Interviewer So had you heard about intelligent speed assistance before you filled in the surveys and things?

M17 Not, not really. I know about.... I know a little bit about self-driving cars. And erm.... I have a speed limiter on the car I have now and the one previously but they're manual speed limiters...

Interviewer So you've got a speed limiting system that you're using at the moment.

M17 Yes. Yes, I use it a lot.

Interviewer Can you just tell me a little bit to start off with how you use that system and then we'll move on to talking about the intelligent one.

M17 Well, I use it in.... well, it is always to do obviously with speed limits. So when I'm coming into a 30 now..... I erm.... I usually put it on erm... it's a Volvo XC 40, and interestingly, it lets me set the speed at either 30 or 35. So I usually set it at 35 because I know that er.... car manufacturers make it look like you're going faster than you are. So I know that basically the car won't be going faster than 33 mph.... and I find that invaluable. The difference between this car and the one I had previously, which was a Jaguar F-Pace, was that the F-pace just gave me an audible warning that I was going above the speed limits that I'd set. So it was up to me to slow down. This one actually starts to put the brakes on, and I do find that slightly alarming sometimes because I'm going say at 45 in a 50 and I set the speed limiter to 35, it does halt it quite quickly. So... but that's how I use it.... I sometime use it on the motorway. I'll set it at 80, and that means I'm doing about 75 to 77, which is normally allowed, I think.

Interviewer So the allowance you find that useful because you're calculating that in your head....

M17 Yeah...well, even if I set it at 30, for example, I think I'd annoy some motorists behind me because I'd be doing about 27. And there's no need for that. But yeah, I find it very useful.

Interviewer And did you say it brakes?

M17 Well, yeah.... I mean, I don't know if it's putting the brake lights on, but it's slowing the engine down quite quickly....

Interviewer I'm just wondering whether that's....because the system that we're looking at cuts the fuel and then it slows you back down....but are you saying that it's actually braking as well ....

M17 well, I don't know if it's braking, but it immediately begins to slow the car... so I'm assuming there's a braking system in there....

Interviewer So you find it quite a sudden change do you?

M17 Yeah, yeah, it'll ... it'll just go straight into it....

Interviewer And were you saying that that's a manual system.

M17 Yeah, I have to press a button.... once I've pressed the button and set the limiter, it then kicks in, and the only way to override it is to press the accelerator quite hard.

Interviewer So it sounds like that's quite a similar system to the one we're looking at. So have you got cameras on the car that picks up the roadsigns?

M17 Yeah, both.... I've had that for 4 years now... but it's not always accurate. So it will sometimes say I'm in a 50 when I'm not... that sort of thing and it's not quite updated always or..... or it will pick up a 20 sign which is on a side road.....

Interviewer So is that a disadvantage of using the system that it's....

M17 well, it would be it would be if it was automatic, it would be quite serious, actually, I think.

Interviewer So the difference between the two systems is that when it picks up the road signs, but you then.... does it flash something up to tell you and then you have the option of switching to that speed?

M17 No it.... Well.... I have the option all the time, but it is flashing at me all the time. In fact, the Volvo flashes a great deal... even when you're not really speeding. So if you're coming into a 40, it'll flash 40, but I might be doing only 38 or 39..... but it still keeps telling me.... I mean... you get used to it. It's not....it's not very intrusive..... but no, it's not linked to the limiter per se. It's up to me to set the limiter and I can set it to whatever I want.

Interviewer So there's no time where it's picking up the speed limit and automatically slowing you down?

M17 No, not at all.

Interviewer So you've said some of the times where you're using the system.... arer the journeys where you use your system at the moment and where you don't or have you generally got it on all the time.

M17 No, I don't have it on all the time. I don't always have it on the motorway because normally er.... I don't go above 80 anyway. But if I'm on a long journey, I certainly will so that I don't forget, you know, that I don't start pushing too hard. And I don't... I haven't so far ever used it in a 20 mile an hour zone. I am very conscious of them. But..... I don't think at the moment they prosecute you for it, and erm.... I wouldn't go above 30 in a 20 anyway ever. But erm.... so I've never used it in that.... and some roads I know so well that I just know to keep my speed down and I do.

Interviewer So you've got particular journeys that you use it

M17 well, there's one journey where I mean, I was I was caught several years ago.... I was doing... well, they said I was doing 36 in a 30. Well, yeah, I probably was... although, to be honest, I don't think my indicator was showing 38..., which is what it probably was at and it was only momentarily when I was coming out of a corner. And so I'm very grateful to the limiter because since I've use the limiter, I've never been stopped for speeding.

Interviewer So it's very much a system you use around not getting caught out.

M17 Absolutely. Yeah, I'm very keen... I don't want the fines, which I think are excessive and I don't want the points.

Interviewer Are there are any other advantages to the speed limiting system other than getting caught at speed? Do you think it has safety implications....

M17 Yeah, I mean, I'm a believer that speed can kill. I'm not one of these people that thinks it's a myth or anything. Oh yeah, it is a safety feature.... I know..... most drivers I've noticed... in the main observe limits nowadays, in the main....so it has changed a lot in recent years, ou know, people's.... But I would say in 20s, certainly around here... there's one or two quite big roads that have got 20 and people are doing 35 40 on them.... so that that is more serious...... yeah.

Interviewer And it sounds like you've had quite a lot of different systems around the speed limiting. So you've had an advisory system which just tells you and then you've got the system you've got now, which is manual, and then you're aware that there's an automatic system which would....

M17 I wasn't that aware of it, to be honest. I wasn't.... I don't... do some cars have that already.

Interviewer Yes.... some cars do...so they would pick up the road signs like yours. But instead of giving you the option to slow down, it would just automatically slow you down to under the speed limit. And it sounds like you've also got an override....

M17 yeah, you can override it....

Interviewer So it's quite similar. It's just the fact that it's automatic. How do you feel about those two systems and which you would prefer?

M17 I've been driving for a long time and I'm probably a bit old fashioned.... I probably would like to have the control. I'm not too keen on cars to drive themselves (laughs)....

Interviewer And you mentioned, from your experience, you've had some issues around it not picking up the speed signs correctly.

M17 Oh, absolutely.. some if doesn't...it can't read some signs properly. And occasionally it'll just.... especially on a country road, it might completely switch off rather than telling me its the national speed limits.

Interviewer So would that reflect some of your concerns around the automatic systems and their accuracy...

M17 Yeah, yeah....especially if it starts picking up 20s, which are the side roads and you're on the main road, which is 30 or 40.

Interviewer Are there any disadvantages that you think around the system being automatic? So you mentioned you like to have control, can you tell me a little bit more about that....

M17 Well, I think.... I think, you know, it's important to have control and full concentration in a car. My main concern is this er.... automatic slowing. Now, if it's slowing the car, see, I don't know the answer to this..... Do the brake lights go on, does the driver behind know that my car is going to slow definitely into the speed limits because otherwise they're going to come very close behind.... so that would be a big concern for me.

Interviewer because it sounds like you're not sure about that with the system that you've got....

M17 Yeah, well, I don't know, because no one can tell me, you know..., I haven't had a friend or a family member driving behind me to tell you that. Yeah, yeah.....

Interviewer And how do you find the the override system? So I presume the system you've got at the moment would be would be similar to the one in the automatic.

M17 Yeah, well, it's OK..... You've got to push it quite hard, the accelerator to get it to kick in. But yeah, it does..... It does.... It does do it..... and you don't need to use it very often, really. You know, I mean, why should you have to do.... but just I think probably on a motorway... erm... if there's danger on the side, you might just want to accelerate through it...and yes, it would work.... I think I have used it.

Interviewer Do you know what kind of situations you've used the override....

M17 Yeah.... erm.... Well, for one thing, I've tested it, and my wife has as well, we both checked that it does work, so we've done that..... I think on a motorway once... I'd set it for 80.... and I was worried that a car might be about to pull out in front of me and cause a problem. So I accelerated through the limiter to get past him. But it's only about once I've done that.

Interviewer And do you feel that that's an important part of the system that you would have that....

M17 I would have said it was essential....yeah...

Interviewer And do you find it quite responsive.... because I think some people have concerns about whether there's a time issue with it....

M17 yeah... there's a slight time delay but it is only slight.

Interviewer So you've not found any particular issues,

M17 No, but as I say, I'm not very familiar with overriding it.

Interviewer ....it's not a situation that comes up.... on a day to day.....

M17 No, no, no, no, no.

Interviewer So you told me about the journeys where you would definitely use the limiting system. What are the journeys where you don't use them...was that on familiar journeys....

M17 Some familiar journeys I don't... but it... I mean, I always use it where I know there can be a speed camera and I don't mean the fixed ones..... I don't think they work in (county name), in (county name), they only have quite a few vans..... and they are.... they are quite active and I..... well, you can find out where they're going to be, or the general areas they're going to be. But I always.... I have a good idea where they might be, and I always use the limiters in those situations.... but I don't..... I don't..... generally, I would never really speed anyway, but I might incur a penalty nevertheless by straying... that's why I'm so keen on the limiter....

Interviewer So it's places where you might not notice....

M17 Oh absolutely....well, occasionally, yeah. Well, in a strange area, I think I would always put it on if I knew there was.... there were speed signs

Interviewer and if you were driving a car that had the automatic system, so it's picking up the speed limits and then slowing you down, do you think there'd be any difference in any of the journeys where you would use it and not use it?

M17 Well, I'd have to use it, wouldn't I? If it was automatic.....

Interviewer It's automatic but you can choose to have the system switched on in your car or not. So you could have it switched off and mot use it....

M17 I think I'd probably have it on.... most... all of the time, I think..... I don't really know until until I'm faced with that..... I guess perhaps the next car may have it. I don't know.....

Interviewer And you mentioned that you tried out the override system to make sure it worked. So I presume you would do the same sort of thing if you.....

M17 Oh yeah, I'd make sure you could switch it on and off.

Interviewer So if you were in the market for another car and they said it had this intelligent speed assistance. So the automatic version of what you've got now, would it make you more likely to buy a car, less likely or would it make no difference?

M17 I don't think it would have much impact, to be honest..... I like.... I like safety features. I like the lane wavering systems that they've got, but I don't.... given that I've got a limiter, I would want a limiter and erm....I'll tell you what I don't like..... that's the opposite the erm.... what's it called.... cruise control.... I hate cruise control because that I think takes away my decision making and pushes me onto a speed that may not be safe in the circumstances.

Interviewer So that's actually moving you up to a speed where you....

M17 Well, you know, so you can drive cruise control, which is on the other side of the button.... where you can go at 60. Well, it might be OK in that second, but it might not be OK in another second, you know... so I don't like that. I never use cruise control, ever.

Interviewer So it sounds like you've got quite a lot of different systems and you've picked out the ones that work for you. But as you were saying, you don't like the idea of moving completely to self-driving cars....

M17 it doesn't interest me very much, I don't.... I mean, perhaps for some people.... who are habitual speeders.... it may be necessary, but for people who are taking careful note of the road, I would have said they should make their own decisions.

Interviewer So it sounds like you want to be able to make your own judgements on the road, but you're picking the systems which are helping you to do that rather than taking over from you.

M17 Yes. Yes. Yes.

Interviewer So if you were buying a car and it had this system in the car....because sometimes they come as standard in a car and sometimes you have to pay extra.... if it was an Add-On, would you be likely to pay extra for it....

M17 No, no. As long as there was a limiter device.... I wouldn't. But I did.... I did check that.... because I only bought a car recently.... I did check it had a limiter on it.

Interviewer So if you were buying a car, would you pay extra to have the speed limiter as an add-on?

M17 Yes.

Interviewer So it sounds like there's not a big distinction to you between the manual and automatic system.

M17 Well, no, no. But I wouldn't pay for an automatic as additional money.

Interviewer And if the speed limiting system in the car was the automatic version, is there anything that you would want to know when you were buying the car.... any information you would want to have....

M17 Yes, I'd want to know, does it show the brake lights? How does that work..... and I'd want to know immediately how you overrode it so that I could have control....

Interviewer And what would be the best way for them giving you that information? Would it be to have a go or just in a conversation with them?

M17 Well, I'd need to probably study the manual, and if I wasn't sure I would, I would ask for help.....

Interviewer So there's different options to how intelligent speed assistance systems could be set up in cars.... So usually they're a system that you choose to turn on and off for particular journeys. How would you feel if it was a system that you either couldn't turn off so it was just automatically on in your car? Or they made it quite difficult to turn off.....

M17 I would be a bit concerned about that, given my.... you know, long history of driving where I've had complete control. But I mean, I used to I used to have manual gears, and now I have automatic, and that doesn't bother me, so I'd probably get used to it...... it's not something I would particularly want.

Interviewer No, you'd prefer to have the choice. But if it wasn't a choice, it might be something you could just get used to.

M17 Yeah, I'd.... I'd have to get used to it..... I'd feel better if other people had it around me but, of course, it would take quite a bit of time for that to become the case.

Interviewer OK, so there's some implications to only having some cars on the road using it and not others.

M17 Yeah...I did.... I do now wonder after what you've said, if some.... I've been behind some cars that have got it... I'm thinking why are you going at 28.... you know, in this 30, you know, because traffic's backing up and he could go at 32 and just ease it through.... you do see cars like that. I usually think it's because they've got points on their license (laughs).....

Interviewer And you mentioned the allowance around the limit, so some of the systems like your's does.... allow you to add that little bit of allowance...

M17 Well, you can add what you want... because it's manual, I can put it at 50 in a 30, but that would be stupid. The other thing.... just to mention.... I have noticed about it is.... when you get to the limit, you know.... you feel the car again.... holding... But of course it will.... you know, if I've got it set for 35 and I drive at 35, it will start to.... it's not responding to me.... But erm.... I can manage...it's not causing a problem behind me.

Interviewer Do you find that a strange sort of a sensation....

M17 well, even now I find that strange.... because normally, to be fair, in a speed limit, I won't, I won't be pushing the limits. But occasionally you do.... just inadvertently you do.....

Interviewer And you mentioned you have an advisory speed warning in the car now. So is that a visual flashing up the speed?

M17 Yes. Yes.

Interviewer Do you have any warning sounds like beeps or....

M17 Well, no.... there may be... but they're certainly switched off, and I wouldn't want lots of beeps. I don't know if it does, to be honest, because it's flashing so much, telling you what's happening... and it also tells you what the next speed limit is ahead. So I wouldn't want any of that.... there may be auditory noises, I don't know.

Interviewer Do you find the visual useful?

M17 Yeah. Oh yeah.

Interviewer And do you find the one that tells you ahead....

M17 Yeah. Yeah, it's good.

Interviewer So you can prepare for....

M17 Well, so you know, at least.... there's something else coming up soon.

Interviewer So one option for the Intelligent Speed Assistance system is to have auditory warnings if people are overriding too often or continue to.... because you could continuously override if you wanted to. How would you feel about that being an auditory warning...

M17 Well, I don't know why you'd want to be told what.... what you should know you're doing... I'm not.... I'm not a great supporter of lots of auditory noise in the cabin, to be honest... cos it distracts for one thing cos you start looking at all your dials... to see what's going on. So you get auditory noises when there's a malfunction, for example... and I think that's enough....

Interviewer So the auditory warning makes you think something's going wrong?

M17 Yeah, yeah...

Interviewer I suppose the idea is that if it was a system that was automatically on in a car but people were continuously overriding the system, then it would be a kind of encouragement to stop doing that.....

M17 Well....you shouldn't.... you shouldn't be doing that. If you've accepted an automatic system, you shouldn't be constantly... taking it off.

Interviewer So how do you feel about these kind of systems becoming more common in cars or if they became a compulsory feature in new cars....

M17 Well, I'm not.... I'm not completely happy with it, but I would.... I would live with it.

Interviewer Can you say a little bit about why you're not happy with?

M17 Well, well, I believe I believe that the drivers should have full control with support from systems. I don't.... I don't.... I'm not convinced that it's completely safe to.... the car to decide what the driver does... because there's always failures in technology, as..... you know, they don't always pick up the right speed signs. It's not.... some of the software isn't updated... I think.... certainly, if we were going to have such automatic systems, they would need to be able to update the software, you know, from.... I don't know how they do it, but they can do it remotely, can't they, I think in some cars.... I don't know if my car updates.

Interviewer So that's around the accuracy of the system, isn't it, and not completely trusting the technology?

M17 That's right... that's right...

Interviewer So if it was a system that was going in all cars, but you had the option of turning it on and off, so you could choose not to use it if you wanted to.... would that change how you feel about the roll out of these systems....

M17 I'm not... I'm not sure, to be honest... I'm not sure, I think erm.... as I say I would, I would accept it. I would shrug my shoulders and say, Well, that's the way forward. But I just hope there wouldn't be any accidents as a result.

Interviewer And do you think there would be types of drivers who would be more resistant.....

M17 Oh yes (laughs)....

Interviewer Can you tell me a little bit about what kind of drivers you think....

M17 I don't know what kind they are, but even today, despite what I have said, there are people who speed in urban areas. I mean, greatly exceed the 20s especially. And you see this all the time and they do need.... they do need a lot more help.

Interviewer So do you think this system would be useful for that kind of driver whilst also they'd be resistant to using it?

M17 Yes, I do think it would help them. It is about re-education and re learning, and I've had to do that a lot in my 40 odd years of driving... a lot....

Interviewer So the systems change all the time....

M17 Yeah...I mean, yeah... you know, I parked for 20 minutes on a bingo car park, which was out of hours. They weren't operating..... what do I get through the post two weeks later, a demand for £100...with photographs of my car going in and out of the car park.... Well, that's an example. I mean, that's new technology...... 40 years ago, it wouldn't have happened, you know... and I've just... I'm having to learn also about road designs a lot.... they are a lot, lot different to what they... they're much more complicated... than they used to be... much safer in the main, I have to say.... the road systems in the main are very, very good. I mean, they've saved countless thousands of lives and injuries, but you've still got to.... you've got to re-educate yourself about how to drive.... and I certainly don't drive as fast as I used to do. But I don't think it's slowed me up that much, really.... in journey times...the main thing that slows you up is the volume of traffic.... queues and lights and that....but erm...yeah....

Interviewer So you talked a little bit about your concerns around the safety aspects of the speed limiting system. Do you think if these systems were rolled out generally and they were accurate, you know... picking up the road signs correctly, do you think that that would make driving safer or would there be problems....

M17 Oh yeah. Yeah, oh yeah, definitely. Speed kills.... it doesn't always kill, but it's a factor.

Interviewer So are your main concerns then around the accuracy? Is that correct? Are there any other concerns you have around safety....

M17 The accuracy, certainly erm.... what they would put the automatic limits at.... So I would expect them to be at the very limit of what you're allowed to do and not not well within..... so you can go at 30... make sure the cars are allowed to go at 30 or should I say, 32 miles an hour.

Interviewer So that allowance around the speed limit is important.

M17 Absolutely, yeah.... if they're absolutely strict.... but as I say... I think it is a.... I think it's a genuine scientific fact that manufacturers set the erm.... speedometers higher than you're actually going.... and that's partly again for safety.

Interviewer ....but I suppose once you know that... or you suspect that, then you'll just adjust in your head.....

M17 Well, you can.... Yeah.... which is why you need systems to support. But yeah, GPS can tell you what speed you're actually doing.... I have looked at that and it is.... it is less than what the speedometer says.

Interviewer And you mentioned there might be some people who wouldn't want to use this sort of system. How do you think you could encourage people to use speed limiters, especially those people who it might be more useful for?

M17 Well, I don't know. I mean, obviously, as part of learning to drive... and the driving tests that would... that would be very useful... for young people but erm.... I don't know, apart from saying, you've got, you know, these.... the cars in the future you drive will have them on... I don't know how you can make people actually switch them on.

Interviewer So it's all the way back to when people are starting to drive...

M17 Oh yeah.... well, I mean... I know people are taught... you know, told if you go above the limit, you'll fail your test, and I'm sure that's absolutely true... that would be true in my day in the 70's.... then, of course, you went and ignored it often (laughs)....

Interviewer Do you think there's any financial incentives or any benefits you could tell people about the system, which might encourage them to want to use a speed limiter....

M17 I'm not sure what sort of incentive... I wouldn't want to be giving it away in tax incentives or anything where I think.... I think, you know, it's up to people.... they've got to drive properly or face the consequences.

Interviewer It sounded like the benefits you've found around the system are keeping you within speed limits and avoiding situations with speed cameras....

M17 a camera suddenly at me, yeah.....

Interviewer Do you think that would be something which would encourage more people...

M17 Oh yeah. Oh gosh, yeah... I'm surprised they haven't brought the technology in which now exists, where they really can use digital cameras to.... to fine people for speeding, because if they'd brought them in at the same time as they put limiters...., they encourage you to use limiters would be a great help.

Interviewer So a combination of the speed limiting system and penalties....

M17 well, they've got all these cameras upon on the road, which.... it's a well-known fact that.... you know, 1990s technology which don't work.... so why not bring in cameras that do work.... I know Spain use them... they use them on motorways which....they're trapping thousands of people, which I assume then makes them slow down....

Interviewer And do you think there's any safety benefits that you would be useful to tell people around the speed limiting system....

M17 Yeah. Well, I think... well, I think.... I'm sure statistics can be shown that speed is a factor in many deaths and injuries, so it's important to.... to keep well within the limits.... and I think a lot more education is required about the 20 mile an hour limit cos I don't think they're being explained properly at all.... because it does often feel very, very slow..... and because the road is perhaps open and there isn't any apparent danger. Quite often in city areas, you're driving at 15 to 20 and it's.... that's the only safe speed if.... even if it is...but in other bits, you can't really understand why it's a 20. So it needs more education or, I'm afraid, more... more traps.

Interviewer So it's a combination of education and traps. What's the best way of educating people...is it something especially around speed and the speed limiting systems? Is it something the dealerships would be doing or is it a more general information, governmental sort of thing?

M17 Yeah, I think.... I think probably the government would need to educate..... I think that's the main.... whether.,... whether the dealers can, I'm not sure.

Interviewer So it sounds like the speed limiting system has to go very much hand in hand with safety and the penalty system.

M17 Yes.... yes...

Interviewer Well, that's great. That's all of my questions. Had you thought of anything else about the system...

M17 No, I think I think I've made all my points. So thank you.

Interviewer Ok, that's great. Thank you very much.