Interviewer So do you have any questions at all before we start?

P18 No, I just think I should let you know that erm.... the adaptive cruise control, which is what I call it.... I've only had the vehicle just over a week, so I've not really used it. So, you know, I don't know whether that makes any difference to you.

Interviewer OK, well I'll see if you've got any first impressions so.....

P18 OK.

Interviewer So if you just tell me to start off with a little bit about the car, so you said you've only had it about a week and it's the cruise control. But if you could just describe how the system works in the car?

P18 Well, basically, I learned about it from doing a speed awareness course erm..... and the guy, because it was an online, it was a similar sort of thing to this. And the guy was saying that, you know, adaptive cruise control basically reads the number plate and slows your vehicle down to.... to that erm.... which, to be perfectly honest, the previous car had got cruise control and I thought I'd got it but I hadn't. It was a different thing erm.....so.... I think it's a good idea and I will use it because obviously.... I was in a strange area, which I didn't know. I was on a dual carriageway, but I didn't realise it was 30 mile an hour. So if I go anywhere sort of... that I'm not familiar with.... I will definitely be setting it... obviously to... so that I don't fall into the same sort of trap.

Interviewer So was that your motivation for getting the car around the speeding, stopping yourself from getting into those situations.

P18 Well....I mean, to be perfectly honest, when I bought the car.... because I bought it online, I didn't realise it had it on, but I was actually quite pleased, when I realised it was on there because er....., you know, having done this speed awareness course, I thought it was a good idea, especially, as I say... especially in sort of areas that you're not familiar with.

Interviewer So have you had a go with it at all in the car?

P18 Er....I've messed about with it, but I didn't really, you know, do very much with it yet because I haven't really been out very much in the car like, since I've had it.

Interviewer So is it a system that is switched on in your car straight away when you get in it, or do you have to switch it on....

P18 No, you have to set it.... and as I say, being a new car, I'm a little bit unfamiliar with the systems cos it's a completely different make to the one I had before erm..... I did try just using the ordinary speed controls cos it's got a speed limiter on it as well erm..... and that didn't actually seem to work but...... having read the instruction manual, it's er......you know, it seems quite..... there is a little difference, but .... as I say, it's just getting used to it.

Interviewer So the system that you had in your previous car was cruise control rather than a speed limiter. So did that.....did you have to set the speeds on that one?

P18 Yeah... basically, it was just a case of pressing one button. And I used to use it on the motorways and things like that. So basically, you get up to a speed.... press the set button and basically it then ran at that speed until you either braked or.... you know.... I mean, what I do like about this er.....adaptive system is also.... it slows you down with vehicles that are in front of you. And also, if that vehicle stops, your vehicle will come to a stop as well, which I think is a good thing, good system.

Interviewer So there's a few different systems in this new car that are different from your previous car.

P18 Yeah. As I say, I think the... adaptive....part of it is you can set it to read the number plates, but it will also slow you down if you're if you get too close to a vehicle in front of you....you know you can set the distance..... and it seems very good, you know, as I say, I will be using it probably more when I go further afield than rather just... tootling around by where I live, which is basically all I've done since I've had the vehicle.

Interviewer So there are particular journeys where you're thinking it's going to be the most useful for you...

P18 Yeah. Well, my dad, he lives in (town name), which is 100 miles away from where I live. So when I go up that area I'll use it erm....., we... we like to go horse racing and things like that so whenever.... wherever we go, I shall use it then because of.... its roads that I'm not.... familiar with and things like that.

Interviewer Yeah. So is it the unfamiliar roads and knowing the speed limits, is that what you're thinking is going to be the main....

P18 Yeah. Well, as I say, when...where you live, you tend to get to know what the speed limits are and.... the hot spots for where I know the police are.... I tend to slow down anyway.... you know, it's er..... so basically it will be on roads.... I will definitely use it more when it's roads that I'm unfamiliar with.

Interviewer So is it a system you see as a safety system or is it a system that you very much see as avoiding the situation that you've been in with......

P18 I think it's more the avoiding.... you know, being done if you like, you know.... it's erm...... especially seeing as..... I was.... taught, you know, we went through quite..... the in-depth thing with the guy on the speed awareness force about it, like you know..... So yeah, it's.... is it..... I mean, I'm a little bit wary of the fact that..... if it suddenly slows you down when you go into a..... if there's a car that's coming up behind you, I don't know if it brings your brake lights on or anything like that. I just wonder if suddenly if you slow down and there's a car who doesn't realise that you've slowed down, whether or not that could maybe cause somebody to run into the back of you or something like that, I don't know how.... abrupt the braking is.....

Interviewer So at the moment, because you've not used it very much, you've still got some reservations.

P18 Yeah, yeah....

Interviewer So will it be sort of trialling it out to start off with to see how well it works?

P18 Yeah, I probably will do it round here, you know, because there's a local dual carriageway that goes from sort of..... 30 to 40 then up to 50, so.... you know, I would probably give that a go before I actually used it for real, sort of thing..if you know what I mean...

Interviewer And the journeys where you're thinking it's not going to be useful, that's the familiar places you already know. Is there anywhere else that you think it's not a system that would be very useful?

P18 No, not really, as I say, I mean, having not got much experience of it, I don't really know. I can't really answer.... answer you there.....

Interviewer So do you think that it will be a system that you turn on and off for particular journeys?

P18 I would think so. Yeah, I'm...as I say, I'm not a hundred percent whether you can have it on permanently..... you know, it's a..... as I say, normal cruise control, you know.... as soon as you brake, it switches off.... it's still in the system erm.... but then you can just reset it when.... when you pick up speed again or something like that but..... I don't know if this system will actually stay on.... you know, stay on once you switch the ignition off... I very much doubt it so I think it would be that er..... you would have to reset it every journey if you wanted to use it on every journey like, you know.....

Interviewer Do you think it would be better if it was..... if it wasn't like that.... how would you prefer it to be set up in your car, something you had to keep turning on or.....

P18 Well, no obviously... cos you'll forget... you know, so if it was a permanent thing that was on all the while.... yes, it would be a good thing, you know.... then you would have to physically turn it off if you didn't want to use it.

Interviewer Yeah, and that's that's a better way of setting it up?

P18 I would say so. I would say, yeah.

Interviewer And does it look from what you've looked at so far that it's going to be an easy system to mess around with and adapt and....are there any settings that you can play around with?

P18 Yeah, as I say, the..... I know like the...distance one... you know, with the distance.... you can set it using settings and according to the manual.....

(Connection dropped for a few minutes before re-connecting.)

Interviewer So where were we.....

P18 I think I was saying about the distance you know, where you can, and there was four settings and.... I actually looked it up on YouTube, and the person who put the video on said it was better to put it on 2 because if you put it on 4, the gap's so big.... you have cars jumping in front of you, you know.... cutting in front of you and that sort of thing. So, yeah, as I say, it's all..... it's all things I'm looking to.... because my wife says I drive too close to cars in front anyway, so er.... it's definitely something that I will look at.... using....

Interviewer Yeah, have a go with and see how it works. And presumably you've got an override for the speed limiting system. So usually they work by picking up the signs and slowing you down, but you can press down on the accelerator and override...

P18 yeah... if you need to get out of an awkward situation, then you cancel it. I think it's just by pressing the accelerator from what I've read about the system....

Interviewer So you haven't had a go with that.

P18 No, no, not yet.

Interviewer How do you feel about that as a system?

P18 Well, that's good, because you can get into awkward positions where suddenly you might need a bit of extra power. It's like with the normal cruise control er.... you can be sort of say on the motorway doing 70 mile an hour. But if you suddenly need to overtake or something like that, you can press the accelerator...it takes a little while for it to build up but it does..... build up... so that you can, you know.... and then you take your foot off the accelerator and it drops back down.... whereas if you brake.... it... de-activates the cruise control... it's still there, so if you just press reset, then it will go back to the speed you were travelling at..... and I should imagine that.... the.... the adaptive, will work in a similar sort of way, I would have thought.

Interviewer So you've already had a bit of experience with that kind of...system...

P18 Cruise control I've used quite a lot because I had it on the previous car erm.... and I do tend to use it on motorways and things like that er..... just basically when.... just for my own comfort, really, I'm not sort of on the accelerator all the while, because that's another thing with normal cruise control, you can actually control the speed, the up and down speed.... there's a button on the steering wheel which you just move, you're not having to just keep using the accelerator.

Interviewer And can you think of some examples where you might need to have that override function for the speed limiting system?

P18 Well, as I say again, if you're using it and distancing.... somebody, even if you've got it set at a.... fairly small distance and somebody..... needs...suddenly does cross in front of you then you're going to need to be able to to react.... So I think there should be some sort of erm.... override system for that sort of thing like, you know.... and also again, if you're suddenly slowing down and you see somebody, barrelling up behind you who hasn't realised... then hopefully you've got.... you can press the accelerator and move on like, you know.

Interviewer So that's an important part of the system is that you have that ability to do that...

P18 Yes...Definitely. Definitely.

Interviewer If it didn't have that sort of an override thing, would you not want to use it...

P18 Er.... I'd be a bit more reluctant, a little bit more reluctant about it....yeah definitely.... and as I say, you've got to be...you must be able to react. It's like when they're on about these driverless vehicles... I definitely am not sure I would be trusting those, you know, it's er.... because there's nobody there to react to systems, in my opinion, you know, it's er....

Interviewer so that driver judgment is still very important

P18 to me, yes.....

Interviewer So when you got the car that you've got at the moment, I think you said that you were pleased to find it had these systems. But that wasn't that your main motivation for getting the car. Is that right?

P18 No, no. I mean, basically, I had a very expensive car before and.... I didn't really need a big car like it was so.... and financially was the reason I sort of.... downgraded, if you like... But I still went for the top end.... of the range... I mean it was second hand, but it was still the top end.... you know, it was a fairly new car. It's only got six thousand miles on the clock, but that was the reason.... that I got a vehicle with it.... I didn't go out to look for a vehicle that.... with that system on.

Interviewer So did you buy it privately or did you buy it through a dealership?

P18 I bought it through a dealership.

Interviewer And did they tell you about the system when you buying the car? Did they give you information about it?

P18 No, I mean, they did say.... because, you know, it's an automatic and ....and basically they said, do you want us to show you anything? And I said, no, because I didn't, you know.... cos I didn't really know that this sort of system was on and I'm not sure...the type of garage I bought it from, which is like one of these supermarkets.... I'm not sure they would have had the... the in-depth knowledge to... to explain it to you anyway.

Interviewer Would you have liked if they'd had anything about the system or are you quite happy to work these things out for yourself...

P18 No, I'm quite happy to... to work things out, I think, you know....that... having used it as I say...I tend to investigate by looking at things like YouTube and things like that and.... reading the manual...I don't always understand the manual erm... because to be quite honest, I had it and I couldn't figure out even how to tune the radio. I ended up going into my local main dealer... and they came out and showed me how to do it... once they'd shown me I'd tuned it in sort of seconds like, you know...but no, as I say, I do tend to investigate these things to see how they actually work.

Interviewer And cars have so many systems now don't they, there's a lot to fiddle around within them now.

P18 Oh, they do... well, as I say, this one, it's got so many....toys and bells and whistles, and that, you know, it's er..... there is a lot to learn about.

Interviewer And do you like that about cars?

P18 Yeah, yeah, it's it's quite good to, you know, I'll go and sit outside for an hour and my wife wonders where I've gone to

Interviewer So there's different ways of setting the system up in the car. So it tends to be that you go and you would choose to turn the system on and off, for particular journeys. What would you think about making it harder to turn it off as a way of encouraging people to use it or even making it impossible to turn it off so it was just default on in cars...

P18 Er...Yeah.... but... it would probably be a good idea to... to, you know, have it on permanently.... but it could also then impact on sales because obviously a lot of people don't... you know... they still go at 100 miles an hour and things like that, and I've done it myself, you know, but er.... you know.... if... if it's something that's there permanently that you can't turn off, I think it could affect sales sort of thing like..... so I don't think the manufacturers would go down that route.

Interviewer So there would be quite a lot of people who wouldn't like that as a system in their car.

P18 Yeah, yeah.

Interviewer And what what kind of drivers do you think are the kind of drivers that would be less likely to want to use it...

P18 it's younger...younger people... you know, as I say, I mean.... I think I've slowed down... because.... I had my wife telling me you're driving too fast, you're driving too fast, and.... that comes with driving high powered vehicles, which is what I've had. I worked for a motor manufacturer...I worked for BMW for 15 years, so I had BMWs on the scheme....so they're high powered cars. So you don't really realise how fast you're going.... which would be another good reason for having this system. The car I've got now, it's... it's... it's still reasonably quick, but I wouldn't say it's rapid erm.... but it's still something... you can get into trouble with, you know, without even realising it. So if you're prepared to use the system and you switch it on, then that's... to me, that's a good thing, you know, so....

Interviewer it sounds like some of that is just not noticing how fast you're driving...

P18 Some of it is. Yeah, you know...

Interviewer Do you think there's an aspect of enjoying speed or being in a rush... what do you thinks the motivation...

P18 To be perfectly honest, when you're in these big plush cars you don't realise you're doing the speed.... you know erm..... because I've... I've sort of glanced down and looked at the speed thinking... whyare you doing nearly 100 mile an hour, you know it's.... and you don't realise that you're doing it, you know it's..., especially on quieter roads where you're not passing anything or anything like that, you know....

Interviewer Is some of it from an enjoyment of driving thing, do you think?

P18 Well, I used to be a driver for a... for a.. I used to drive for a living erm... but... I don't particularly enjoy driving as much as I used to because I used to do it all day, every day, sort of thing like, you know....

Interviewer And how do you feel about advisory systems in the car? So those are the ones that if you if you're breaking the speed, they'll flash a warning, but they won't actually slow you down. Have you driven cars with with those?

P18 No, I've never driven anything like that erm.... because this car I've got now, it's got a head up display and it shows you the speed limit. Now, I don't know if.... if you set the.... if you... I don't know if you can set it up so that.... if.... you come into a slower speed limit thans on the screen, and it doesn't change whether or not it would let you know... I don't know whether that would happen. I would think because.... I should imagine the speed would...you know er...., change automatically as soon as you... whether or not it's reading the signs... when the system isn't actually on. I don't know erm.... it could be, but.... because you've got the speed limit in front of you.... you could then sort of... you know...slow down if you're going faster with that, even though the system's not set.

Interviewer Do you feel like you would prefer one system or the other, the one that actually slows you down or the one that's just informing you of the speed limit?

P18 If you're in an unfamiliar area, then I would say definitely the one that slows you down, you know...as I say, most....round here, about the dual carriageway that I mentioned a little earlier erm... it's usually a speed camera van that's sort of hidden, er....and it's.... it's in a 40 mile an hour zone... but about 20 yards after where this parked van, it goes to 50.... and I just think that is entrapment, you know, but they're saying, well, you could have been doing 50 all the way down the 40 mile an hour, you know.... but you know, it just.... so but, I mean... with the fact of knowing that it might be there has slowed me down, you know, even.... because you might, because it's just round a slight bend....and normally, people.... there's one of the old style fixed speed cameras, which doesn't work, and everybody knows it doesn't work....but people still tend to slow down for that, but once you've gone through that er.... you've got this slight bend and people know it's 50... and they start to speed up... and this is how I got done.... you know... and I got done doing... I think it was 48 in a 40 erm...but it has slowed me down round that area now cos with the chance.... well, that might be a....

Interviewer So it's driving to where you know the speed cameras are....

P18 Yeah, yeah, yeah.... I mean, once you've gone past that, you're at the 50 mile an hour... area anyway ... speed limit anyway....

Interviewer So it's like a sort of anticipation that the speed limit is going to get faster.... so you've already started to accelerate....

P18 That's right.

Interviewer So what would you think of these speed limiting systems starting to be rolled out as a compulsory feature in all new cars? Do you feel like it would be a good thing to make it a compulsory feature, or not...

P18 I do, but I just think.... you know, on more basic models.... it would then be a..... an inhibiting price, you know.... it will put extra cost on.... basic vehicles, which people might not be able to afford, you know, which then, you know... so I think again, it would... it could impact ....sales erm..... as I say, I've never had a vehicle with it on before, apart from like normal speed, you know....

Interviewer Yeah, because at the moment, some cars come with it in a standard, but some cars when you have to buy it as an add-on.

P18 Yes. Yeah, and I think they're quite... from what I've looked at, I think.... I think that can be quite an expensive add-on, you know, it's erm.... cos not every car comes with just normal cruise control, you know.... it's only once you start to get sort of like mid range that er.....that they start to be fitted as standard.

Interviewer So do you feel like that's a disincentive as well? Would you have paid more for to have it put in the car

P18 I may well have done if.... if I'd... buying a...you know,... if it was factory fitted..... retrofitting, I'm not sure they would work as well, you know... whether you can have them retrofitted, I don't know because there's obviously sensors all around the car. So I think possibly it's.... it's an only... you couldn't have it retrofitted. It would have to be factory fitted when the car was built.

Interviewer Yeah, so it would be a financial consideration when you're getting a car....

P18 Well, I think it is for most people, you know erm.... as I say, when I worked for BMW and I was on the scheme, you know, it was a fixed price, whatever level of vehicle that you got, you know, so you wanted a.... a 5-series??....everybody looked for the one with the most things on it because it was the same price as a basic one, like, you know so..... but yeah, I think.... if you were buying your own vehicle erm..... it comes down to price at the end of the day, you know what you can afford.... so that's the sort of level of car that you will go for, you know....

Interviewer And then I suppose it depends on how much, how motivated you are to want this particular system in your car.

P18 Exactly, exactly. And as I say.... I know it's stereotyping, but younger people tend to drive faster..... and I was the same...you know... I think the day I passed my test I nearly wrote my mum's car off so (laughs).... you know, that was a long time ago but er.... but yeah, I do think it's younger people who tend to drive faster and more erratically so...... I mean..... I think nowadays it's quite a good thing for younger people to have these black boxes from insurance companies.... because it then does slow them down, but it also brings their insurance policies down....

Interviewer do you think, if the speed limiting system was in all cars and younger people had to use them, do you think it would be good for their driving or not?

P18 I'm not sure it would, because I'm not sure they would set it....

Interviewer And if it was in cars and it had to be on... if they had to use the system, do you think that would have a good effect on their driving....

P18 Yeah, because obviously, you know.... you know, as I.... as I've said, I've done it...and I drive... I drove...relatively.... relatively fast until er.... fairly recently, I would say....and... if it was in the vehicle and it slowed them down, yes, it would make them safer because I think they wouldn't be driving as erratically as they...as you can do when you..... when you're inexperienced and driving fast.

Interviewer And do you think it would make driving generally safer for the wider population?

P18 Well, yeah.... well, of course er....., just as long as everybody used the system. If it was in every car... and it was automatically on... yes, I think it would, you know... it would have to, in my opinion, you know.... because I think a lot of accidents are caused by speed.

Interviewer So how would you set it up in the car to encourage people to use it? Would you have it as a default on? Would you make it hard to turn off, you know, like we were saying before, all the different options?

P18 Yeah, yeah. I would say that it would need to be that you'd still got the erm.... interactive part of it, whereas, you know, so that you could get out of difficult situations and things like that. But.... it would have to be... there must... it would have to be that it would deactivate within a certain timeframe.... because obviously people would just drive it...in the overriding mode all the while.... which defeats the object then.....

Interviewer So that's the difficult thing with the system being optional...the people who don't want to use it will just turn it off.....

P18 Yeah...yeah... but as I say...if it's in there and it's....works all the while.... but you would have to have the default situations just to get out if.... it would have to cut off because people would just drive it in the default mode....

Interviewer Do you think there's any incentives such as financial or through information that would encourage people to use speed limiting systems?

P18 No, because I think.... the government wouldn't want people to drive slow because, to me, speeding fines, are just a moneymaking thing. You know, it's like they say, Oh, they're encouraging people to pack up smoking.... the government couldn't afford people to pack up smoking... you know, because there's too much tax and that sort of thing...you know... it's like road tax... it doesn't go to....I mean.. sorry, I'm getting political now (laughs)..., it's like road tax doesn't go for repairing roads, which is what it was supposedly brought in for, like, you know....

Interviewer So there would be financial interests in carrying on having people speed....

P18 Yeah, of course...of course...

Interviewer Do you think that if you told people about the benefits from the point of view of avoiding speeding, do you think that would encourage people...or is there anything else about it...

P18 erm...it would ...some people would think, yeah, hey, I've been done... I mean, I've been...I think I've been done for speeding about 3 or 4 times.... yeah, but it.....it was never a deterrent, but it's something that now I think....yes...you know..., I don't want to be done again, you know er...., I don't want to be paying out £100 a time to be perfectly honest but... you know... and my wife picked on about me slowing down, slowing down... and I think when something... I did get a lot of benefit from doing the speed awareness course... you know, because..... the guy was very good er... he went... you know... we went... as I say, it was an online... we were 6 people and.... we all were saying the same thing. Yes, this is a benefit, you know.... we've learned things that we didn't realise about, you know.... So, yeah, I mean, it is a good thing.... it is a good thing.... for me.... in my perspective... I will definitely use it....

Interviewer Was that...the things that you learned about was that around the safety aspect of speeding, what was the useful things that you learned....

P18 Well...to be quite honest, I didn't know anything about this adaptive cruise control, you know, and that was a benefit to me. So when I got this car and it's got it on...I think, yeah, okay, great, I will use this.

Interviewer I spoke to somebody else actually who'd been on a speed awareness course where they'd also mentioned the system. So I wonder if they're starting talking about this in these types of courses...

P18 Yeah, could well be... could well be. I mean, cos the chap that took my course had actually got it in his own car like...you know, so I think that's why he was saying it like, you know....

Interviewer So that's interesting if it's being targeted to people who might find that benefit from it.

P18 Yeah, yeah. Yeah.... as I say, there were younger people and.... on the course and they were.... oooh yeah, that's interesting to know. But as again, as I say, it's... in my opinion it's not something that you can retrofit to a vehicle.... I think it would be... the cost would outweigh... you know....

Interviewer Yeah, so learning about it on a speed awareness course.... it's only going to impact the next time you're coming to get a car and then there's also financial....

P18 If that... if that's... you're either going to look for a vehicle that's already got it fitted..... or you're going to have to buy a new vehicle.... and have it as an optional...probably as an optional extra... unless you go for the top of the range.

Interviewer So that's... that's great.... that's all my questions... did you have anything else that you...

P18 Oh, no, no. It's been very interesting.

Total time: 32:15