Interviewer So the Intelligent Speed Assistance System, the idea of it is that it would use cameras on the car and GPS to be able to detect speed limits on the road. And then if you were going over the speed limit, it would just gently cut the fuel to slow you back down to the speed limit. Then they also have an override feature. So if you need to go faster, you can press down on the accelerator and that will speed the car up. So that's the general idea of the system. So just to start off what are your thoughts about about it....

M5 Well, suppose I mean I sort of touched on this in the survey, but.... I think there's definite benefits to it. I think in the event that you were ever involved in an accident and you had the option to use it and didn't, you'd probably be quite..wracked with guilt and remorse, you know, if there was an element of human error there. But talking of the human experience of driving, I think generally speaking, my erm... my sort of gut feeling towards is I'd probably be okay without it.... you know, I'd like to think that I'm, you know, a good driver, you know, a responsible driver. And I would make sure...so I think, like most people, there are times when I do go over the limit... I mentioned in my (survey) answers...so I think there are times where.... on certain roads, the limit probably is a little conservative. Erm.....and if I feel that the conditions are good enough and it's safe then I might go a little.... I mean, I'm not talking about... I'm not talking about doing a ton down like a country road or something, you know, but erm.... but if... if I think it's safe, then I probably will...you know, go a little bit faster sometimes than the limit....

Interviewer So sometimes you feel like the actual speed limits on the road aren't right for that road....

M5 Yeah...I mean, like I say, I'm no boy racer, but there are times when I'll do a little bit over and feel perfectly comfortable doing that. Er...and I think, particularly on roads that you know well.... and if it's good conditions.... there's nothing much on the roads, you know, depending on... I mean there's loads of different factors that you can take into consideration but.... yeah... I think for the most part, particularly on roads I know, I.... my attitude would probably be... it's a great idea but I'm probably not going to use it.... overly, you know...

Interviewer So you feel like you can trust yourself. You don't need that system.....

M5 I think so. I think so. Yeah, for the most part, yeah...

Interviewer So if if the system was in your car and you could turn it off, would you just turn it off. Is that what you're saying?

M5 I think it would depend on the situation erm.... if, for example, I was driving in an area I didn't know so well. I think I might be more inclined to keep it on then.... you know, particularly if I'm looking for, you know...turnings here there and you know,...if I'm not using a SatNav, for example, if I'm just using roadsigns, you know erm.... I'd rather be keeping to a certain...well, I'd like to thing if I'm doing that anyway... you're probably going slower anyway because you're probably in a built-up area if you're.... trying to find roads... you know, roads you don't know... but yeah, I think more often I probably would turn it off, actually erm....I can definitely see the benefits to it erm....but I think I'd... more often than not I'd trust myself to be able to, you know... drive...

Interviewer so that's a situation where you would use it, is in a place where you weren't familiar.

M5 I think so. Yeah.

Interviewer Is that so you can look at other things and not have to worry about the speed limit.....

M5 Er....possibly. But also the other thing about driving in areas where, you know, for example... when I'm going to work, I know for a fact where all the speed cameras are.... and this makes it sound bad as if I ...you know, but I don't speed, but you know, it's real life, isn't it, you know... I know where the speed cameras are erm.... and you know, I know when I'm approaching them, I will make sure I'm doing, you know, under 50 or whatever it is... and when I'm past them maybe I'll do a little bit more. But in areas where you're not familiar with and sometimes you see road signs where they say there's speed cameras and sometimes there are and sometimes there aren't. I think in areas that I didn't know, and this probably isn't the most moralistic of reasons for doing it, you know, rather than, it's just, you know, I wouldn't want to end up.... missing a speed camera and going through it and getting fined. Whereas in an area that I was a lot more familiar with, I would already know where they are, you know....

Interviewer So that sounds like the sort of main benefit that you see with the system is avoiding getting caught speeding.

M5 I know it sounds terrible.....but on a practical level, certainly yeah.... you could...so it potentially saves you money when you're driving in areas that you're unfamiliar with.... obviously, you know, from the....the point of view of safety. And as I sort of touched on earlier, if.... I had the option to use, chose not to, and then I was involved in an accident, which was my fault.... and speed was a contributory, if not...you know, the significant factor.... then the other aspect of that is, I think you'd feel... pretty wracked with guilt that you had something at your disposal and you chose not to use, you know erm.... but even having said that, I think... for the majority of trips erm.... I probably wouldn't feel a need to use the necessarily....

Interviewer So you've said that there's situations where it would be useful, like unfamiliar in places where you didn't know whether speed cameras were there. What are the journeys where you wouldn't use it.

M5 I think, for example, I just touched on there like...a work journey, you know, a journey that you do day in, day out, you know, you're so familiar with it, you know, you could almost... obviously you wouldn't literally do it with your eyes shut, but you know what I mean ...... you know, the journey so well, you know the roads so well, you know that you're on that particular road or roads... at the same sort of times, you know, Monday to Friday er.... and in those certain .... certain set of circumstances, I would probably not er.... see it's.... well, not not see its use.... but I just wouldn't necessarily erm.... feel the need to use it, you know....

Interviewer And what do you think about the the override feature so if it does start to slow you down, you can override it. What are your feelings about that?

M5 Yeah, I think that's quite good cos erm....again one thing I sort of mentioned in my erm.... answers yesterday on the sheet was that erm.... if, for example, when you get to certain areas where.... maybe the GPS that it's using isn't.... as accurate as it could be because maybe there's local roadworks or a... or maybe they've been taken out when they were previously in.... and it's not picking up on that. You might be being erm... restricted to...., I don't know, 30 miles when it's normally a 60, because... just because of an error in the system or it hasn't erm.... it hasn't updated or whatever it might be. So I do think it's yeah... definitely erm....a useful feature to be able to override it because on a practical level, particularly at...sort of rush hour times you could be causing.... massive tailbacks umnecessarily, you know.... if er.... if you didn't have that override feature, you know.....

Interviewer So that's kind of if it wasn't getting it right...if the system was inaccurate. Are there any other situations where you would need to override a limiting system, sort of situations where you would need to put your foot down and speed away?

M5 For example, if erm....not that I've ever been in this situation but if you were in some sort of road rage incident where somebody.... basically where your...where your safety is being threatened, you know erm... when you do perhaps feel the need to get out of a situation pretty sharpish....yeah, I would say that that would be one.

Interviewer So just thinking about if you were going to buy a new car at the moment and you you found that it had this system in the car, how would that make you feel towards that car? Would it make you more likely to buy it... less likely to buy it?

M5 I don't think it would have a necessarily a huge impact either way, to be honest. One thing I would be interested in as all drivers are I'm sure, is when it comes to insurance premiums each year.... if you had this system in, would it er... and you used it.... would it er....be likely to reduce your premiums. If it was.... I might be more inclined to use it for journeys that I didn't necessarily feel like I needed to.... if there was going to be like a significant sort of... you know, net benefit to myself...I don't know whether that would be true or not.

Interviewer So that would be something you would be you would be interested in if it was in the car.

M5 Yeah,

Speaker so you wouldn't go looking for a car that had a speed limiting system but you wouldn't be bothered if it did....

M5 No, I think that's right. Yeah, I'd be pretty happy either way, to be perfectly honest.

Interviewer So if you were buying a car with it in, would you want the dealer to give you any particular information about it or would there be anything useful that they could pass on about the system to you.

M5 Erm.... to be honest, not over and above really what you've already laid out in the study, you know, I think I understand how it works I think erm....and I get that.... I get it..... I get the benefits. I don't think there's anything I would necessarily.... there's nothing...I'm pretty sure, there's nothing that leaps off the top of my head that I think I could do with knowing.... x y or z, you know....

Interviewer if it was in your car, would you sort of have a go with it? How would you think you would approach it if you had it....

M5 Yeah, I mean, I think I've... I've got a... generally speaking, a pretty much a .....try anything once kind of attitude... just generally speaking to life so...I'd give it a go. I'd probably be quite er.... interested to see how it works....erm... I would say though, I know, on the routine journeys that I make.... I would say reasonably regularly I would exceed the speed limit, and we're not talking like huge amounts, but maybe if there's only just like a few miles or erm...., and like I say, I do that as and when I think it's.... safe to do so, you know... So I don't know...I'd have to give it a go and then maybe after time, I might find it more annoying than helpful... so I might decide to turn it off. But I guess you'd only really know that once you'd had a chance to.... use it, embed it and see whether you wanted to.... use it more frequently or not, I suppose.

Interviewer So it sounds like having that allowance as well for you to go faster if you judge that it's OK to go faster.

M5 Yeah, that's part of the human element of driving, I suppose isn't it. But I guess the counterargument there is that, you know, something that stops you.... doing that is, you know, the rul-.... I guess, you know, someone from a government department level would be saying well the rules on the road are.... this is a limit for a reason.... and it's not your place to decide if they're right or wrong, you know..... you are just told it's right or wrong.... and you stick to it and.... But I mean, that's not quite how the real world works....

Interviewer So that's interesting what you sort of bring up the human element of driving. So do you feel like that's safer than these new sort of car based systems?

M5 I wouldn't say it's necessarily safer but..... another thing I mentioned in my erm....survey... was I can think...there's this one particular road that I drive on most days to get to work...and the speed limit's 50 miles an hour there. But it is.... there's very long, straight roads and it's very easy to do more than 50 and quite safely, I think. And when people do travel up that road on 50... at 50, I should say.... it does cause quite quickly at rush hour, you know.... quite a significant backlog of cars. And you know, you get a situation there with people getting sort of.... irate at times and you get people who are honking their horns, tailgating and stuff. And I do wonder, and I think I've mentioned this somewhere in my answers.... that if sticking rigidly to it.... could, in some respects, cause more problems than it solves, because then you've got ....the element of people who don't use it in their cars and who are.... just frankly getting, you know.... hacked off with.... someone behind them..sorry in front of them... that's travelling at.. at 50 when it's....you know, deemed probably by a lot of people to be safer...er sorry..safe to be... travelling a little bit faster. And I would wonder if.... particularly where people...you know, start to get a bit fractious is that whether that could lead to issues in its own right, you know....

Interviewer So there's a sort of impact from having some people with the speed limiting system and some people who....

M5 yeah, I mean, I'll give an example of.... one of my uncles..he is a real stickler for, you know, driving at the limit on every single road, every single occasion. And if you're going somewhere as a family you don't want to be stuck behind him, you know because...it's a bit of an in-joke with the family, you know, that he is just such... he drives like an old guy, you know, which he... I suppose he is fairly old by now but... but but yeah, so and I do think that there is a real danger that it could lead to.... sort of on road altercations, if you like.

Interviewer Yeah. Yeah, because not everybody's driving exactly at the speed limit.

M5 No,

Interviewer there is a bit of a sort of give and take around the speed limit isn't there for a lot of people.

M5 Yeah

Interviewer Erm.... so one of the things they sort of look at with the with the system is the different options for how it would be set up in the car. So at the moment, it tends to be there's the system and you would go and you would turn it on and you can you can turn it off when you want. But the other option would be that it was default on and you actually had to go and work out how to turn it off, and they could make that easier or harder. They could make it quite hard to turn it off. So what are your feelings around that from your point of view?

M5 Well, to be honest, if it's.... if it's a simple choice of on or off, it seems a little unusual to me that you could.... you would do something that makes that more difficult to achieve... like a switch.... you want that to just be on or off don't you.... when you turn the light on...and turn your TV on... you want it to be on or off, don't you so.... and that's obviously your choice, whether to watch TV, whether to turn the light on so...., with that in the car, I would... I wouldn't really see the advantage of making it needlessly difficult, you know, I would want it to be simple you know....

Interviewer Yeah, I think they think, well, if they make it hard enough to turn it off, people won't turn it off....I think is....

M5 yeah, I do get that I suppose.... but in which case.... going back to one of your previous questions where you would ask anyone at the dealership.... if it was quite a complicated procedure to turn it on and off.... obviously, my question there would be, how do I turn it on and off, you know....

Interviewer So as a as a driver, how would you feel about it being difficult to turn off? You would want to go and find out how to do it?

M5 I think it would make me a little bit annoyed because it would seem that erm.... using my own free will required more erm.... more than it should, you know, it's just... You know, we're all..... anyone behind a wheel is a grown adult aren't they, they can make the decision what.... you know what.... you know, whether they drive at a certain speed or not... and...I don't know, that just seems... a bit of overkill to me really, you know, just.... if the options there, let people make it...without, you know... having to go round the houses to do it I'd say....but what do I know....

Interviewer Yeah, so it's important for there to be that choice there.

M5 Yeah, I would say so.

Interviewer And so some of the of the things that these systems often do is to have an alarm for when you go over the speed limit. Has your car got a system like that at the moment.

M5 Er... no, I've got like a Skoda Fabia, it's pretty basic to be fair....

Interviewer So what would you think about it, if your car. when you went over the speed limit...either gave you a visual warning or did a sort of an alarm....

M5 Yeah, I'd be fine, but let's face it, cars do that anyway in different ways don't they like...for example... when you get to a certain level of fuel ... your petrol light will come on...or it will ding or something...when it's cold, it's below like 4 degrees, I think in my car in the morning, something will ding to tell you it's cold.... So yeah, I think most drivers are already pretty familiar with things either going ping or...you know, a light flashing to indicate something else. So yeah, why not..... you know, it wouldn't feel any different to..... I don't think you know... what you what you kind of experience as a car driver anyway really....

Interviewer And how would you feel about that in relation to the speed limiting system? Do you feel more favourable towards a system that just warns you rather than does something or....

M5 I don't think it would bother me overly, unduly either way to be honest. I mean like...., when I use a sat nav at the moment when I am going a little bit ahead of the speed...more than the speed limit.... it does like... the mileage is then displayed in red, you know, so I'm already kind of familiar with..... albeit in a different way, because it's still up to me isn't it to decide whether I go at that speed or not erm.... I'm already familiar with the concept of basically been warned that you know you're doing more than you should on that road.

Interviewer Does it influence you at all when it does that? Or do you don't take any notice of...

M5 erm...well it tells me, how quick I'm going... I think especially maybe if I'm on a motorway or whatever... and it.... you've got....maybe you've got a real er..... a long stretch in front of you with nothing... it can be very easy to go.... I'd say sometimes fairly significantly over the limit without.... and it feels quite easy to do so.... and it's only really I'd say in those circumstances that I would be.... at times.... and by no means always.... like a fair bit over the limit.... in more day to day traffic and more sort of commuter sort of erm... I don't need the motorway for work so..... in more.... commuter traffic, then I don't think.... there wouldn't be that many times where it would be... overly important because I'm just not really going much above the speed limit when I am, to be honest so....

Interviewer And another option might be that you could set a little bit of an allowance around the speed limit. So if it was, you could set it so you could go like three miles over or whatever... Would that be a useful option do you think...

M5 erm...yeah, I suppose, maybe a little bit when you give yourself a buffer, you know of, you know, five per cent, either way, whatever it might be.... erm.... maybe......yeah, I think that probably would be because it gives you that little bit more extra leeway

Interviewer because it was like what you were saying, wasn't it, where where you're driving dead on the speed limit and all the cars are driving a little bit faster....

M5 I think so, yeah, actually... because then you know, you can set it to whatever parameters that you think are OK, acceptable and that... and then if you.... if it's still going up above that, then you might want to consider.... you know, whether you slow down a wee bit, you know erm.... So yeah, I probably would kind of... think that's a good idea...

Interviewer So if there was a sort of national roll out of this kind of speed limiting system, do you think it should be rolled out nationally and do you think it should be a compulsory thing in new cars?

M5 Erm....I don't see why not. Yeah, I mean..... I I know it's kind of contradicting what I said earlier about, you know, having that choice, but erm.... why not put it in and then people can, like I say, use it or not... they can turn it off, turn it on, whatever they see fit but..... why not equip people with that option in the first place... I don't see that as a bad thing. And then it's up to the individual to decide whether they use it or not, or if they do use it, how regularly they use it ... you know, frequently or infrequently or whatever it might be, you know....

Interviewer Yeah. So you're fine with the system, but just as long as it's a system that you can turn on and turn off?

M5 Yeah, I think so. Yeah.

Interviewer Do you think there would be people who would be quite resistant to using this kind of speed limiting system?

M5 Yeah, I think you get some people... I think like particularly.... sort of very alpha males or characters would... might feel that it's some sort of an infringement on their sort of driving liberties or whatever.... or that they don't need a computer to tell them how to drive. You might get a few people erm....I say alpha male, but there's no reason why females couldn't feel exactly the same...you know what I mean... So, yeah, I think there might be some people who are.... very confident drivers who would feel that it's... in some way a bit of a slur on their ability to control the car and that this isn't relevant to them.... essentially, yeah, I think so... So anyone... for anyone who got uptight about just the very principle of it... and if they can turn it off ...I don't know, there's bigger things to worry about in life isn't there really....

Interviewer Do you think if this was rolled out generally and eventually everybody was driving with the speed limiting systems, do you think it would make driving safer?

M5 I don't know, actually. I really don't know but I mean, going back to what I said earlier.... about on certain roads, a lot of people will go a little above and beyond the limit when it's..... you know, for the most part, everyone gets to their destination is perfectly fine. Obviously, accidents do happen. Sometimes it's because of speed, other times there's other factors, you know erm... but I would wonder actually if it might lead to erm..... people getting quite worked up, I mean, particularly..... sometimes in 30 zones as well.... and I know really... 30 it is, obviously it is residential, so you know you should be careful there. But erm....on certain roads... it's, in my opinion, the speed limit does seem very conservative and I know.... I understand the reasons why ....you know.... people's perceptions of safety.... but I would wonder if it was used to such an extent that erm..... it was so commonplace that everyone kind of stuck to them...if it might cause resentment from other road users to the people ahead of them on the roads, you know....maybe it wouldn't.... maybe it wouldn't at all erm....

Interviewer So that's a sort of thing about the roads themselves isn't it and the speed limits on the roads, not being not being the right ones for that road.

M5 Yeah,....I mean, don't get me wrong, as I say I'm not some sort of boy racer, I'm not.... you know, I'm not expecting it to be like 70 or 80 everywhere you go..... But I just do think on quite a lot of roads.... on certain occasions, you know, it is probably perfectly safe to be going a bit faster than the speed limit. And at certain times of day, you know, if you stick to those limits, then you probably are going to cause.... a hold-up....I certainly don't have any problem with it in principle. I was just thinking about how practically, you know, it might work, you know....

Interviewer So by the sounds of it, you would mostly have it turned off. You would only use it occasionally.

M5 Probably would, actually, yeah...

Interviewer So going back to what you said earlier.... how do you think you could encourage people to either buy a car with this system in or if they had it to to use it? You mentioned insurance before. So can you say a little bit more about how you think you could encourage people to use it?

M5 Well, yeah, because when I was filling in the questionnaire yesterday, one thing that kind of occurred to me, not that it's exactly the same, but I know.... certain insurance companies, if you've got erm... I can't exactly remember what it's called, but you've basically got.... things in place that monitor how...harshly you brake....and things like that... And and basically, there's.... I'm not quite sure of the name, but like I say if you drive in certain ways, your premium's going to go up... if you drive in other certain ways, it could have positive consequences for your insurance premiums.... So if there was a system whereby having these things fitted and used rather than just being in the car erm.... if when it came to your renewal price....you know, you'd obviously stayed within the limits... you've driven responsibly, safely. If that was having a knock on effect in terms of.... saving you money, I think that would definitely be one way that you could encourage people to use it... because I mean, who doesn't want to save a few quid you know....

Interviewer Is there anything else that you think would encourage people.... around the advantages of using it that...

M5 Well, I touched on this in my questionnaire as well, but I think.... for anyone who's er.... been involved .... I mean, touch wood, I've never been involved in a car accident..I've driven a long time.....I've never been involved in an accident so far so..... you know, but if I was erm.... I think that.... might make you more inclined to use it, because you might take the view then that well.... obviously, no one's infallible.... people do make mistakes, it might be you, it might be another car driver. So I think if you've had..., you know, first hand experience of.... an accident as a result of speeds er....., you might be more inclined to use it and then I think, particularly if you were.... with your own experiences, you might then pass that on to friends, family, colleagues, whatever and say, Look, you know, this happened to me.... maybe if I'd had that in place, it wouldn't have happened, you know, so...... and I mean, this is all hypothetical, of course, but..... I think that could be a situation whereby if you've got first hand experience of something that.... it might alter your perceptions of something's use or value, you know.....

Interviewer So if you've not had an accident, you don't necessarily see the vulnerability as much as somebody who might have.

M5 No, I mean, it's easy to..... anyone can say, Oh, yeah, you know, slowing down is a good idea. And obviously..... in many occasions it is but I think if you've actually got that first hand experience of.... seeing what happens when it doesn't... I mean ....ending up with injuries as a result of it... or injuring other people or heaven forbid, you know....erm....it might alter your perception of something like that.

Interviewer And is there any sort of information, it could be from the dealers or it could be a sort of like information campaign.... Is there any information that you think would encourage people to use it. Or for yourself anything that might change how you think about it....

M5 I don't know, maybe in time to come when... if it had been rolled out and embedded and it was being used a lot.... if there was..... you know, tangible statistics that said, you know, since this has been used on certain roads, there have been... I don't know.... 10 per percent less accidents in the.... in the last six months or whatever it might be,.... if there was tangible stats that backed it up. I mean, obviously there could be a myriad of factors why accidents happen. But if.... yeah, if you could basically back it up with stats basically....that it was... making roads safer and people safer erm..., then I think that could be something that would encourage people to use it...but of course that takes time, doesn't it... to get any stats you need...to get any data you need to...have time for things to happen first, don't you...or not....as the case might be...you know, so....

Interviewer And how do you feel about more automated driving systems? So quite often, these speed limiting systems are part of sort of wider things like lane assist and cruise control and...

M5 yeah, I mean...to be perfectly honest...where motoring is concerned.....you know, 21st century....just something that happened to other people really, you know....with my car it's... it's pretty er....., pretty basic, everything that is done in that car is a result of my decisions... but I wouldn't have a....you know, next time when I get a car...obviously the chances are it'll be better, more technologically advanced than what I've got now. It's just something I'll have to learn isn't it I suppose and if I had it... if I had it at my disposal I'd make the effort to do so erm..... but, yeah... I don't really have much of an opinion on those sort of wider issues because.... my experience of car driving is very, very manual if you know what I mean....

Interviewer Yeah, but you would have a go with any system that was in your car...

M5 yeah...I would

Interviewer it wouldn't make you not want to get that car or anything like that.

M5 No, I think maybe.... potentially with older people who just can't be bothered to learn, I think that.... maybe younger people as well..that's a bit of a sweeping generalisation I know but.... you know, if you're.... less inclined to want to learn new things.....erm... then it could be but erm.... no my outlook would generally be...well, if I've got it, why not learn how to use it.....

Interviewer Well, that's great. That's all of my my questions. So was there anything else that you'd wanted to say about the system or anything....

M5 No, I think I covered everything that I wanted...