Interviewer So if you could just to start off with just tell me a little bit about how the the system works in your car.

P2 So for example, whenever I reach a certain speed is just stopping the power of the engine, so it doesn't let me to accelerate furthermore.

Interviewer And how long have you had that system in your car?

P2 It's the company car that I've got. So I got that system in.

Interviewer And have you been driving with the system for quite a long time?

P2 Oh, six months.

Interviewer Six months.

P2 It is quite useful because as you can see also where the speed limits are......or when it (unclear)... also to my phone you can just..... I don't have to bother to check cameras and..... all that stuff...

Interviewer so is that is it.... Is it a system that you find useful like do you....

P2 Yes, yes...... because I've been in another country recently and I've had some issues with the speeding (laughs). So this is quite good because now it's more safer for me. It's not necessarily that I'm in a hurry but sometimes you just.... You don't pay attention or just drive and then.... Cos I have to drive all over the country as I'm working in a construction firm and I have to go to different places and (unclear).... so it's quite good so....

Interviewer So you find it useful, for maybe times where you wouldn't have been paying attention to the...speed limit. Is it a system that is on in your car all the time?

P2 Yeah...but it has a button somewhere you can.... But I never touch it so....

Interviewer OK, so you don't .... You just leave it on. You wouldn't. So that sounds like You're using it all the time, you're not...., because I think some people use it for specific types of journeys, they'll turn it off and....

P2 No no no

Interviewer OK, so what would you say were the good things about having that system in your car....

P2 it's extremely useful when you have longer trips and different like speed limits area where you have to reduce the speed, increase the speed and...or working. Also the the the the functions that are on the highways and also so I can see that one when it's connected to the phone. So it's because it's going to be a time..., you know, so accidents and (unclear)...but it's....

Interviewer Do you ever do you ever have any problems with it? Is there anything bad that you can think about.,...

P2 No, I think it's actually, it's quite good, especially that a lot of people enjoy speeding.... so it's (unclear) for safety..... but they are probably not going to use it, even if they have it in their car...... it depends on the person mostly...

Interviewer Do you find it more useful in certain types of journeys than others? Or do you just have it on and not really think about it?

P2 I have it on and not think about it..... because for example as I just...passed like recently....through a village and actually it was just a guy with a camera there who actually was (unclear)....other cars started to slow when I entered the 30 miles per hour speed limit area.... so I just hadn't paid attention to the (unclear) so much....

Interviewer So do you see it more of a safety thing or do you see it more of a stopping yourself from getting speeding tickets?

P2 I think it's more for more safety for me and for the others. (unclear)...more cars and pedestrians....

Interviewer Yeah. And do you ever because do you have the system where you can override it? So if you want to go faster you press the...

P2 Yeah yeah

Interviewer Do you find yourself using that very often?

P2 No, not at all. Since I have the car, I haven't used it at all...

Interviewer Yeah, yeah, that's because I think sometimes people think that. They will need to override it. So some people have concerns about it.

P2 No, no...I'm going to go by the by the rules, so it's fine.

Interviewer Yeah, OK, that's great. So I think you said it was a company car. Is that right?

P2 Yes It's a Ford Ranger.

Interviewer So were you involved in choosing that car or was that....

P2 No, no. It was all the site managers have, and the project managers has that specific car.

Interviewer OK, so when you when you first got the car, did you know that it had the Intelligent Speed Assistance System in it?

P2 Yeah. He haven't specified it, but I seen it inside so then I knew.

Interviewer So did you know.... Did you know how it worked when you got the car?

P2 Before that no, I just Google it.

Interviewer Oh, right, So they didn't tell you about it at the start, you.....

P2 No, and also they didn't tell me about the gears, they didn't tell me lots of other stuff, but yeah....then I noticed them and then I just (unclear)....... some other guys telling me....

Interviewer Yeah. So did the did the company pick a car with that system on purpose to make you... make you safer drivers...

P2 Yes, of course. I would do the same because it gives a protection for the car because it doesn't break so easily as if you are speeding with it. So, yeah, it's a smart idea....choice...

Interviewer So you you found out about the system through Googling.

P2 Yes.

Interviewer And did did you find enough information through Google?

P2 Yes...yeah

Interviewer So is it it's an easy system to to switch on and off and things is it?

P2 Yes.

Interviewer Have you driven a car with that system before?

P2 No

Interviewer No, so it was new at the time.... if you were going to buy a car now,

P2 yes I plan to buy it. Yeah, I don't know because I can't take the very last models, but it's quite expensive, the car that I want. But I think it has. I don't I haven't checked. I haven't been physical in the car. I know what car I want, but I think it's from 2020, so it might have. But if it has, it's an extra good thing too.

Interviewer So if you if you are buying a car, it would be good to have it in.

P2 Yes, yes.

Interviewer Great. So there's different options that you can have in intelligent speed assistance, so they can make it so it's on all the time or they can make it so you have to switch it on and people can turn it off for different journeys or.....or they can make it quite difficult to turn off. What are your thoughts on how easy or difficult it should be to turn the system on and off

P2 once the car has it I don't think you should be able to turn it off,....Because then what is the purpose for having it.... If the car is designed to be in that way it means that some people were quite.... making some research about that so that they realise that it's better to have it like that.....why not?

Interviewer Do you think that all drivers would want to have the system in their cars?

P2 Of course not, there are many people that...also in the city, in the urban area, they're driving like crazy and especially outside..... some of my colleagues that I've been with.... They were like on the highways one hundred and twenty miles per hour in portions of the highway where there were not.... cameras. But it's up to them.

Interviewer So is that part of the reason why you think it might be good if you couldn't switch it off?

P2 Yeah, exactly.

Interviewer Because then they've got they've got to have it on... because I suppose if there's people who don't want the system then they're just going to turn it off aren't they....

P2 of course...of course...because there are so many like... this kind of company cars, that a lot of people are using, so especially for those ones... at least, I would introduce it to be mandatory.

Interviewer Yeah. And this there's other options like you can change it a little bit. So it's not dead on the speed limit. You can sort of have a little bit of allowance around the speed you can set it to sort of be a little bit above or whatever. Do you have yours....

P2 No...it's no point for having it like that. You know, you can easily done if you just go a bit....like 10 miles above, you still get a fine or you'll still get .....if something happens.... Even if it's not your fault, you will be prosecuted for that...

Interviewer Yeah, and you can also. So I don't know whether your system has a warning thing that comes up for the speed limit...

P2 yeah it comes up like a red mark... whenever it switches and then it does (unclear)

Interviewer And is that just a visual thing or does it make a noise as well?

P2 No, no. It's not making noise.

Interviewer Do you think because you can have some systems will do a sort of warning noise as well? Or is this even something they can do on the pedal where the pedal vibrates when you go?

P2 Yeah it does that as well?

Interviewer Oh, so it does that as well. And do you find do you find that useful?

P2 Yeah, because as I told you, you don't always pay attention to the speed or to the.... and then maybe you are thinking of something else and then it's just very useful to... have that feeling of vibrating...

Interviewer Yeah. So it sounds like for you, it's it's sort of it's an attention thing so your attention can drift, but this just stops that from happening. Do you find that you can concentrate on other aspects of driving more because you don't have to think about that kind of thing?

P2 No, as I'm driving for 20 years soon...

Interviewer yeah, just means you don't have to worry about getting speeding tickets.

P2 About yes

Interviewer So it sounds like you're very positive about the system.

P2 Yeah, I really don't mind it. And if that, of course, as I told you, I will not buy a car or I will search for a car that has the system. But if the car that I will buy because I plan to buy this year a new car and if it has the system, it would be very helpful.

Interviewer And do you think that it should be a system which is compulsory? So is it something that should be

P2 yeah, in the production lines, yeah at some point... I think it should. And I think it will come at some point.

Interviewer so it should be compulsory in all cars. Is that?

P2 Yes.

Interviewer And if it was compulsory in all cause I think you said it would be better to just have it switched on for everybody.

P2 Yes, yes. I mean, if the if the of course, if the regulator doesn't want to be so decisive and at least for the company cars, because those ones are.... more so, you have to obey the rules......in your private life, OK if you don't want to have it, it's fine. But once you order a company car, those... that system and several others, it should be in place.

Interviewer And if it was in all cars, do you think it would make driving generally safer for everyone? And how do you think....

P2 Yeah, I think so.

Interviewer Yeah. Why do you think that it would make...

P2 Firstly, it is not allowed towards incidents that are speeding and then are forcing and everybody will drive more chill. That's automatically because nobody would have the possibility to go faster. So everybody will stay in line and everybody will drive properly. And of course, it will be less accidents because a lot of accidents are caused by idiots that are in a hurry and they just try to squeeze.... between other cars and then they make accidents and....

Interviewer yeah. So. It would be good if it was compulsory in all cars, but at the moment it's not compulsory. So what if, what do you think could be done to make people more motivated to use it? Or I mean, either at the point of buying a car with it or at the point of actually because some people have the system in the car but don't use it. So what incentives, do you think there could be to...

P2 I don't think that you can.... Introduce very easily restrictions to somebody. Unless you offer something in exchange so.... Probably to have it like a promotion or something.... some type of....reward... if you buy that kind of system, because otherwise..... If it's not compulsory, then it's quite hard....

Interviewer so would that be a sort of financial incentive.....

P2 I think the most... the most. ....Solution that I think it works for everybody is to motivate the people with some amount of money or deduction or some type of. ....renumeration....because with publicity and with the..... Like videos or.... stuff, I don't know that it's worth it.

Interviewer Yeah, so I was going to I was going to say, do you think there's any, you know, like you could do a publicity campaign or there could be more information at the point of selling the car? What kind of information do you think might encourage more people to use the system...

P2 like statistics regarding accidents... If you use this one, or very...it can be also some very like...aggressive pictures showing what's happening if you don't have that... showing that it's...it can be from your fault or from somebody's else, well, then what's the benefits like brochure or something. But otherwise, I really don't think that ...could be... none more.... motivating to...., it's the mentality of people....Lack of education is also another reason that people behave as they behave. So, if you have to start from the bottom, from school and from there... and introduce all these aspects there when they're at school and they have to listen, and maybe some percentage of the future generation will be able to understand the importance and....

Interviewer yeah, because it sounds like you definitely see the safety aspects of preventing accidents so...

P2 as I am from a country where we don't have that many highways as UK has.... the mortality rate on the national roads there, it's quite high. Actually, the highest in the EU. So I know what I'm talking and I've seen many incidents happening in front of me... on passing by and because of speeding mostly or crossing the...continual line. So.... and also, I think something like that it will..., a system that doesn't allow you to cross the line when it's...you know, where it's...you cannot.... it's not with stops. So if we could have another system that could see that it would be amazing.

Interviewer Yeah. So there's no you don't you don't think there's any situations where having the system in the car could be dangerous or anything....

P2 No, I can't see it... what can.... Appear when you have a system and it doesn't...that doesn't allow you to speed...so I don't....

Interviewer Great. So the last question is just about advisory speed systems, so as you were saying your your car will flash up if you're going over the speed limit before you had the speed control system, did you drive a car where you had an an advisory system beforehand, like a warning light that came up....

P2 No, no, no.

Interviewer So this is the first system like that that you got and you've not-..... It sounds like you've not had any problems with it at all.

P2 No....no

Interviewer So you would recommend it to other people.

P2 Yes I would, 100%.

Interviewer I wonder how you get the sort of like you were saying, you need to educate people younger. But there's.....as you say, there's a group of people who just like to speed, ....how you get, how you get that group to use something which is controlling their speed.

P2 I really don't know...., like when they get speeding tickets to be sent on some type of course, mandatory course that they have to follow and then understand the danger of what comes with going like speeding and doing other stupid things but..... But otherwise, I can't see how. And once the car doesn't have it, then it's quite hard to put it afterwards. So...., not that many people afford to have the new cars because only the new models I think will have it....

Interviewer Yes. So the newer cars are getting it in, but they're the more expensive cars, aren't they... because I think sometimes it doesn't come as standard in the car, so you also have to pay to....

P2 Yeah....you have to pay to have it in...

Interviewer OK. Well, that's great. That's all my question is, was there anything? Is there anything else about the system that, you....

P2 No, I think it's a great innovation, and I think more similar devices should come along... and increase the protection...because until now, we didn't have it.,,,but once they started, they would probably bring more and more stuff...and increase our safety on the road. The most important part, it's to be safe from one point to an other. That's the most important thing because a lot of.... Yesterday, yeah, yesterday I stayed one and a half hour because of an accident, while driving someplace so I just stay...but it was horrible.

Interviewer So it's part of sort of a general extra technology in cars and becoming safer and....

P2 yeah

Interviewer and to you, that's a good thing.

P2 Yeah, of course

Interviewer because I think sometimes the cars going more so that the cars driving and less so the person's driving some people.... don't like that idea that they're not as in control of the car anymore....

P2 Yeah, but that's.... you can always buy a vintage car and then you can have it...so it's like....

Interviewer That's great. Thank you very much.