Interviewer OK, so had you heard of the Intelligent Speed Assistance System before you saw....

M7 no

Interviewer So the idea is that you've got you've got a camera on the front of the car and it uses GPS as well, so it can pick up the speed limits on the road. And then if you're driving along and you go over the speed limit, it would gently cut the fuel to bring you back under the speed limit. And then there's an override feature. So if you did need to accelerate out of something, then you can push your foot down hard and it would take you out. So that's the sort of general idea of the system. So first of all, if you just start off, what what what are your feelings about that kind of system? Just sort of your first impressions.

M7 Yeah...I mean, when I completed the survey, I said, I think it'd probably be really useful for young drivers or learners. Erm... just because, I remember learning to drive and when you're first learning, I think ....you're thinking about so many things. My instructor used to say, watch your speed because I think you get, you're sometimes..., you're looking at the car front of you, what's behind you, what's going on around you and I think your foot can just go down that accelerator. And I think it's very easy as a learner especially, to not have that sort of awareness or control. Whereas once you've been driving for a long time, I think you sort of know when you're around the speed limit. So I think it'd be really useful for learners. Erm... I think just generally with technology, the way.... the way things are going anyway with cars, I think it's something that probably will just be standard eventually. Erm.... my partner's car has got a pre-collision assist. So if you're approaching a vehicle at speed, the pre-collision assist will go off erm...and it can be literally just as you're about to overtake a car like, you're.... there's nothing ahead of you and you're approaching it and you just go right, it will go off. So I think just technology in cars is just moving ahead so erm.... it's not something I'd be against having, no. I think because you've got that control where you can accelerate out of it. I think that's that's still, you know, that's that's a real bonus with it.

Interviewer How do you feel about the the override system? Like if you were sort of if you were about to start driving a car that you knew had the system in, would you have any reservations about driving with the speed limiter on....

M7 I think I'd be nervous about it because I'd be thinking, oh how is this going to affect my driving erm.... that sort of situation.... The only thing I wrote in the survey that I completed is that I would be nervous about overtaking because sometimes when you need to get that speed up and if you're... you know, if you're overtaking and you just need to go a little bit faster, I'd be worried about it affecting the overtake. So ....if you were trying to be fast to go round a car and then, you know...maybe you see a car in the distance and you think, god I've got to put my foot down. You know, how many seconds would you potentially lose in.... And you know, and I'm saying, you know, you might be overtaking... a tractor or something, you know, not... not just any other car in, you know, in in a dangerous situation, it could be a country lane and a tractor and you pull out and then as you pull out, you see a car coming towards you maybe...and you think, oh god, I'm going to have to put my foot down here...so you put your foot down.... If that kicks in and the speed starts reducing, I know you can accelerate out of it but.... would you lose.... kind of seconds on that.... That would probably make me nervous, and that would probably make me reluctant to....overtake..... I think that's probably the only situation that would make me nervous.

Interviewer .....and what you were saying.... when you were talking about it might be useful for newly qualified drivers. So that sounded like it was a kind of an awareness thing. So that's something that they wouldn't have to be looking for on the road. Is that....

M7 Yeah, absolutely. I think because you're thinking about so much when you first learn to drive. And I remember from my experience, my instructor would say, watch your speed... So it's just something that they probably wouldn't have to think about. So I think that would be.... probably the most benefit. Erm... I also.... I mentioned young drivers as well. And.... obviously, I don't want to be stereotypical, but insurance costs obviously are so....you know...going up so much now. Erm.... maybe for a young driver, if the car they were driving had this feature built in, would that potentially lower their insurance premiums? Because.... you know you.... you know that there's less chance maybe that...I mean, maybe they'd just accelerate out of it all the time (laughs).....but it's something that maybe you know, could be beneficial.... for new and young drivers....

Interviewer So that might be, yeah, that might be an incentive for a young driver to use it if they got a benefit on their insurance...

M7 Absolutely...yeah.

Interviewer So if you were going to drive a car that had this kind of system in, so you can... you can turn it off for whole journeys,... you don't have to have it on or You can rely on the.... having it on and using the override. How do you think you would use it in a car? Would you, especially at the start when you weren't so familiar with it? And then going on, how do you think you'd....

M7 I'd probably test it to get used to it.... So I probably would go above the speed limit to see what it...to see how it felt, I'd need to know how it felt rather than being in a surprise situation. There's a road near where I live, where it goes... erm...it's quite a long road and it goes from 40 to 30 to 40 to national speed limit to down to 30 again. So I'd probably test it out on a road like that to kind of see what the accuracy was like. Erm....yeah....and then sort of gauge kind of how it felt when I was driving, erm.... I don't think I'd rely on it in... for my speed.... I think I'd still be aware myself of driving and going up and down speed myself, but just knowing it was there.... because it would be really useful for.... sometimes when you're in an area and.... you're unfamiliar with it, you don't know what the speed limit is and you look around and think, oh there's no signs, erm....and even built in SatNAvs aren't always accurate. Erm.... like mine's an old one that hasn't been updated in my car, so I couldn't rely on that. Erm....So that would be useful. Or when you were approaching a speed camera and you think...I don't know if it's a 30 or a a 40 down here (laughs)....something like that....I think it would actually be really helpful in that situation.

Interviewer Yeah. So if you've missed the actual sign, it would be able to tell you.

M7 Yes....yep

Interviewer So is that sort of like, do you think that would be the main benefit would be sort of like related to the speed cameras and things? Or do you think it's got a safety aspect to it as well?

M7 There's definitely a safety aspect. Yeah definitely. So like there's a personal benefit in that, keeping my speed where.... you know where it should be. But then also there's a safety element for people around us, you know, I live by a school...on my road there's a school. So where you get to the school, that's 20 miles an hour. Nobody, goes 20 miles...cos it's a 30 road.... As soon as you get into that zone, people should go 20. But there's no cameras, it's not enforced. There's no speed bumps. Erm... so nobody does it. But in that situation, if the cars did have this feature, then you know it would increase the number of people that did it...it wouldn't go to 100 percent we know that.....but it would definitely have that safety element. And obviously having a little one as well..... it's important to me that around schools people drive safely.....

Interviewer Would you use it differently in different sort of journeys? Because, as you're saying, it would be useful because you're near a school and you've sort of got this road where the speed limits are changing quite a lot. So that would be a good place to trial it. Are there journeys where you would be less inclined to use that sort of a system.

M7 Erm.....trying to think... less inclined... maybe..... I mean, I'd probably just leave it....I'm a lazy driver, so I probably would just... just get in the car and drive. But if I was just popping to the local supermarket, for example, where it's a journey that I do all the time, there's no real safety issues there, then I'd probably be less inclined to use it. I could probably talk about more... being more inclined...erm... like on the motorway. It's very easy on the motorway to go faster and faster especially if the road's clear. It's so easy to kind of go, Oh God, you know, I'm going over the speed limit and bring yourself down erm....or it's really frustrating when you're on a motorway where it drops you to 50 or 60 and then it gives you that sort of reminder, oh you know, your speed should be at this point, so I think I could probably explain benefits or when I'd be more likely to use it rather than less inclined because I'd probably just leave it on....

Interviewer And you mentioned the situation of overtaking where you might have some reservations around the override system. Are there any other situations where you would be more concerned about whether the override system would be fast enough?

M7 Overtaking...yeah, overtaking's really the only one I can really think of. Erm... I mean, the only other things I'm thinking is...is how would it work in you know like car parks, where they're 5 miles an hour... things like that.... Erm... because I'm sure most car parks are 5 miles per hour but they're private lands, so then are they... you know would with the system read that or would it...would it not know.... So that sort of situation, you know, if you're going to a supermarket late at night, and you go into the car park and there's nobody around. It's quite late, are you going to do 5 miles an hour from the second you go in.....you know, so maybe then you'd be overriding it because you know, again, I think supermarket car parks, places like that are places where people don't tend to.... always abide by the limit. So that'd probably be another situation, I could think of. But I don't think it would be that impactful.

Interviewer No. And it sounds like sort of generally you think it sounds like a good system and then it would just be a case of driving with it and trying it.

M7 Definitely. Yeah. I wouldn't be against it. Not at all. I think generally anything that's erm.... there to, you know, increase safety is a good thing.

Interviewer So if.... if you were going to buy a car now and you found out that the car you were going to get had these.... this intelligent speed assist system in it, how would that make you feel about the car? Would it make you more inclined to buy it less or would it not really....

M7 I wouldn't pay extra for it to have.... But it wouldn't put me off at all. I'd be quite happy with it so if I went to buy a car and they said it's got this built in erm... you know, it comes as standard. I'd be ab-.... I'd be fine with it. It wouldn't put me off at all. But if they said, would you like to add this as an optional extra for an extra thousand pounds, I'd probably say no....

Interviewer Yeah...because quite often....Some cars have it as standard, but quite often they have it... as a paid extra. And it's quite often part of other systems like the lane assist and....

M7 Yes. My other half's cars got lane assist, but I've never noticed it or used it that I'm aware of. Yeah.

Interviewer So, if it came as standard and you were getting a car and it had this in it, would there be anything that you would want from the the dealer? Any information around how to use the system, would there be anything that would help?

M7 A demo would be good if they could take me out in the car and show it me.... That would pr-... you know like a test drive. That would probably be good just so that I understood it and how it felt, yeah....and then I'd do it myself on a road I was familiar with.

Interviewer And how do you do with the sort of manuals and things that you get around cars? Is that a helpful way of learning about the car?

M7 I tend to just learn as I go with the car. I never read the manual. There's probably loads on my own car that I don't know about because I've never found it (laughs)...

Interviewer Yeah. Well, that's the thing, isn't it? If somebody doesn't show you through all the systems, if you're not the person to go through the manual, you won't.....

M7 You'd never know.

Interviewer Yeah. Erm... so there's sort of different options for how you would have the system set up in the car. So usually it's a system which you go and turn on as the driver you choose when you want to turn it on and off. But it could be made harder for people to turn off, and that would maybe encourage more people to use it. How do you.... how do you feel about that...for it to be that way round so you had to turn it off?

M7 Yeah...I think that's the right way. I think it should be like that, erm....and I think it should be quite difficult to turn off because if it's easy, people would do it all the time erm.... again, my other half's car, because it's much newer than mine, he's got the erm...start stop and you turn it off by just a button on the middle of the car. And I switch that off all the time because it annoys me, so it's easy to switch off. So I think if.... if it was just a button or something, people probably would, but it is a safety thing..... you know, start stop isn't a safety feature really. It annoys me. So I switch it off. But this is a safety thing so it probably should be difficult to switch off yeah....

Interviewer Yeah....and do you think that would bother some people that it was hard to switch off?

M7 Probably. I think it probably would, yeah.... I'm....you know, I've got a child, so I'm quite a sensible driver. I think I'm not interested in speeding around and getting to places as quick as possible. I just want to get that as safe as possible with my little boy. So speed doesn't bother me. Whereas I do think stereotypically some drivers probably would prefer to be driving around...I mean.... my other half he probably wouldn't want it... So I think it's the demographic...it's the demographic, I think.... definitely of who it suits.....

Interviewer So what is it, do you think about your other half that erm.... that he wouldn't want this system on his car....

M7 because he likes driving fast... whereas I don't. I'm more of a nervous passenger, so I think I like to just be in my car in control. Erm....and this would be an added benefit.

Interviewer Do you think he would just.... if he had the system in his car? Do you think he would just....turn it off...

M7 He would switch it off...yeah....definitely.

Interviewer And do you have erm... in your car at the moment....do you have like any warning lights or anything that come on when you.... when you're erm.... to tell you you've gone over the speed limits or anything like that, do you have any alarms....

M7 I don't, no, I don't... But his car erm....cos he's got a much newer car than me erm.... a brand new one... his flashes on the erm... dashboard in front of you, so if you go over the speed limit, the speed limit will just flash on the dashboard in front of you, which catches my eye if it does it when I'm driving that car. So it is a bit of a visual sort of reminder..... it doesn't do anything...whereas my car erm...... It's about 6 years old.... It doesn't have anything like that on it....

Interviewer Do you find that kind of warning system useful? Like, do you find it useful when you're driving the other car?

M7 Erm.... it's annoying more than anything because it..... it flashes..... it's annoying, I think but my car....like I prefer the set-up in my car where I don't have that kind of visual distraction....

Interviewer So how would.... in comparison to the sort of speed limiting system which do you think's the most useful then... the one that tells you when you've gone over the speed limit, or the one that does something

M7 the one that does something because it's.... I think the other one is easy to ignore erm.... so the one that actually does something is a much better safety feature yeah....

Interviewer So when it flashes up to tell you you've gone over the speed limit, does that change.... Do you slow down or do you just find it annoying that it's flashing at you...

M7 I think it's really easy to just not look at it. I think you get used to just not looking down because I think off the top of my head, I think the circle is always there with what the speed limit is. And then I think if you go over it erm..... by like 1 mile per hour, it starts flashing.....

Interviewer Erm.... so the idea was that these kinds of systems are going to stop being rolled out more in newer cars. What would you think about it being in all new cars? Do you think it would be good for it to be compulsory?

M7 Yes, I think so,... yeah...it's a safety thing so..... So yeah, definitely. I think it should be....should be standard...

Interviewer And how would you have it set up in the car? Would you have it so the driver can turn it off easily? Or would you make it a little bit more difficult to turn....

M7 I'd make it difficult to turn off.... Somewhere in like the car settings, rather than like a button on the dashboard or within the car, kind of an easy button. I'd have it within the settings, within the menu somewhere, so you have to physically navigate to it.

Interviewer And do you think if it was in all cars and it was harder to switch off, do you think it would make driving safer on the roads?

M7 Yeah.... because not everybody would use it and a fair amount would override as well. But there will be a number of people that would ....would slow down and that would make our roads safer. So yeah... you know...it wouldn't fix the problem at all....But it would definitely increase the safety, yeah...

Interviewer And how do you think you could encourage people to use the system or what like it could be incentives to use the system or......

M7 Insurance premiums, probably....yeah.... I'd probably say insurance premiums. I mean, marketing campaigns and probably like the benefits of like fuel reduction as well... from driving 10 miles per hour over the speed limit, did you know that you would save this much fuel erm... and things like that, especially with petrol costs and things at the minute.... Erm.... obviously, people want to save money, so it needs to be things that are of interest... rather than, oh, look, you know, you're going to drive, you know, much safer. I don't think people, people go, yeah, whatever....what's in it for me though.... you need to know what the benefit is for people and if that's going to be saving them some money, either through their insurance, through fuel erm..... I don't know, increasing the longevity of your car, things like that that's a benefit to people, then I think that's when people will buy into it....

Interviewer OK, so so it would be better to focus on the kind of material benefits of using the system than just saying it will make you a safer driver?

M7 I think so. Yeah, I think some people would, you know, would agree with that and would want that. Yeah, absolutely. I want to be a safe driver, but I think generally people want to know well.... you know... what's the benefit for me, really, my personal benefit.....and I think money is a big one.

Interviewer And how would you give people that information? Would it be at the point they were buying the car or would it be a more general sort of conversation?

M7 I think so..... I mean, when people were buying the car, maybe some sort of leaflet all about it with the benefits that people could read through because I think when salespeople talk at you..... of potential.... but I think you switch off for some of it, but if they actually gave them a leaflet with something they could read, I think that would.... you'd take it in a little bit more.....

Interviewer So it's the kind of material benefits and....

M7 and showing them it on a test drive as well cos I think lots of people just like to see how things work themselves.

Interviewer Yeah. And is there anything.... So thinking about your other half, who wouldn't like the idea of the system at all. What do you think would be the best approach for him? Would it be those materials benefits....

M7 it would be the material things, yeah... definitely.

Interviewer Do you think that would be more likely to sway him?

M7 Yeah, especially insurance, because his insurance is probably three times more than mine...I'd say insurance for him would be a big thing.

Interviewer OK. Well, that's that's great. That's all of my questions. Did you have anything else that you'd thought about the system?

M7 No, not at all. No.

Interviewer Yeah. Oh, that's great. Well, thanks very much for talking to me...