Interviewer Had you heard about the intelligent speed assistance systems before you got any of our surveys or anything like that?

M12 I did hear about it, but I guess having got involved in the study, it brought more awareness to it. So it made me want to sort of look more into it and learn a little bit more about what it actually is. So, yeah, I'd heard about it, but I'd say that the study sort of brought more awareness to it.

Interviewer Yeah. OK, so I'll just describe the system just briefly. So it uses cameras on the car to pick up road signs, and it would also have a GPS system so it knows where the car is. And it uses the GPS and the cameras to then know what the speed limit is. And if the car goes over the speed limit, it would gently cut the fuel so it would go back under the speed limit. And then there would also be an override feature so you could press down hard on the accelerator and then be able to accelerate faster than the speed limit if you needed to. And it's usually a system that you can turn on and off in cars so you could choose to have it on all the time, not at all, or turn it on for particular journeys. So from that description and what you've gathered about it, what are your first impressions....

M12 Yeah. I mean, I guess first impressions would be that it does seem as though it's a good technology to to have installed in your car, especially when it comes to speeding. If... sometimes when I'm on the road, I might not actually know what the speed limit is. So if I have something that is telling me what it is, I can then sort of.... be mindful of the speed. And if I'm going over the speed limit as well and knowing that I have something in my car that would bring me back down to where it needs to be. That's obviously quite helpful because I'm not trying to get a speeding ticket anytime soon and so erm.... So yes, so that's really good and... also, I guess.... if you are keeping erm.... in line with the speed limit, then it's obviously sort of safer for the road as well....for other road users as well so....yeah....

Interviewer So do you find sometimes when you're driving that your speed will just pick up a bit because you've not noticed the speed limit?

M12 Yeah, exactly. I mean, I would like to say that I'm 100 per cent focused on the road. I guess now in modern day where you've got lots of entertainment systems in your cars now and you're probably trying to look for, you know, the best song that you want to drive to. Sometimes your eye could be taken off the road for a little bit. And so I guess having something in the car that would allow you to be mindful of the speed that you're operating at, sometimes again, when you are listening to music and you're in your own world.. your speed could pick up a little bit more than what it should be. So again, sort of having this technology that would be able to sort of cut that out and help you with your speed that.... that would be great.

Interviewer So it's a system that would take over some of that aspect of driving for you so you can split your attention a bit more.

M12 Yeah, yeah, I guess so. Yeah, even though you should, your eyes should always be on the roads but...

Interviewer Do you have any any drive assist systems in your car at all?

M12 So I guess sort of maybe sort of parking assist, for example, that's something that I have in my car. I've also, I mean, we've got normal like the sort of GPS and everything else, but that's pretty much it in my car at the moment. I don't have intelligent speed assistance system, so it could be something that I might look at in the future when I'm thinking about buying my next car.

Interviewer Are you generally favourable to sort of extra technology in the car?

M12 Yeah, I think with the way in which the world is going, you know, technologies is becoming more and more important. And if we are having technology that is helpful, especially with regards to, you know, speed, which probably is like the biggest killer on the road. So if all cars can have that, then it can cut out..... I guess the number of road deaths. So, yeah, I can see that being a positive. But then at the same time, you know, I do feel quite confident with my driving. And so erm.... whilst I don't feel as though I would need it, I still think it's a nice to have erm... you know, something to have just in case.

Interviewer So as it's a system that you can turn on and off, do you think if you were driving a car that had a speed limiter in, would you be likely to have it on all the time? Or would you be likely to put it on for particular journeys? Or would you turn it off? How do you think you would use it?

M12 Yes, so I think I would use it erm.... if I didn't know where I was going, say if I was going to a completely new destination..... it's my first time going to that destination, then I would definitely use the speed limiter. But if it's.... if I'm going on journeys that I'm familiar with... I know where all the speed cameras are, etc. and yeah, then I probably would be less likely to use it. But yeah, I'd probably only use it for sort of new journeys or places that I'm unfamiliar with.

Interviewer So it sounds like you would be using it as a system that would very much pick up the speeds and on a familiar route, you would know them. So you wouldn't then feel that you needed it....

M12 Yeah, exactly. Yeah.

Interviewer And how do you feel about the override feature so that's a system where if you push your foot down hard on the accelerator, you could then override the limiter and go over the speed limit? How do you feel about that as a system?

M12 Erm... yeah, I think it's.... it's... it's good to have that. You know, I'm just thinking maybe if you're on a motorway, for example, and you're going at the speed limit, but there's a car in front of you that's maybe sort of moving a little bit slower than ....than what you are erm.... having that override feature to just maybe sort of overtake that.... that vehicle and then go back into the lane and return back to the speed limit is something that is helpful. So, yeah, erm.... I'm.... I'm in favour of that override feature erm.... I can see sort of plenty of people, sort of erm.....obviously, I know that it's a feature that you can turn on and off, but I can imagine a lot of people just overriding it all of the time. But yeah, yeah, I'm in favour of it.

Interviewer Do you... do you think that's important to have that facility to be able to override it if you if you wanted to?

M12 Yeah, I definitely feel that. I mean, if there wasn't one, then yeah, I think driving could get a lot boring. If you know, it's just driving just at the speed limit erm..... you wasn't able to sort of override the system. So I think in certain aspects, it's important to override the system like as I suggested with regards to overtaking on a motorway or if there's cars merging onto the motorway and you need to speed up a little bit.... you know...those are.... it's important that you do have that feature so that you can do that. So, yeah.....

Interviewer And you you were saying as well that you feel like you're quite a confident driver. So in some ways you feel like you wouldn't need the system. Do you think there's other drivers, which it would be more useful for.....

M12 I do erm.....maybe, I guess for new drivers, who are new to the road.... might be helpful for them erm..... I guess, just to be sort of more aware of you know.... different speed limits, how they can change, etc. when you're going through certain roads, it might be very useful for them to have that er,.... yeah..... I'd say probably mostly towards sort of new drivers erm....I do feel as though I'm a a confident driver, but as I was suggesting earlier I probably would use it for routes that I'm unfamiliar with. So that's when I feel that this could be something that could come in handy for me. And I guess maybe for erm.... yeah, I'd say it would be useful for sort of the younger demographic. I don't know sort of.... the percentage of people that cause road deaths, but I can imagine with young people who you know, get new cars and they're really excited and want to show off a little bit. I can imagine speeding could be something that could be erm.... something that they would.... yeah... do on a regular basis, so erm... yeah.,.... and it could help with regards to like insurance and stuff for them as well, because they're probably the ones that are judged the most when it comes to the roads. So, yeah.

Interviewer So it would be it would be useful as a targeted system to younger people who might be more at risk of speeding.

M12 Yeah, yeah.

Interviewer And you said that some people would be likely to just override the system the whole time. Is there any way that you can think of that you could stop people from doing that, do you think.... it's difficult because it's an optional system....

M12 Yeah....If.... I guess if the system was just something that you couldn't override, which would be sort of a negative as I was saying as well, because there are certain instances where you do need to override the system, but erm.... maybe for... I guess for certain people erm.... it might be needed erm.... again, I don't want to target the young demographic, but again.... they're probably sort of.... the ones that are... that that fall into the category of individuals that are most likely to speed on the road so erm.... if it was like mandatory to have it and it wasn't something that could be overridden, then yeah, that is something that could help but I can imagine that being quite frustrating (laughs)....

Interviewer So it sounds like a system that was targeted and maybe adaptable for... you know, you could maybe adopt how easy it was to turn it on and off and how easy it was to override it to different groups....

M12 Yeah, that could be something erm..... But again.... I feel like the young people probably sort of have a bit of a bad rep (laughs)... and it's a bit unfair. But yeah, I mean, it's the way in which like insurance look at it... you know, they get sort of targeted the most when it comes to sort of insurance premiums so erm...., I guess maybe when starting off and as you build up your driving experience, youn know, that can change alongside with it as well.

Interviewer So if you were buying a new car, and it had an intelligent speed assistance system in it, would that be something that would make you more likely to buy the car, less likely or would it make no difference to you, do you think?

M12 Before I took the study, I would honestly say that it would make no difference. But after taking the study, and knowing a little bit more about it, I think.... especially in this day and age, it's important to be more sort of energy efficient... which this technology would help with erm... and CO2 emissions erm... well, especially living in London, for example, where there's different tolls and congestion charges and things like that, where you are essentially being targeted for having a car that would create more emissions. Having this technology would help alleviate that. So that could also help and also with your insurance as well. If your insurers are aware that you do have this technology, that could also be a positive and also bring down your insurance premium, which would obviously be very helpful. So erm....and also just making you a little bit more responsible on the roads as well. So, yeah, I think now it is definitely something that I would... look into and I would want... in my next car...

Interviewer So you've seen some benefits that it could have. And that's interesting what you said about the fuel efficiency because quite a few people have mentioned that as a potential positive of the system...

M12 Yeah, exactly. And with petrol and diesel prices at the moment, yeah.... it's definitely top of people's minds...so, yeah....

Interviewer so if the system was in the car, would you want any particular information about it from the dealership.... would there be any particular questions you would want to know before you started using the system....

M12 Yeah, I guess I would want to know.... what... with this system, what what can I actually do with it? What information would it actually provide me with? So is it something that could be overridden as well or.... how would it actually work? So there will be sort of key information that I would want to know about it.... I guess, is it.... something that would help with regards to fuel efficiency or.... again, insurance premiums and stuff, those are.... I would want to know sort of the benefits of the system... from the car dealership and how it compares to.... maybe how erm...other key sort of car manufacturers....does it compare in terms of what they might have with their system or....if I was to get this car, would it have more features or yeah.... those kinds of things...

Interviewer So you'd be very much comparing the systems in different cars. So it sounds like you do quite a lot of looking around, would you, if you were buying a car?

M12 Yeah, definitely. You definitely have to shop around. So, yeah, I would want to know erm.... I want to get value for money at the same time, so.... I would want to know what I can get with the system erm...

Interviewer So it's financial considerations..... because with the intelligent speed limiting system... sometimes it comes as standard in the car, but quite often it's an add on feature. Do you think you would be likely to pay extra for these sort of driver assist features?

M12 I guess it depends on how much it costs, you know, if it's expensive erm.... that's the thing, I actually don't know what the market rate is for for something like this erm.... as it seems as though it's fairly new.... So I don't know how much it generally costs, but if it's something that is too much for me to financially make sense of, then I wouldn't add it on... but if it... again, I'd probably.... if I was looking on the market, I probably would go for a car that already has it installed erm.... as opposed to having it as an additional erm.... so yeah.....

Interviewer So you want to know the benefits and how it works, what's the best way of them giving you that information? Is it them talking to you? Is it them demonstrating the car? Is there written information? How do you find it best to get that information....

M12 Yeah, I would like to see it in written information, but also I would like to have like a walk through erm.... of the system, so I would want to have somebody next to me erm.... actually talking through erm... what's on the written information erm.... and actually showing me how to use it on the screen in front of me so that I'm aware... and what the benefits are. And then I can actually take that in.,.. that information a lot more in... and be able to process whether or not it's actually worthwhile...me actually going for it.

Interviewer So at the moment, it's an optional system, you can turn it on and off as you want. How would you feel if it was hard to turn off or they'd made it impossible to turn off, so it was just the default on system in your car? How would that make you feel about it?

M12 Oh gosh. Yeah, I think I touched on it earlier.... about if it was something that was sort of mandatory and it wasn't something that you could turn off. It could potentially be a system that could frustrate drivers. Again, it's helpful because it's allowing you to sort of watch your speed.... but I can just imagine if you're running late to pick up somebody or erm.... if you're, yeah, if you're running late, for example, when you do need to move a little bit quicker.... but I guess that can be quite frustrating. But at the same time, you can have that sense of you being responsible on the roads and erm.... you not taking extra risk, where it could impact somebody else or could get you involved in an accident. So in a way.... it's actually a positive....

Interviewer It sounds like you see that it's good, but at the same time, you know there would be situations where it would really annoy you if you couldn't turn it off....

M12 Yeah, but I think, yeah, but when you know what you're doing erm.... for like.... when you think about it more broadly, you begin to understand that you're actually doing the right thing and you just have to live with that.... and I guess plan better (laughs)....

Interviewer But if you were buying a car and it had the system and it was a mandatory system in that car but other cars had a system you could turn on and off, would you go for the one that you could do that.....

M12 Yeah (laughs).... yeah, definitely. Yeah, that would definitely be more preferable. As I said, I am a confident driver and I don't feel as though I would need to use the system all of the time. But yeah, if I could turn it off, it would be more beneficial......I can just imagine it just being quite frustrating and annoying for drivers. And especially when you can maybe sort of see sort of the road sign in front of you and you already know what the speed limit is. And erm.... but I guess the system is sort of reiterating to you what the... what the speed limit is and... sometimes you might want to go a little bit faster, but you can't..... and you feel a bit restrictive. So, yeah.....

Interviewer Would that make you enjoy driving less do you think.... if you had that restriction all the time?

M12 I think so yeah erm..., because you do want to feel a little bit free when you're driving erm..... and you don't really want to have something constantly need telling you erm.... you know what the speed limit is and not being able to override it and you're having to just... go at what speed it says you should go at erm.... It can be quite quite frustrating erm....

Interviewer And you mentioned there might be some people who would just override all the time.... we were talking about younger people, I think. So one of the options would be so if somebody was repetitively just overriding ... or for a long period of time, it would either sound an alarm or it would stop you from being able to do that. How would you feel about that being part of the system... so if you were just constantly overriding?

M12 Yeah, I think that's a good feature and I think it's necessary as well erm.... as I was saying, I can just imagine loads of people just erm.... just overriding the system constantly, and that's not what is actually for erm.... it's there to improve safety on the roads. And if you are just overriding it constantly then you're not actually being mindful of other road users and being someone who's safe on the road yourself. So I think it's important to have that feature to cut it out.... when it needs to erm....

Interviewer Does your car have any way of telling you the speed limit so either a visual warning or a beep if you've gone over the speed limit... more of an advisory system.

M12 Yes, so in my system.... visually, it will tell you what the speed limit is and then it will go red when you're going over the speed limit. So you know that you're going over erm..... and it.... my system, will also tell you when you're too close to another car in front of you. So again, it will give you like a red warning light.... on the dashboard to tell you to give more room, essentially. So, yeah....

Interviewer Do you find that useful? So if it's telling you you've gone over the speed limit, would you be likely to slow down or.....

M12 Yeah, erm.... 50, 50.... I'd say.... there's times where I have gone over the speed limit and I was completely unaware that I was going more than what I was supposed to have been going at.... and then that will allow me to bring down my speed. But if it's erm.... I guess a motorway or dual carriageway.... I feel as though again, I'm quite familiar with the road... I know what I'm doing. I know when I need to slow down, then I probably would override it a little bit.... up until the point where I need to sort of bring the speed down a little bit more. So, yeah.....

Interviewer So which system do you prefer, do you think? Would you prefer to have the advisory system that just tells you and then you make the decisions or the the more automatic limiter that would tell you and then it would slow you down, which would you prefer to have in a car?

M12 Again, probably before doing the study, I would have said the advisory system.... but again, after looking into it a little bit more and erm... thinking about the safety of other road users, I probably would want the Intelligent Speed Assistance System erm.... just because there are times where there's lots of things that can happen on the road. So if you have something that can just cut your speed, you know there could be an accident in front and you're speeding erm... you know, it can just cut it out before you get to that point. That would obviously be a beneficial system to avoid any future accidents for yourself. So, yeah, I probably would now go for it.... I mean, after looking into it a little bit more and thinking about it more broadly, yeah, I think I would prefer to have the system in my car now.....

Interviewer Are you quite interested in cars? Do you quite like to find out about the different things in them?

M12 Yeah, I am. I mean, growing up, I was a bit of a erm.... interested in them and I used to watch like Top Gear and stuff like that, and I still watch shows about cars and stuff. So it's definitely something that I have a keen interest in. And I guess starting off I was a bit of a boy racer. And as I'm getting older, I'm being more responsible.....

Interviewer How would you have felt about this system when you were younger and you were driving faster?

M12 No, I mean, it's not really cool, is it erm (laughs).... Yeah, I probably would have hated it. And I can just imagine sort of having some of my friends in my car... you know, having a go at me for going at the speed limit. So, yeah erm.... it probably would have been something that I would have hated. But, you know, as I've gotten older erm....and becoming a much more of a responsible adult, I think it's definitely a key feature that I would like to have, especially as you .... grow up and have a family and stuff like that erm.... I think that's really important.

Interviewer I'm not sure what Jeremy Clarkson.... in those days of Top Gear, would have thought of speed limiters going on cars...

M12 Yeah... I think he would have hated it as well (laughs).... But yeah, no, I mean, yeah, as I said, you know, when you're.... young, you want to show off a little bit and sometimes you do that by... by speeding erm..... And it's completely the wrong thing to do. But erm....it's... it's what was in at the time and what people found cool so.... yeah...

Interviewer So generally, would you be in favour of speed limiting systems being rolled out as compulsory feature in new cars? Or do you think it should be a choice of manufacturers? How do you feel about it being rolled out more generally?

M12 That's a good question. I think maybe sort of compulsory. I don't think it's fair to just have a certain number of manufacturers having the system and others not. I think it should be sort of a thing that is employed across all car manufacturers and erm..... I don't know if there's a regulation around it, but I think it could be something that could be part of future regulations to come into place to have this installed erm.... especially if it's going to improve the safety of erm....road users as well and avoid more collisions, avoid more accidents and I think it should be something that should be regulated and brought into play and.... have all car manufacturers employ it so.....

Interviewer So how would you set it up if it was compulsory to have in cars? Would you make it a system that you could turn on and off? Or would you make it a system that you couldn't and it was just on in the car? I know you're thinking about it from both aspects of it sounds good but you also can see that people wouldn't like it. So what do you think would be the best way of putting it in?

M12 Yeah, I think it should be optional. So erm.... being able to turn it on and off. So turning it on when you feel as though you need it and then turning it off when you feel as though you don't erm.... I think having the option is important erm.... if it was compulsory... yeah, erm.... it just wouldn't be something that would be enjoyable for the driver erm.... yeah....

Interviewer And if all cars had a speed limiting system, do you think it would make the roads and driving safer?

M12 I do erm.... genuinely erm.... But again, oh gosh...it then goes back to the last point where erm.... if you can turn it on and off erm.... if it was something that was compulsory and it was on all of the time, then I can imagine it being.... the road being a lot safer. But if people have the system but are not using it and it's constantly off, then you know what is the point of having it in the car? So erm....yeah, I guess there's different ways of looking at it, but I do think, generally speaking, it would make the roads more safer.... erm.... so yeah....

Interviewer And how do you think you might be able to encourage people to use it if it was in their car? So it could be incentives, it could be information or learning about the benefits. What do you think would be the best way of encouraging people to use it?

M12 I think maybe sort of showing a comparison of cars who maybe have been involved in accidents that didn't use the system erm.... and the number of cars that had the system that haven't been in accidents. Erm.... and I think that would be just a comparison that would bring erm.... some reality to it and allow people to truly process how having this system could be, you know, a huge benefit in saving people's lives as opposed to not having it. And again, maybe sort of drawing on the benefits of it...so the fuel efficiency, which is important nowadays. Yeah, reducing carbon emissions erm.... insurance premiums so erm...yeah...so that is something that I think would be erm.... the best way of encouraging people to use it.

Interviewer And you mentioned insurance earlier on as well, didn't you? Was that around sort of young people's insurance?

M12 Yeah. erm....and I think for them.... because I remember when I started out and I couldn't believe how much I was being charged, so if they were able to get a car whereby they'd have the system and it would allow them to save a little bit on their insurance premiums..... then I think that could be an added benefit for them and could be something that would make them want to get the car. I know that there's insurers out there that put immobilisers, for example, in young people's cars erm... when they're starting out.... but if they're able to get a car that has this system, they might not actually have to go with an insurer that you know.... they would need to have an immobiliser, for example, so erm.... so yeah...

Interviewer So as you were saying, it would be good to target it to younger people.... if there is that extra benefit for them....

M12 It is.... and I remember when I started out, it was more expensive than.... how much I actually paid for the car, and I just couldn't believe it. And there's some young people they work really hard to get their first car erm.... sometimes they do get a bit of help from parents but erm... when you get your car, you just want to enjoy it erm.... and you don't really think about how much it's going to cost in terms of insurance and erm.... it just puts extra pressure, I guess, on young people so.... yeah, if they were able to get a car like this that had the system, it might be able to help them... and think about other stuff that they can put their money towards

Interviewer and then you were saying about the safety aspects....it would be good to be able to show people the potential impact of using speed limiting systems.... because some other people have said statistics around safety and things would be useful. So it's very much that concrete thing of how it will help, isn't it, that is a motivator....

M12 Yeah.... even if it was done by like a presentation, maybe by a video or a poster just to provide them with the statistics of what that would look like.... I think that would hit home a lot more erm.... and yeah... I think people would then be able to resonate with it more and probably want to sort of get a car that did have the system... if they were aware of that so erm....

Interviewer So that sounds like a general campaign rather than something that would necessarily come at the point of sale with a dealership...is that more general....

M12 Yeah, yeah, I would say so.... yeah...

Interviewer Well, that's great. That's all of my questions. Had you thought of anything else about the the system while you've been doing the surveys or anything that you think we haven't covered?

M12 No.....

M12 (yeah, I mean, it's becoming more technology advanced. And I think it's really cool to have these these features in your car now. )

M12 (And sometimes there might be sort of... where a road is necessarily sort of... maybe 40 miles per hour, but there's roadworks, so it's gone down to.... 30...is it going to be able to pick that up erm.... are you still going to be going at 40 miles per hour? So I was wondering how the system would pick those types of things because like sometimes speed limits change all of the time. So yeah.... but in general, I think it's a very good system....)

Interviewer Thank you very much for talking to me.