were a system that was more widely rolled out... how would you encourage people to use the system in the car.... so it could be incentives or it could be information...

M9 Erm.... I was just thinking as well like... we're a huge work fleet of vehicles and it could be that there's trackers and stuff in them but if it would be that if.... I don't know if there would be some sort of incentive for work places that... if they included them in their fleet, that then.... people were driving safely and there was no accidents... you were cutting down accidents and stuff like that.... that would be some sort of.... save the company money and some of that money could then be.... be distributed to the personnel, I'm not sure if.... there could be something like that... I'm not sure about the general public how there would be.... I'm not sure whether it would be some sort of benefit for them... maybe insurance or something but er.... insurance companies maybe on board with it.... there would.... if there was an incentive that, you are... if you took the system your insurance would drop a bit... possibly...

Interviewer So quite a few people suggested insurance and you mentioned fuel efficiency earlier on too.... Do you think pointing out benefits would make people more likely to use it? And what do you think would be the best benefits to highlight...like would it be safety or would it be financial, do you think...

M9 I think a mixture of both, and I say that because... a lot of people... if you... if you say it's going to be beneficial to them, even though it shouldn't.... the financial part would be more than safety....but there'll be... I think if you.... if it was researched and it was proven that .... if you use this system, it's shown that it's a lot safer than driving without it.... then I think that would be a benefit... people would use that alongside.... because I know there's other safety features... when er...people are.... companies are selling their cars, there's all sort of... I'm not sure if there's a rating system of safety features on cars but.... but I'm sure people.... these are selling points that they use to sell the car and if this system was proven that it..... increased safety and cut accidents, then it would be a selling point definitely.....

Interviewer Yeah. So if you could show people specific safety benefits and show people specific financial benefits, then that would be something that would be useful at the point of sale.

M9 Definitely. Yeah, I think so.

Interviewer And is there information about how to use the system? What's the best way to show people how systems work, do you think?

M9 Yeah. I think... Volvo are pretty good because they've got loads of er.... safety systems and stuff on their cars..... and they've got a lot of vidoes erm.... demonstrating like if... it was years ago that.... I think they were one of the first ones at the pedestrian sort of.... for pedestrians... and it actually showed you the video and then inside the car, how did the car... operate...so stuff like that would be quite.... good to show you the benefits and then..... how it actually ..... if it was the vibrating pedal or something .... all that sort of... all the features and how it worked would be good to see that visually.... for me probably would be better to.... to understand it better..seeing it visually....

Interviewer Well, that's great. That's all of my questions. Was there anything else that you'd thought of around the intelligent speed assistance that we haven't covered....

M9 no it was just.... when I was thinking about work.... erm if the cars are.... if the cars are... if it's compulsory there must... I think there would need to be some sort of system with it.... during the build that that could be switched off. Erm.... but I don't know how that would be.... because sometimes I'm on call.... sometimes I'm off call that how.... you would be able to switch it on... so there would maybe be some sort of exemptions that... cars for responders etc.... are exempt.... but no...other than that.... yeah, it was good to actually think about the system.... because I was initially I was thinking no and then I could see the safety features and stuff and ..... the speeding points... especially if you're in places you don't know and.... I can see the benefits of it.... I think probably using it would be the...seeing it and using it would be the.... yeah, would make the difference, but certainly I wouldn't rule it out... but, just in my head, I think it would.....

Interviewer I suppose that would then either be a reassurance or it would be a motivation to turn it off then...depending on how you found the system....

M9 Yeah, yeah, definitely.

Interviewer All right. Well, that's great. Thank you very much for talking to me.