Interviewer So if you just start off, if you could describe the system that you've got in your car and maybe how it works and how long you've you've had it.

M20 I've had it for about a couple of months, but only recently my car got stolen. So I don't really have the whole system in the car with me anymore. Also used to drive with it in my parent's..... It was quite useful when I used to use it... quite beneficial for all of us. And it was quite beneficial in terms of it saved us money, and it was quite efficient in quite a number of ways..... so it's quite useful because we've got recommendations from friends and family, so we got their recommendations of where they got their syste, from...

Interviewer OK. And what do you know, the name of the system and can you tell me what car it's in?

M20 Yeah, it was in my Honda Civic. But the name I can find out for you.....

Interviewer Yeah, no. That's fine. So how does it work? Because sometimes speed limiters are part of cruise control and sometimes they're separate... So how did it work in your car?

M20 I mean, it's part of the... part of the whole cruise control setting. So it works via cruise control mainly....

Interviewer And you were saying that it saved you some money. Can you tell me how it saved you some money?

M20 Erm.... in terms of like efficiency, in terms of like petrol wise or letting me know how fast I'm going, whether with the speed I have to slow down erm...., if it goes up to a certain level, then it automatically brakes down...If I'm driving short distances, then it automatically drops down. Going to the petrol station was a lot less because if I used to go faster, you used to be quite efficient with the cruise control. And so it narrowed down my speed. So my trips were a lot less when I had it.

Interviewer So did you use it generally as a part of cruise control? It wasn't just the speed limiting...

M20 It was part of the cruise control and.....

Interviewer Did you set the limits or was it recognising the the road signs and then slowing you down to the speed limits?

M20 I used to set it according to the road. So just before you set out, you kind of just set it....

Interviewer So did it also recognise if you went from, say, a 40 to a 30 or something? Did the car tell you you'd gone into a 30....

M20 Yes. Yes.... That was a good thing about it because it used to recognise, for example, the speed limit in terms of the signs. So that was a good thing about the system, actually.

Interviewer And did it actually slow you down or did it just tell you that the limit had changed....

M20 It did use to tell me.... So there used to be like a voice recognition... in a certain voice, and the volume was always obviously loud so it needs to.... inform me of the setting that I'm going... so the speed is too high or the speed is too low..... so I was always informed of the right setting.

Interviewer And so then it was sort of up to you then to slow the car down.

M20 Correct.

Interviewer So if you just tell me about the good aspects of the system, all the advantages and all the things you thought were good about it

M20 erm.... definitely efficient, especially if you're driving in.... you know, after a long day's hard work or you're feeling tired or.... if you're going on a long journey, especially on a motorway, for example, that's very efficient if you're driving two or three hours journey to work and you're driving on a motorway. Very efficient in terms of what kind of speeds you're using. Erm.... also, if you're going.... if you're in a hurry somewhere but... because you're in a hurry somewhere, you might automatically thinking, OK, I need to get to that destination. So it's quite good in that sense to have this system in place. That's always useful.

Interviewer So that sounds like it's an efficiency thing. Were there any safety things about it that you found

M20 safety.... in terms of safety, I guess, for.... if you're driving too fast or too slow and there's.... hazards around you or there's people around you, it's good because it alerts you....,not only is the system, for example, the voice recognition that..... I think that's one of the main things because it alerts you...you know, this is a hazard where you're going too fast...you kind of need to be aware of your surroundings. So in terms of that safety, it's very important for that.... voice.

Interviewer And were there any sorts of journeys that you were making where you don't use the system or you didn't use the system?

M20 If I'm going around up and down my street, probably not no.... if it's short distances erm... like, for example, if I'm going to the library, which is probably two minute drive... I know the roads are very quiet then probably not.

Interviewer So you would generally use it just as the cruise control you would generally have....in the car

M20 Correct...yes....

Interviewer And have you found any disadvantages to the system at all?

M20 Maybe if there's some way you can change the the voice settings, maybe..... or the... sometimes it could be a bit.... especially if you're going on a long journey as well, depending if you can adjust the volume or... just the... like the voice settings, maybe.

Interviewer So sometimes the sound is too loud....is that a bit annoying.

M20 Yeah, because it's kind of repetitive. It can be a bit noisy... if there's some way you can change the voice actually on the system, that would be great....

Interviewer Yeah....because sometimes I think cars.... when you go over the speed limit, they can give an auditory warning, like beep at you, I don't know whether your car did that.

M20 Yeah. Of course, yes, so it was quite.... It can be quite irritating at times. So if there's a way you can change your setting or change the voice recognition. Maybe that can be some way that can be improved. Maybe there is something like that, but it maybe just wasn't on my system.

Interviewer So you don't like the sort of beeping warning if when you go over the speed limit...

M20 No, I think I think once in a while. So I've got the message it's... I think it's sufficient.... but I think more than once it's a bit...

Interviewer So some systems that have intelligent speed limiting systems in the car, they'll pick up that you've gone into an area that's a different speed limit to what you've got set on the car and the car will actually slow you down itself. So without you doing anything, the car would slow you down. So your car.....it doesn't sound like it does that.....

M20 No, yeah...so I think I had a different system than the one that you described to me. Obviously, I did read into it, but that wasn't the system I had.... but it is interesting to..... when people tell me that they have systems, it just slows you down automatically. But then I was thinking about whether the disadvantage where..... I mean, is it safe if the car just automatically just pulls you back and slows you down without you having.... kind of control...

Interviewer Can you think of situations where that might be dangerous?

M20 I guess if there's.... if you're driving.... On a very fast road... and there's lots of cars around you, and if say.... you have to take your eyes off the car because let's say there's.... a child next to you or a child in the backseat or there was a distraction ....or the child was making noise.... and then.... you're distracted.... for like one second. And say you were not facing the car and let's say.... it automatically just stopped and jerked and.... something could... at the back could have happened or something at the front could've happened.... without you realising... of the surroundings. So I guess it can be dangerous depending on the situation, I guess.

Interviewer So I'm going to ask you a little bit more about the intelligent speed system because it's that system that we're most interested in. So it sounds like you haven't got that specifically in your car.

M20 Yeah...

Interviewer You've got a related system, which is through the cruise control. So the intelligent speed limiter would pick up speed limits, either through a camera at the front that's looking at road signs or the GPS. And if you went over the speed limit, then it just cuts the fuel to the engine slowly. So you slow, but you can either have the option of you can turn the system off or you can override it in specific situations by pressing harder on the accelerator. So thinking about whether.... how do you think you would use a system like that if it was in your car? Do you think you would switch it on or....

M20 I would use it... I would switch it on. I would obviously use it cos it's something different, of course. I would get the feel of it. How I would feel, if I'm comfortable using it in the circumstances. I would obviously use it in different surroundings, different roads, different conditions and then give it more of like a test, really. If I'm happy with it, then obviously I would leave it on erm.... if there were circumstances where I feel that... I'm not too comfortable with it then I would probably switch it off... change the settings....

Interviewer So you would give it a go and see how it works...but it sounds like you would have some reservations about.....

M20 I would be wary....yeah. And of course, I would be cautious of definitely using it. But it's not something I would just... cross out immediately. I would want to try it...erm.... because I think it's a different situation, different circumstances.... actually using it... because obviously right now I've not used that specific system so I can just say, I can tell you all the disadvantages and cautions of using it....But once I'm actually.... in the car actually using this system, if I do feel comfortable with it, then yeah... my mind will probably change.

Interviewer So if ito your car you would give it a go and see how it worked for you....

M20 I would have... the cautions at the back of my head, but I wouldn't yeah draw it out.... but I would use it until I'm.... told there's a reason that told me not to use it....

Interviewer Would there be any sort of particular situations which you would be worried about it specifically..... like you were saying, if you were distracted by kids in the back or people making a noise.... are there any situations where you would worry about it.....

M20 if there are circumstances, for example, there's like road blocks or.... there's police, for example, there's traffic and you need to get out of the way. You need to go a bit faster. If there's police behind you, then I guess there's not much you can do. I guess you have to go against the system in a way er.... because the circumstances which are actually out of your control. For example, if police were behind me, if and if they had to, if I was in position... where I could either speed up and brake or move somewhere, then I kind of had to go against the system. This thing where the system was telling you, OK, I'm going too fast, but then circumstances tell me I have to move forward, I have to push forward.... I guess there'll be situations like that.... I'd have to go against it.

Interviewer And that would be the the override. ... pushing your foot down on the accelerator...

M20 Yeah

Interviewer Do you think knowing that that override is there would be enough to reassure you about using the system? Or would you still worry a bit about how it worked?

M20 Erm.....of course, there's always going to be situations and circumstances which are totally out of your control. I don't think that's that's frequent enough to not use this system erm..... Not that much, I've come across those situations, I mean, it does happen, it happens to everyone once in a while but I would say it's.... occasional. So I would still be using the system, but obviuosly I'd bear in mind.... of the situation that are totally out of your control. You have to adjust to it, either adjust to it or go against it.

Interviewer And I suppose it's as you say, it's not very often.

M20 Yeah, of course. Yeah, definitely.

Interviewer So if you were in the market for a car and you were going to buy a new car and it had this system in the car, would that affect the likelihood of you either buying it or not buying it?

M20 I would.... potentially, yes... because, maybe I would.... think of getting a new system where, for example, because now I've tried this one I would potentially think of the system where it.... automatically stops rather than you manually doing it, rather than the voice... I would still consider that so..... If it's... if I saw a car and it had the same system that I would have, maybe I wouldn't get that car because I've already experienced it. And then I would just think to myself well...., is that car great enough....for me to have the same system or not.... Probably not. I'd probably go with the different system so at least I can try....it's more of like a trial and error..... try something different.

Interviewer So you would be open to trying new technologies... so when you get a new car do you like to have something else in it....

M20 something, something different, something unique that that would make me say, OK, I want this specific car. If I don't think that, then I can just now say to myself, well this is just a car that goes from A to B, then be happy with that car, right.....

Interviewer So do you like techie things?

M20 Yeah, I do like tech, tech things erm.... I like to be updated with tech things, especially if everyone's talking about it or it's very useful to you and gives you lots of advantages, yeah....

Interviewer So when you get cars and you're finding out about the new tech, do you like the people in the dealership to explain it to you? Do you like to find it out for yourself? And where do you find out about cars....

M20 I like a bit of both.... cos at the dealership, the pitch is, they're obviously trying to sell it... but it's a bit rushed so....it's a mixture. But I do like to do my own research. I do like to take the time out to obviously research over the internet or spend time with family and friends that do have the system or technology that I'm looking to invest in, but it is also useful because obviously the delearship, they do know what they're talking about..... but I don't know, if it's sometimes they're.... overemphasising or trying to get the sale in....it's a bit like pressurising kind of thing. So that's why I feel it's important to have both.

Interviewer So they're giving you the information to make the sale rather than....

M20 Correct... yeah....

Interviewer So what's the best way of learning about these technologies...do you look things up on some Google or do you look through the handbook? What's the best way of finding out....

M20 erm.... social media, actually social media and the internet.... Because I'm subscribed to, you know, sort of internet sites and social media followers, certain hashtags... kind of keep updated in terms of like... videos, I go on like TikTok videos, in terms of technology... or social media if I come across something on Instagram. Normally, like magazines, or if I come across, you know, people using different technology, or advertisements, it kind of draws my attention.... which kind of draws me to find out more information.

Interviewer So just thinking about the speed limiting system again. So this is the system that would actually slow you down, so slightly different from the one you've got....So there's different options for how they could be set up in vehicles. But it could be a system which was impossible or difficult to turn off? What do you think about those two options in which do you think is better the sort of driver turn on or the driver turn off?

M20 In terms of the two systems where it automatically changes or the voice recognition one.

Interviewer So it would be the the system that would slow you down if you broke the speed limit? At the moment, people have to turn on their speed limiter, but they could make it so it was hard or impossible to turn it off. So people might then have to have it on whether they liked it or not...... Just in terms of sort of thinking about you as a driver, which do you prefer the idea of....

M20 I think overall, even though I haven't tried it, I think I still would..... I would prefer the system that automatically changes if you're going too fast, for example, even though I can't give you direct, hands-on experience with using it.... I still think that overall, in the long term it would be more useful erm.... just thinking about different circumstances I have control or going on long distance roads or motorways would...other cars which are going also faster aswell.... because you can always turn it off if you don't like it. I feel like that would be the main thing for me. I think I'd be happy to use that...

Interviewer So you would be happy with it being on, as long as you could turn it off.....

M20 Yes. Yes....

Interviewer And then we've talked a little bit about warning systems, because you have them in your car. So you don't like the warning systems where it's beeping at you. Is that correct?

M20 Yeah, it can be quite distracting as well as annoying at the same time. Erm.... because you never know.... if something's constantly beeping at you every minute, it kind of draws your attention away from it. For example, if ....I don't know, if someone's crossing the street or.... another car is moving from the left lane to your lane. With this constant beeping sound, it can be a bit of a distraction. So potentially if I could.... narrow down to maybe.... once in... once in a while, it would be nice, but not every too often, I would say....

Interviewer So have you driven cars with other feedback systems where it gives you a little nudge, like the pedals could vibrate and give you a little bit of feedback that way.

M20 There's another voice system where it did say, erm.... you know, if I'm swerving in a way, it does kind of alert me, saying, you know, I'm moving out of my lane. So that's a good thing where the current system is also a good thing as well.... it is a good thing where it alerts you if you're going too fast... but if you're swerving erm.... not driving correctly because of the sensors, it kind of alerts you.... in a way, that you're swerving or... kind of moving to the next lane.... in terms of the alert. So that's quite a good thing I've experienced as well.

Interviewer So you quite like that system. So an option would be to have that kind of feedback for the speed limiting system. So if you went over the speed limit, you could get a vibration from the pedal.... rather than the beeping for example....

M20 I think that would be a lot better...yeah.....

Interviewer So how would you feel about these intelligent speed limiters being rolled out in cars generally. So in the EU there's a rule that they have to be put into all new cars. What do you think about whether there should be a national rollout in the UK.....So the speed limiting system where it actually slows you down.....

M20 In a way.... yes.... If it gives you the option to turn it off..... then yeah, that's fine.... but if it's.... if it's going to be mandatory in every single car, it's harder for people to turn it off because you never know, for example, I don't know.... another situation if erm.... if a husband is taking the wife to hospital...for example, she's pregnant.... there's going to be some sort of boundaries where.... they kind of have to go... speed up a little... but if it automatically just drags you down in some situations..... it can be a bit of a bad thing to have in every single car, so I guess it can depend on the circumstances and the situation. So if there's an option where.... you can change it according to your preference or on the situation... or the circumstance, then... then fine, I wouldn't see no issue on that. Maybe if there was an option to turn it off, depending on the situation. In a way people may not see now, but also in terms of efficiencies or... it can be a good thing for them in the long term as well. So I guess there's.... pros and cons, I guess, to think about in those situations..... if it was rolled out nationally.... yeah....

Interviewer So it's generally a good thing, but you still need to have that option to be able to turn it off....

M20 correct....

Interviewer Do you think there's certain types of people who would be less likely to to use the system or people who might not like the idea of these sorts of things going in their car.

M20 I guess people that work in the front line, I think that'll be quite.... a bit of a bad thing for them. They'd probably turn it off because.... if you're working in the front line, there's going to be.... for example, when I said it doesn't quite happen really to me or to most other people, but to the frontline workers, they probably experience erm.... circumstances out of control more frequently. So I'm sure for them they wouldn't want to appreciate, you know, having that system in place, it would be quite difficult for them. For people that don't mind, I guess, young drivers, the.... people that have just passed their driving test.... 17, 18 years old and they're quite cautious, they don't want to get points or they don't want to have any crashes. Think it would be a good thing for them in that age group when they've just passed... so I think that.... that age group would be.... they'll be even more happy with the system to have that in place.

Interviewer I totally understand you wouldn't want to put it in vehicles for front line people who have to get places fast. But do you think if it was rolled out into general cars... do you think it would make the roads safer or not....

M20 Yes and no. Erm.... It would generally make it a lot safer because if people.... they're not in the control of doing it themselves, it's automatically done. But at the same time, if it's off and they have to do it manually... but then.... the circumstances, if there's a roadblock or if... I don't know.... a wood or oil barrel falls off a truck and they have to move and swerve er....so I guess, yeah again it's.... pros and cons on both.... I can't give a direct answer to say one's more above the other.....

Interviewer So it would depend on the situation, is what you're saying. So if the system was in people's cars, how do you think people could be encouraged to to use them? Do you think there's any incentives there could be for using them or any information that they could have, which would reassure them and make them more likely to even just switch the system on if they had it in their car?

M20 It would be nice if.... as I say... if people were to, sticking to it..... there could be like a... I don't know incentive to.... build up points maybe... in a certain way that can narrow down.... like a... I don't know, a bill or some sort.... or gift cards or maybe to get more people to use this system. I think that will be a great incentive.

Interviewer So using rewards...

M20 Yeah...

Interviewer So you mentioned social media... do you think there could be, like any public campaigns to sort of encourage people to use it or just information. And would that be more useful to come from dealers or somewhere else....

M20 What has a big impact rather than dealership is probably.... influencers... like social media influencers or big companies that actually put it out there because, for example, if it's put out there on a billboard, for example, and people drive past it, it would have more of an effect and people would be more influenced by people rather than just going directly to the car dealership and a car dealership, telling one person.... only that one person is.... pretty much influenced rather than a lot of people. So I guess a big influence would be if.... bigger companies or even social media influencers, for example... a lot of people use Instagram or TikTok erm.... for bigger companies... a celebrity or some popular...put it out there for them... I'm pretty sure people will be more engaged.... to find out more information...

Interviewer and from talking to you, it sounds like your reservations of the system would be the situations where you needed to go faster. Is that right....

M20 Yeah, I would say that. depending on the situation, yes.

Interviewer So I wonder, whether for you, there would be any reassurance around the override system, you know, because the idea is that if you press the the accelerator down, you can still accelerate....

M20 Yeah, no, of course.

Interviewer So do you think there's any information that people could give you or anything that would address some of the reservations that you have around that system....

M20 Maybe.....maybe I can just do more research on it and find out what other systems are available in the market.... cos every system different.... every system offers us.... more advantages or disadvantages. So I guess I can probably do more research on the different systems and something which is probably more suitable for my needs, for example, one that makes me feel more comfortable using it....

Interviewer I wonder whether being able to test drive the system would....I'm not sure they're doing that as often now with Covid...

M20 Yeah, of course. I don't think that's as popular now.... yeah...

Interviewer But I suppose in the past you could go out and you could have a go with it....

M20 test drive it yeah.... maybe I don't know when.... maybe, I don't know.... maybe in the future there will be something I'll be open to do a test drive another system that I'm not familiar with, or that I would be willing to try and use...see if I'm... would be able to invest in that.

Interviewer Do you find test drives helpful before you decide which car to go for and trying out all the different systems and things?

M20 I actually haven't done a test drive before, actually, but I guess if it's ....if it's regarding a system, that I'm willing to invest in or something particular that's part of the car... then I guess that's something I'm willing to try out and test really....

Interviewer Well, that's great. I've asked all of my questions....have you got anything else that you wanted to tell us about your system or the intelligent speed limiting system...

M20 (No, but I guess you can always find out more information, read up about it.... cos my parents as well... my parents are not always the tech kind of people but.... sharing information with them, that helps them... make them more alert or.... providing them with more information as well.)