Interviewer So had you heard of the Intelligent Speed Assistance System? Do you know how they work?

M1 I hadn't, no.

Interviewer No. So it's it uses a camera and GPS to be able to detect the speed limits on the road. And then it's so if you go over the speed limit then it cuts the fuel until your car goes back under the speed limit. That's the idea of the system. And there's usually an override feature. So if you needed to go over the speed limit, you can press the accelerator down and then it would speed the car back up again. So that's how the system works. So to start off with, if you just tell me what, what do you think about the system if if you if you imagine that you were driving a car with that system in how do you think you would use it? Do you think you would have it turned on or do you think you would override it? What are your thoughts about the system?

M1 I would....I think I'd drive with it turned on erm... no, no problem with..... bits of technology like that in the car and.... something that encourages you to er.... to use less fuel is probably quite useful in current times so....as long as the override's there, because I think there's.... certain times where it's important to have that... because it can just be a safety thing....you need to increase your speed to... I don't know if you'll move on to other questions where you.... you ask me this or.., but for example, if you're... you're overtaking a group of cyclists or a slow moving vehicle, you might want to get above the speed limit and complete that manoeuver as fast as possible, because that's the safest way of doing it. So as long as there's that override. So that you can.... you know, use your own judgment about a situation, and...yeah I'd be happy to use a system like this....

Interviewer Yeah. So if if you had that system in your car, you wouldn't you wouldn't turn it off....you would drive and use it.

M1 Yes. Yes.

Interviewer And you were saying..... So one of your incentives to use it would be the sort of....the fuel economy side of it. Can you tell me a little bit more about that?

M1 Erm, I'm a bit of a nerd when I drive at times anyway, but I've often got the fuel consumption.... Sort of... metric on... and I suppose, part to entertain myself and partly to use less fuel. I do drive to that.... So I accelerate slower sometimes, and I like seeing high numbers and so... it's almost a bit of a challenge sometimes to see what your fuel consumption is like and how much... how many miles you've done before the tank's drained so erm...... I already kind of try to moderate my fuel use... in some way, so having a system that kind of cuts out... it wouldn't bother me.

Interviewer So have you found by doing that that you've sort of picked up the best ways of driving more efficiently then and that's not accelerating too hard, is that....

M1 Yeah....And if you've got a very low number because you've got a heavy foot then it's clear that..., yeah....

Interviewer So.... so one of your incentives would be sort of keeping down the the costs. Are there...any safety aspects you can think of about the system or....

M1 Er yes...there's one bad habit that would come out of that, that if you're approaching a traffic light and you've got this feeling that it's about to change, there's.....in part just getting through it, but also there's.... the fuel consumption side that if you've got to get going again from zero, I'd rather not do that. So I might override to make sure I'm cleanly through a set of lights. But.... sorry what was your question, I think I'm rambling a bit there,

Interviewer that's ok.... It's just the sort of safety aspects.

M1 That's it Yeah.... I think I'd already touched on that before with.... with overtaking a little bit. I think it's better to.... to complete your manoeuver as soon as possible, even if that means you get a little bit over the limit. On motorways or dual carriageways as well, where you get a slip road erm.... you've got a car coming on, it might be alongside you and either you need to back off or you need to speed up sometimes to create that room so...... again, that's a time when I might override because....of what's around you...

Interviewer Would you have any sort of reservations about the override system?

M1 I would test it (laughs)....I'd not just trust it to work, but yeah, as long as... as long as you've tested it yourself, you're aware that it works and you know if there's almost like a bit of a lag before it kicks in.

Interviewer So you'd need to know how that worked before you were really needing to be in that situation where you needed to override?

M1 Yeah, yeah.

Interviewer So just thinking about so if you were going to buy a new car now and you found out that it had this speed limiting system in it, would that affect your decision about whether you wanted to buy that car or not?

M1 No erm.... I think it's probably one of many systems that might be on a car that I've not currently got the money..... I think other factors would dominate my choice at present, but probably the next car, will probably an electric one with.... as higher mileage capacities I could get and other things would be secondary, but it wouldn't put me off certainly...it wouldn't be the system that made me buy a certain car or something that would put me off it...

Interviewer And what what information would you want at the time you were buying the car about the speed limiting system.... Because you, especially with electric cars, they tend to have quite a lot of things, sort of more automated systems, don't they? So what would you want from the dealer when you were buying the car?

M1 Erm.... I suppose I'd want to know.... kind of what the driving experience with it was like. And is it going to annoy me because that could influence whether it gets turned off, how it actually functions... and is it a distraction. Does it.... so how does it interface kind of your dashboard.... the feedback you get on it?

Interviewer What kind of things do you think could annoy you about it

M1 if it was active in my peripheral vision, perhaps. I suppose getting kind of back to-... it comes down to the design, a little bit of the car itself, not just that system. I think the last one when I was choosing a car it was erm....that the roll cage supports in one of them put me off because it was.... you could just see it in your peripheral vision. So we ended up buying a car that had got a different cabin design that had not got that.... impediment to your.... peripheral vision. So you'd...I'd sit in the car, see how the system looked, and... you kind of get a feel for it quite quickly. Could you.... could you move things around or is it just going to be annoying?

Interviewer Yeah. So seeing how it worked beforehand would be important. So maybe like test driving it or something....

M1 Yeah. Might be a longer test drive for something like that. Normally it's....I guess that they'll let you in a car and.... you might get 10 minutes going around a little loop, but you might want a little bit more time in the car...

Interviewer So it helps you to to get a feel of the car before you.....you get it. Do you have any of these kinds of systems in your car at all at the moment?

M1 No. The only one I've got is erm.... I suppose it's just cruise control. And I have used that, but equally... I suppose I've also switched it off because I realised when you've got your car set to say, 60 miles an hour on the road, and it maintains that even if it's fuel inefficient at times, and you might be going up a slight hill, I'd rather slow down slightly and back off. So.... I've stopped using the cruise control system except on very long drives, I guess, because it's inefficient so....

Interviewer So your speed limiting is kind of around the fuel efficiency. So it's not necessarily just the speed limit of the roads or anything, is it you're motivated by cutting your fuel so.

M1 Yeah, yeah...

Interviewer So the next question is sort of about the options of the intelligent speed assistance in a car. So most of the time, it's not on at the start and the driver turns it on and then they can decide if they want to put it on for different journeys. But another option is to make it on all the time and then it's sort of the driver has to turn it off and they could make it quite hard for it to turn it off. You'd have to go into settings and and find out how to turn it off. What are your feelings about that element of sort of driver control, about turning it on and off?

M1 It needs to be there erm.....cos not everyone wants... kind of like a nanny in the car with them (laughs).... influencing how they're going to drive. But yeah, I think you should have.... it shouldn't be excessively hard to turn it off, it should be.... perhaps it's automatically on as a default and you can switch it off, or you could permanently disable it quite easily but I don't think it should be excessively hard to...to do that...

Interviewer No, no. So it wouldn't be a good way of encouraging people to use it by just making it difficult to turn off. It's interesting what you said, calling it a nanny.....

M1 Yeah. Well, it isn't to some extent..... I guess the idea of almost car ownership historically might have been autonomy... a little bit that you're not.... You've got your own car and it takes you where you want, you.....In reality on the roads today, it's rubbish of course, cos there's so much congestion but erm..... It wouldn't particularly bother me, but I can see there's.... there's definitely a class of driver that would not like that.

Interviewer Yeah, what kind of driver do you think is the type who really wouldn't like the... the system,

M1 the BMW, Audi owner class.... it's just that....

Interviewer Yeah. And what do you think it is about those drivers that they don't like the car doing those kinds of things for them....

M1 it's... it's just the aggression, I guess that..... always impatient erm.... pushing in when there's filtering going off, just always trying to get past one last car. Erm.... and I associate it with drivers of them sort of cars in particular, but it's more a mindset.....

Interviewer Do you think there's anything you can do to encourage that type of driver to limit their speed a bit more?

M1 Hmm (laughs)..... it's a mentality. So it's more psychological and..... I'm not sure....they're the sort of people that would probably want to turn the system off.

Interviewer Yeah, yeah. And so does your car have a system where if you go over the speed limit, it warns you at all... like a more advisory system. So sometimes they like flash up the speed limit, or sometimes they have an alarm or a beep or something?

M1 Er...No, I've not got that system. I think it might be there on.....on the map facility..... but it's not been upgraded for a while, so that might have a speed limit on, but it's not intelligent. So if there's a change to the limit, it might be a temporary limit.... it wouldn't...wouldn't know...

Interviewer because that's one of the things that these systems can have... So if you go over the speed limit, it would give you an alarm or some kind of feedback. Do you think that would be useful? So, an advisory system doesn't necessarily do anything to your car, it doesn't slow it down, but it warns you if you go over the speed limit.

M1 I think it's definitely useful if you're in an unfamiliar environment because it's just one extra thing that you need to take into account when you're driving. Because if you're busy looking for signs and you're having to focus on.... where you are because you're not familiar... the speed limit's something that you can easily miss. So having that warning might be useful.

Interviewer Do you find that when you're driving, do you sometimes miss the speed limit changes and things

M1 ....in confusing cities, perhaps.... generally, generally speaking, I'd be OK, but there's certain cities like erm....somewhere like (city name)... or (city name)....

Interviewer So if a speed limiting system was to be rolled out nationally and it was going to be made compulsory in cars, what do you think of it being a compulsory system that would be fitted to all new cars.

M1 There'd.... I don't know what the cost implications of this system are, but.... I can't see.... because typically you start with... you've got a range for a given model haven't you, where you start at the entry level and then you can... it can easily get up to ten or fifteen thousand pounds by the time you get to the top end. It sounds very much like it's more of the top end system and to install it in the lower end... it's...I just think there's a cost implication.....

Interviewer Yeah. So it would make the cars more... more expensive and then that's going to have an impact on people.

M1 Yeah, I think you need the budget end erm.... especially with the cost of living crisis that there is now.... and it will go on filtering through anyway, because you've got the second hand market, a lot of people driving.... much older vehicles so it's.... it's something to to start introducing, perhaps, but certainly as the technology gets cheaper.....

Interviewer So it has that cost implication. So it would be fitted in new cars and then they would sort of gradually move their way through the market until all cars had them in. Do you think it would be a good thing if you ended up with all cars having these kinds of systems?

M1 It'd not bother me. It's just technology, isn't it?

Interviewer Do you think it would make driving safer if all cars had them in?

M1 Hmmmmm......in certain situations, yes. I suppose there's.... I suppose you have to think where where accidents are taking place erm..... maybe it may be on.... I think country roads have always got an excess of...... accidents, but they've often got like a 50 mile an hour speed limit, which is completely inappropriate for the roads anyway so erm...., perhaps they'd not have.... the impact that you might think because if they only stop you at... the absolute limit rather than what's.... an appropriate speed for the roads.... they'd not cut out them sort of accidents. And again, motorways.... it's just a lack of concentration sometimes.... I'm not.... not sure that excessive speeds always got erm....

Interviewer ....that's interesting what you said about country roads. So sometimes you feel like the speed limit on those roads isn't the right speed limit. So if you had a speed limiter slowing everybody down to that speed limit, do you feel that wouldn't be appropriate then in those cases....

M1 erm....it's not that it wouldn't be appropriate.... it's just it wouldn't be sufficient. So...you know, if you think about like erm.... country roads that have got lots of bends, I mean, the 50 mile limit there is.... there's no... no reason on this road for us to limit you to less than that.... but it doesn't necessarily mean that that's.... 50 miles an hour....is an appropriate limit for the entire length of the road so if you're going round corners and such, you should be knocking off a fair bit more speed but if.... this system that only pins you at 50, it wouldn't..... it wouldn't necessarily improve safety on them sorts of roads....

Interviewer So if they did start putting these systems into cars, how do you think you could encourage people to to use the system? Like, do you think there's any incentives that anybody could give or any sort of information that would encourage people to use the systems so it could be insurance companies, it could be manufacturers or, you know, public information?

M1 The insurance...that's interesting that you mentioned insurance that might help encourage people if there's.... if there's a reduction in your premiums because you've got this system in your car.... that might encourage it but..... sometimes there's just.... curiosity....almost erm.... you're getting a new car and it's got fancy new features. It's almost er.... bragging rights. Look at the new kit I've got in my car erm......... So I'm not sure that's really an incentive as such but it's... and any system that notifies you that a speed camera's coming up is gonna have a certain... certain appeal.

Interviewer Yeah. So avoiding getting speeding fines would be an incentive....

M1 Yeah, I think so.

Interviewer Yep. Well, that's that's great, so I've covered all of my questions, was there anything else about the intelligent speed assistance that you'd thought of sort of while you were doing the the questionnaire or anything like that? Any thoughts that you had about the system that we haven't covered?

M1 I had extra thoughts since I filled in erm....filled in the survey but I think they've been covered in this interview now anyway.

Interviewer Yeah, yeah. Well, that's great. I've covered everything of mine. Thanks very much.