Interviewer So first of all, if you could just describe the system that you've got in your car, sort of maybe what it's called, how it works and how long you've been you using it...

P5 Yeah so it's called Intellisafe, it's Volvo Intellisafe...I think it's called Intellisafe...But it was ....it was..... It came with the car... I've got a Volvo V90 and it has the speed limiter with it, so it reads road signs. Erm... I think it reads road signs, I don't really know, but every time I go past a road sign, it knows the speed of it and you can set it to either limit to a speed I want, or it can limit down to that road sign speed. Erm... so...but then... it wasn't dropping me down to the speed but it won't let me accelerate past that speed.

Interviewer Right? OK. OK, so it's not it's not slowing your car down as such....It's just stopping you from....

P5 It can do .....so if I put it in... there's like a...I can't remember what it's called now but it's it's like a dynamic drive mode where it steers and stuff for me. In that mode, it will slow it down if I've got the adaptive cruise on as well. So it'll look at that speed and it will slow it down, so it's got like three different modes on it.

Interviewer Yeah, yeah. So it's part of a sort of cruise control system.

P5 Yeah, exactly.

Interviewer Yeah. And how long have you had the car that..this car that...

P5 I bought it September... 2020.....It's a 70 plate so yeah 2020

Interviewer So you've had it year and a half. So how do you so as you were saying, it's got three three settings that you could use. So what what setting do you tend to use the most often,

P5 to be honest, if.... If I've got my wife in the car, I tend to use the one that slows me down and reminds me to slow down. If I'm on my own I don't use any of it. So it depends on... because I was.... she always tells me to slow down. So I use it a lot when she's in the car or if I'm doing, if I'm driving to see a client. I will use it then because I won't typically want to rush erm.... But if I'm driving at the weekend or going to a mates or whatever I will.... I won't use any of the assistance stuff and I'll just.... enjoy the drive.

Interviewer So that's interesting that, you're.... it's very definitely associated with particular journeys, and it's interesting you say that you put it on when your wife's in the car.

P5 Yeah, because she does. Yeah, she tells me off erm... we've got an XC60 as well so we've got a V90 and an XC60. The XC60 has a similar system but doesn't have adaptive cruise, but it does have the speed limiter erm.... that reads the road signs, but it doesn't..... So it has the same one where it won't let you accelerate past the speed limit of that particular road, but it hasn't got the slowing me down. So it won't yeah.... So if I'm..... If I'm on like the M11 and it's a 70, ...it won't let me go past 70. If I then come off on to a 50.... and I'm at a red light and then start accelerating it won't let me accelerate up to 70 and it'll stop me at 50...

Interviewer Yeah. So I was interested in what you said. When you're just driving yourself, you don't tend to use these systems. Can you tell me a little bit more about that? From the point of view..... as you were saying, it's more enjoyable to drive without it....

P5 Er Yeah, I tend to drive a lot faster and I don't really.... unless I'm going to a 30 or 40, I don't tend to look at my speed. I just drive sensibly to the speed limit of the road... No, to the speed conditions of the ride, not necessarily the speed limit of the road. So typically erm... I also would do quite a lot of late night driving, and that's obviously a lot faster, erm....and I wouldn't expect there to be children running around or that kind of thing so.... yeah, it's slightly different. But I never like drive.....dangerously....it's just.....quicker

Interviewer So do you feel like the speed limit of the road and the speed conditions of the road are not necessarily the same thing? Is that what you're saying....

P5 Yes, correct. So like on the M25, when it's hammering it down with rain, I'll be doing 50 and there'll be cars shooting past me and like little Golfs and stuff. But I'm in a V90 with massive wide tyres taking it sensibly and there'll be cars shooting past me. But if it's a clear day like today, and blue skies, I'd happily do 90.... when I'm on the M25.... well not anymore because they've got the new cameras but... typically, you know, when it's a nice, clear, dry day, no ice.... I'd comfortably sit at 90 on a motorway..... But but if it's raining, I wouldn't.....

Interviewer So if ...do you do you see the the intelligent speed assistance more of a thing to slow you down.... Is it to do with safety or is it to do with stopping you being caught speeding? What do you think?

P5 I think, yeah, it's a bit of both. No erm.... I think it is probably to actually stop me getting caught speeding because I believe and trust my driving ability to know when it's safe to go faster, when it's not safe to go faster. And obviously, I'm driving a very safe car, not just because it's a Volvo but because it's got big wheels, lots of grip. It's designed to be a sensible car. So for me, I feel..... I feel the speed limits on some roads is too slow. And it's it's more of a.... not getting caught speeding. So I use it, like I say sometimes going to see client's, going to places I don't know, roads I don't know.... Erm... I use it a lot for that kind of thing because I might not be paying as much attention because I'll be thinking about the meeting or be thinking about, you know, what I'm doing. So it's it's different to,...I'm not as focused on what's the speed limit sign. And actually, one thing that I love about it is if I do start thinking about something else... the speed limit's shown on my display so I can see what the speed limit is for the road. So I think it is about not getting caught speeding, which is bad isn't it....

Interviewer Well, no. I mean, that does tend to be what people are saying. It's it's something to stop them having traffic violations. And as you say, it's sort of an attention thing as well. So if you're as you said, when you're going to a client and you're thinking about the meeting, you're not having to, you know, you might miss.....it's giving you that extra...

P5 Yeah, like because sometimes.... all the new dynamic motorways...erm... it picks up on that. So sometimes I might miss a gantry??? that says 50, when you know it's.... for whatever reason. And obviously, the new motorways act out the speed cameras at 50 and they're not on at 70. So stuff like that, I've found that it's really ....it definitely saved my life....not like my life but... saved me getting points.... because it's dropped me down...I've been like why have we dropped down but then I realise we're.... we're you know in a 50.

Interviewer Yeah, that's interesting. So you can see the benefit from the point of view of things it's already done.

P5 Yeah,

Interviewer but it sounds like sort of part of your enjoyment of driving when you're//// you've not got your wife in the car and it's not to do with work. And....is to have that control yourself and not to have....

P5 yeah.... it has to be optional for me. I I wouldn't..... I'm not going to buy another Volvo. Erm...cos I'm looking to change my wife's XC60, and I won't get a Volvo because they are now limited to 112 miles per hour and.... I never. ....I never go over that, but I want the option to..... so they've now...Volvo have said that yeah we're limiting all our cars across the range to 112 miles per hour erm.... And I never go over that or will admit to, but... I can't in a new Volvo so I wouldn't actually buy one for that reason. And likewise, if there was a particular range of car where it had the.... ISA and it was turned on all the time, I wouldn't buy that car....

Interviewer Yeah, well, that's.... so that's interesting.... We'll come on to that a little bit in some of the other questions.... Do you so do you, how often do you drive with the system where it's actually limiting your speed? You know where, where it'll slow you down if you go over the speed limit....

P5 Only....Yeah..... Typically, when I am.... driving in the morning to a client, which is not that often, it's like mostly remote, so it's mostly a couple of times a month erm.... and then..... Yeah, actually, I rarely have that on with the wife..... when the wife's in the car it typically is.... is more alerting me....

Interviewer so it's very specific journeys that you do that

P5 Yeah, when I know I'm not going to be as focused and I'm going somewhere I don't know....

Interviewer So if you do drive with that on and it slows you down, do you often find that you have to override it? I presume you've got an override feature.

P5 Yeah, you just.... you just have to erm.... There's like a pressure point in the accelerator. So if you press a bit further, I think it moves.... you press a bit further and it lets you accelerate past it erm... only...when I'm in traffic and..... The adaptive cruise element of it is slowing me down, and then I'm in like a weird position.... and I need to accelerate round a car or whatever, but not that often..... Again, it depends on the traffic conditions

Interviewer and do you find that system works OK, because I think sometimes that's people's worry that if they have the system on and then they're in a situation that it's difficult to get out of with the limiter on.

P5 Yeah. So I've got.... my Volvo's a T8, so it's got nearly 400 brake horsepower, so I can very quickly jump out of the way. So for me, in that scenario, it's not.....it's not an issue because I can make it move quite quickly.

Interviewer It's just so that the times when you're not using it is because you prefer generally to drive without that..... control system in the car...

P5 Yeah.... And I've never really had an issue with the adaptive cruise side of it as well. Where.... I come up to a car and it's not the right positioning because you can change the distance. You can say, I want to set this far away. And so it just drops me down to the right speed and keeps me at the distance. So actually, I've found it works pretty well....

Interviewer So there's quite a lot of control around it in general, with it being part of...the wider system isn't it....

P5 yeah...cos it steers as well..... So on the motorway, if we're like going round corners... not corners but you know with the cameras.... It does that..... The only thing I have to input is.... if I want to change lane, but even then it'll assist me.....

Interviewer And how easy do you find getting all these systems set up in your in your car? Is it quite easy...or quite adaptable...

P5 super easy.....yeah...really, really, really easy.....Really, really easy.

Interviewer And so you were talking about getting another car and not wanting to have another Volvo, so the next question is about sort of when you were buying your car, whether the system that you've got was something that you particularly wanted, you sought out. Did you did you want these features in the car?

P5 I didn't know it had it. The only thing I wanted was the adaptive cruise. I didn't know it went to the intelligent speed limit and... knowing the road speed, that sort of stuff.... so no... I didn't didn't know about it at all

Interviewer so it wasn't something you were looking for. What did you think when you when you realised it did have that system in the car, what were your thoughts about it?

P5 Because I found out at the same time I found out, that it basically does self-driving.... steering round corners and stuff, I was like... This is amazing. And I was quite impressed with it because I turned it on and I was like what....what is this? And then it started steering and then slowing me down, and I was like this is amazing. So as a whole package, it works really well. I think if it was just the speed limiting.... I probably wouldn't have been as impressed. But yeah, I was pretty impressed.

Interviewer Do you think you would have used if it was just the speed limiter? Do you think you would have you would have ended up using that? You would have turned it on or...

P5 I think so. Yeah, I think so. I think I would have done again in the right scenarios where..., where I don't know the roads, I'm not focused as much on the driving as I should be.....

Interviewer So you could still have seen the advantages in using it....

P5 Yeah.

Interviewer Did you feel like you got enough information about these systems from the dealers when you were getting the car? Or is this something you had to find out for yourself by a bit of trial and error and messing around with the car?

P5 I'm a particularly annoying customer in that I bought the car by email. I just said, you know, have you got any of these in stock? And I'm also in sales. So I was like, I don't want to be sold to, I just want to buy the car. So they didn't really.... I didn't really give them the opportunity to sell me any of the features, explain any features. And then when we got the hand over they were like, do you want us to explain anything and I was like, no not really. So I didn't give them the opportunity to erm.... But I like to find the features myself, and I...tend to look at the manual and kind of understand it and look fully....

Interviewer Yeah. So it came with the manual and you kind of worked it out for yourself.

P5 Yeah, exactly.

Interviewer How do you think somebody would find it if they weren't the sort of person to do that ...you know...if they weren't...

P5 My wife can't use it..... and she's super clever. But she just like.... I can't work out what button to press, so she doesn't use it...

Interviewer It's a particular way, isn't it.... I think quite a lot of people I've spoken to are quite techie, so.... and quite motivated to go and look through the systems and find them all and....

P5 Exactly.... I'm the same...

Interviewer yeah...but if you're not that sort of person

P5 no she erm..... So when we had an older XC60 and I swapped it for her current XC60.... and when..... when we went to part exchange it.... I told the guy at Volvo... yeah you know it's got all the features... it's got like auto wipers and stuff...my wife was like, does it.... and she didn't realise there was just a button you pressed to turn the wipers on....and it just does it automatically so she doesn't.... if you don't know and you're not that kind of person that would investigate and play around with it.... then yeah, that's why she doesn't use any of the tech, really...

Interviewer Yeah. Do you think there's anything that car dealers and things could do to.... to make that easier for people who maybe aren't the sort of people to dig through... manuals...

P5 the problem is it's really hard to do a demo while the car's static and sat there.... So. Maybe they should do.... Because you obviously do a test drive and take the car out..., and they don't..... because of Covid they're not accompanying anymore. So they just give you the keys for you to take the car out... which I've done a couple of times recently. So there's noone explaining anything to you....which again for me is perfect because I can play around with stuff... and mess around. But for my wife, if she, you know, if she didn't have me in the car to show her stuff, she wouldn't....So it makes it harder. Erm.... so potentially a post-sale drive with the dealer might be something that would be useful.

Interviewer And there's so many systems in them now as well, isn't there...

P5 Yeah, it's insane, there's so much kit. I didn't actually like the Volvo stuff, at first cos it's just.... erm... it's just a big touchscreen and you just have to kind of find and scroll through....I'm used to it now, and it's the same one in both cars so it makes it a bit easier. But....erm yeah.... I didn't like it at first.

Interviewer Yeah....so since.... you were looking for these systems in your car, so since you've driven with them, has it changed your opinions of any of it or is it how you expected it to be?

P5 Yeah.... it's pretty much how I expected.... the speed assist stuff is what I thought it would be. The adaptive cruise is brilliant. Erm... and it's.... I think....the speed.... the speed stuff, erm.... it's probably not as important to me as the adaptive cruise, but being part of it is really useful.....

Interviewer Yeah, it sounds like you need to have a certain amount of motivation to learn how these systems works in the first place or you could sit in a car with some of these systems and not even know they were there if you weren't the sort of person.

P5 Exactly. And the buttons.... cos they make it so..... slick unless you actually realise... because I actually only worked out the full driving erm.... where it does all the driving for me because a massive green er.... symbol of a steering wheel appeared on the dash and I was like, What is that... and I looked it up, and I was like.... oh that's pretty cool, but I wouldn't have known otherwise....

Interviewer Yeah. So did you. So presumably the system is turned off when you first get the car, is it so it's a system you have to turn on and adapt to how you want it?

P5 Yes. Yeah, exactly. Well, you don't have to adapt it too much so it.... when you.... when you press.... the button on the... cos it's got a second stalk so you press the button on that.... and then you can adjust it but you don't have to adjust it, It's already set to be a certain distance from the car in front ...er....and then you can press again, which would then put it into....the second mode.... and then.... which is the kind of... so the first is just adaptive.... Second is with the speed.... and then the third is fully where it slows down and does the driving and does everything for you.....

Interviewer Yeah. So as you say, that's the that's the option you like, to have it default turned off and then you turn it on yourself because..... there's different options that they've sort of looked at for the speed assistance. So one of them would be to have it default turned on. So you had to go and then turn it off and you can make it sort of easy or hard to do that. How do you feel about it being more an option that you have to turn off rather than... one you turn on....

P5 Ah that would really annoy me. Yeah, but equally erm.... So is the question that every time I get in the car, I have to take it off or once it's off....

Interviewer Yeah, that would be one of the options that it would be default turned on and you had to....and they could make it.... So actually it was quite hard to turn the system off... So if you had somebody like your wife say who didn't understand how the system worked, it would be quite hard for her to turn it off. She'd have to learn how to turn it off.

P5 I would actively avoid buying that car,.....Yeah, I definitely would avoid buying that car...

Interviewer can you tell me why.... because is that... is that cos it's an annoying thing or because it's technically a pain.

P5 Oh, cos it would just annoy me? I'd want the control erm....Yeah, I would feel like I'm just being told to do something, and I'm one of those people that hates being told to do something. I'd prefer...., you know, I drive at the speed limit the majority of the time. Yeah, you know sometimes I go a bit faster on motorways and stuff. But I..... If I get told I have to drive at exactly 70 everywhere, I'd get really annoyed. So... and like I said it's the same with the Volvo thing where.... you know, they've limited.... limited the top speed.... that would annoy me.

Interviewer Yeah. So it's the active thing of of just putting that control on you..... You still want as a driver to have that control and judgement yourself....

P5 Yeah, exactly. And also.... I think it's dangerous in some situations. Sometimes you do have to.... like, for example, with cyclists now I always pull out across the other side of the road, I want to accelerate as quickly as I can round them and back in. I don't want a system to stop me from being able to go over a certain speed to then pull back in.... and that's that's one example of where... being limited, you know, on a country lane to 60, for example, I want to accelerate as quickly as I can past them... I don't want to.... you know, come up to a corner and not be able to... And yes, you could say, OK, when then don't overtake them..... But in practice, that's not as easy to.... you know....easy to say as it could be.

Interviewer And would the override system not be enough in that situation to....

P5 well, if that.... I suppose if the override system worked.... in a way.... in that situation, then yes. But still.... you have to have the conscious thought of.... I need to do the override on this speed system when in reality you'll be thinking about ok well it's clear... there's a cyclist there... you're in a hazardous situation where it's better.... for you to actually just be able to react how you normally would and how..... you know I've been driving for 18 years or whatever it is now.... in the same way..... rather than having to think....Oh, nowadays, when I overtake I have to override this speed system....

Interviewer Yeah, it's an extra thing that you and an extra split second that you've got to think about doing it....

P5 Yeah.... an extra split second that you're losing.. that would you know, is dangerous. And look OK, I do get that ultimately you could say well look... then it's not the right time to overtake... erm... which I've done some advanced driving courses and they all say that but.... that... you know is.... in real world, it's not always as easy as that because you might have been sat behind the cyclist and you've got a small gap and you want to take it....

Interviewer And does your system.... so it flashes up.....the speed limit on the screen? Does it make any audible warnings or anything, like anything or a touch warning to let you know that you've gone over....

P5 if I've gone over it does a bing....

Interviewer and how do you find that, is that helpful....

P5 If I've got it turned on then yeah helpful......so but typically.... I don't.... Yes. I'm just trying to think.... most of the time if I've got it turned on to let me know about that erm... I have it in the mode where it does it for me anyway so it doesn't bing.... because you can't, because you can't go over.....But in the XC60.... When I have turn-... turned it on there and it warns me.... it doesn't slow me down but it warns me.... in that scenario. You can't go over the speed limit anyway, so it doesn't bing.... So I don't.... I'm trying to... maybe I'm not thinking of the Volvo, actually. I don't think it does. I don't think it does, because when it's turned on.... I think I'm thinking of my Audi before.... where it...it warns you, but it doesn't stop you.

Interviewer Yeah. So that's an advisory system, isn't it where's it's just telling you when you go over the speed limit....

P5 Yeah...so I don't think the Volvo does bing actually... I think I'm thinking of the Audi,

Interviewer how did you find that... having a system.... So it's not limiting you, but it's sort of giving you a warning when you go over the speed limit? Did you find that a useful system on its own and...

P5 I'll be honest, I had it set at 100.

Interviewer So it wasn't binging too often then....

P5 it wasn't binging too often no...., I had it at 100 for if I was on the motorway and it would remind me that I'm.... going a little bit quick.

Interviewer So it wasn't doing it in towns when you were driving in towns and....

P5 No, no, no, no. But in towns, I'm really sensible...I'm really aware of my speed anyway. So erm.... it's.... for me.... I you know when I..... go through villages and towns... in a 30 I always do 30 I never... you know..., I've never put it at that.... but... on a country lane...on a dry day, I might easily hit 100... comfortably... and in a safe... you know... straight whatever dry road....

Interviewer is that a safety thing, when you're driving in towns, then that you keep to 30 or is that because you're very conscious of the...

P5 no it's not.... no and that is not about getting caught speeding actually.... it's very much a safety thing erm...., very much, you know, trying to be safe.....whilst I said that the intelligent speed for me is about not getting caught speeding.... that's only because I.... I only speed when it's safe to speed, if that makes sense. And that sounds ridiculous. ....But I can see a long, straight country, road... I can see there's no junctions... and there's no farmer's gates... I can hurtle down there. On a motorway ... dry day... not many cars, I can hurtle there....through a town I wouldn't speed.... so therefore I don't need assistance to tell me so....

Interviewer Yeah, it's sort of the enjoyment of driving. You obviously enjoy driving faster where you can....

P5 Yeah, exactly.

Interviewer Yeah. So you've sort of talked about the intelligent speed assistance and how you like the system in your car, and it would need to be turned off. What do you feel about it... the system generally being rolled out as a compulsory system? And do you think it should be in all cars?

P5 Er yeah.... So I've I've read that. Maybe that's what this study is about, but I have read that there was some mandate that that was going to be a thing.....erm...

Interviewer It's in the EU that they're putting it in all new cars

P5 so will that apply in the UK as well.

Interviewer No, it's not. No, this was the the thing. It was going to be in the UK cars as well. But I think it's been pushed a bit down the road.....

P5 finally something good that Brexit's done (laughs)....yeah..as you can tell by that response, I don't like it as an idea. I think it's.... It depends on on how strict it would be, and if you can override it and all that kind of stuff. But conceptually, I think it's a stupid idea. I think a lot of roads the speed limit is wrong erm... and..... We're very much a culture of... we have to work to the lowest possible risk... a 30, fine... a 20, fine.... those are sensible...through villages, a 30 or 40 makes sense...stick to those.... but on country lanes, I want to be able to enjoy driving....

Interviewer Yeah, yeah. Again, it's that... it's that choice and not having people....

P5 Yeah, exactly....dictating it...

Interviewer If it was a system in all cars, but you could easily switch it off, would you see it as being a useful thing to... or would you still want it to just be something that you've chosen to put in your car?

P5 Yeah, I think... I mean it's...., stuff like this is going to, you know, it's going to happen that... it's inevitable. Erm... if I can turn it off pretty easily, that's fine. Erm... with like a switch .... then that's ok.... or you know, a button you've got to turn it off at the start of each journey, which is... which is fine. But.... I think, yeah, I think it's an acceptance that it is inevitable that stuff like that is going to come in.

Interviewer Is that because it's a general move towards more automation in cars? Is that what you mean?

P5 Yeah, yeah. Yeah, I think I think so. I think.... It's that and the whole factor, you know.... there's a lot more control on things and... what we can and can't do. So it feels like it is inevitable that the speed limits and automation.... and because the technology is there... the technology's there to limit and have that kind of control....erm....

Interviewer do you think that will make driving safer for people? Or do you think there's aspects that won't....

P5 I don't think so because..... Eventually, yes, but you'll still have..... the majority of the younger people probably driving an older car that doesn't have it anyway. Once every car is off the road.... I think so. But I'm sure people will work out how to bypass it..... I'm sure it'll just create another culture of..... Yeah, changing..... Changing what people do I think....

Interviewer And just a final question. So I totally understand your viewpoint of finding it useful, but wanting that control and you don't like the idea of it being rolled out compulsory for everybody....but if erm...., from the viewpoint of encouraging people to use it... Is there anything sort of around incentives or information which you think would encourage people to either buy the system or use the system?

P5 Erm...I don't think so..... I suppose it could be an insurance thing, right, where.... well, the problem with that is if there was like...yeah you get cheap insurance, if you have this on your car. It ...won't be any cheaper. They'll just make it more expensive for people who don't have it on their cars.....so ....and we know that's what would happen right....I mean in reality, that's what insurance companies would do. So yes, if it was.... OK. .....You can get incredibly cheap insurance if you have these systems and it's used all the time, but then it'll go back to the whole black box system.... of insurance companies checking, you know... because they'd want to know that you're using it, they'd want to know the data erm.... And again, I just... I hate that level of control like.... You know, I've got an iPhone, I get that..... Everything I do is being tracked. I understand it... but I want to try and keep some semblance of control so... I don't think any incentive for me for one....yeah...

Interviewer Is there any sort of anything around.... Because there's probably certain people who don't like the idea of this sort of thing at all. Is there any information or any sort of if there was a public sort of campaign about it, is.... what would you focus on information wise to sort of encourage people... Although I understand from your point of view, you actually don't really want to be encouraging people to use it....

P5 No. I guess the safety side. For towns and villages and... which isn't as relevant to me, but..... Giving people the understanding that with these systems... you don't have to.... focus as much on actually not speeding because they'll help you with the right speed. But I suppose also..... You'd probably get a good uptake if if you were talking about how it stops you from getting caught speeding, right, because no one wants to get caught speeding erm.... and so I think a mixture of both would probably..... probably help with that....

Interviewer Yeah.....quite a lot of people have talked about its sort of financial incentives, which would encourage people to use them...but in cars at the moment a lot... Quite often you have to buy the system as a separate Add-On. So it's kind of... the opposite of that isn't it.... you're paying for the system.

P5 Yeah, no, exactly. Exactly. So that makes sense. Maybe, you know, a government subsidy, that says yeah we'll... pay for the....pay for this as an additional thing, but I wouldn't...

Interviewer Yeah, no that's great. So that's covered all my questions was there anything else that you'd thought of around the system that we haven't talked about?

P5 Nope, don't think so....